

## **REQUEST FOR EXPRESSIONS OF INTEREST** **CONSULTING SERVICES**

Selection # as assigned by e-Tool: GY-T1171-P001

Selection Method: Full Competitive Selection

Country: Guyana

Sector: Tourism

Funding – TC #: ATN/CO-18229-GY

Project #: GY-T1171

TC name: *Developing a Sustainable Tourism Circuit in South Rupununi Guyana*

### *Description of Services:*

The objectives of this consultancy are to: (i) develop new tourism market-driven products in the South Rupununi; (ii) conduct institutional strengthening of a Regional Destination Marketing & Management Organisation (Visit Rupununi) and build the capacity of tourism stakeholders; (iii) deliver a suite of marketing materials for the appropriate distribution channels to raise the profile in and reach the markets targeted by the cluster, and (iv) conduct assessment and make recommendations for digital payment and reservation solutions in the South Rupununi region.

*Link to TC document:* <https://www.iadb.org/en/project/GY-T1171>

The Inter-American Development Bank (IDB) is executing the above-mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (<http://beo-procurement.iadb.org/home>) by: *May 24, 2021*, 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include: (i) Developing new tourism market-driven products in the South Rupununi; (ii) conducting institutional strengthening of Regional Destination Marketing & Management Organisation (RDMMO), (Visit Rupununi) and building the capacity of tourism stakeholders; (iii) delivering a suite of marketing materials for the appropriate distribution channels to raise the profile in and reach the markets targeted by the cluster, and (iv) conducting assessment and making recommendations for digital payment and reservation solutions in the region.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-1. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the draft summary of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among

staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: [CourtneyI@iadb.org](mailto:CourtneyI@iadb.org)

Inter-American Development Bank

Division: *IFD/CTI*

Attn: *Matteo Grazzi*

1300 New York Ave, NW, Washington DC 20577, USA

Tel: *202-942-8235*

Fax: *[include the country and city code]*

E-mail: [matteog@iadb.org](mailto:matteog@iadb.org)

Web site: [www.iadb.org](http://www.iadb.org)

## **DRAFT Scope of Services**

### **a. Product Development:**

The consulting firm is expected to work with their own consultants on the ground to conduct a situation analysis in the indigenous communities and private stakeholders (e.g., ranches, families, other businesses outside the villages, etc.), prepare a market-product match, and develop a tourism development and marketing strategy for the South Rupununi tourism circuit. The firm will design at least 10 new experiences with respective business models and target markets and reflecting revenue distribution along the value chain (e.g.: day tours and multi-day packages).

### **b. Marketing strategy and key inputs:**

The consulting firm will be responsible for a marketing strategy for each of the 10 products developed, including: a) clear identification of target markets – location, demographics, potential size; b) best distribution channels and strategy to penetrate those markets; c) communications/marketing material for the 10 products appropriate for the distribution channels and markets. The firm should prepare enough marketing material to help the cluster and/or its members market the destination (and its products) over the next 12 months after the end of the consultancy. Training on how to use the marketing material and the distribution channels, including social media and online travel agents (OTAs) should be covered in the training activities alluded to below.

### **c. Capacity building of micro, small and medium enterprises (MSMEs) and indigenous stakeholders operating in the region.**

The consulting firm will also be responsible to help the MSMEs and other stakeholders in the cluster become visitor-ready.<sup>1</sup> During the consultancy, a training needs assessment of relevant tour operators, guests houses and lodges, tour guides, small restaurants, and craft-makers will be conducted given the

---

<sup>1</sup> An establishment is considered to be *Visitor-Ready* by i) having all required business licenses, permits, etc. to operate legally, or in the process of obtaining them, ii) has a basic website and/or Facebook page, iii) has a contact telephone number or email available year round, and automated email and voice responses if entity operates seasonally, iv) businesses has branded signage, and v, in the wake of the Covid-19 pandemic, the business entity has sanitation and physical distancing measures to protect the health of visitors.

new products developed, the markets identified, and the marketing strategy. A training program that is culturally appropriate, gender sensitized, and market-driven will be prepared to fill the gaps. The curriculum and supporting material will be used to train trainers including key staff of agencies such as the Guyana Tourism Authority (GTA) and other clusters such as the North Rupununi tourism cluster, as necessary. The training will cover areas such as management, digital marketing, channel management, record-keeping, as well as hospitality and customer service, safety and health standards post Covid-19, wilderness emergency protocols, etc. It is expected that 100 MSMEs will receive training, at least 50% of which will be women-owned or managed firms. At least ten individuals will be trained as trainers to ensure sustainability.

**d. Digital payment solutions.**

Conduct a feasibility assessment for the implementation of digital payment solutions in the South Rupununi. If feasible, identify the challenges involved in receipt and processing of payments and based on local financial technology solutions currently existing within and outside the country, make recommendations for how these challenges can be resolved.