

Terms of Reference

Background

The *Caribbean Marine Biodiversity Program (CMBP)* which is funded by USAID aims to reduce threats to marine-coastal biodiversity in priority areas in the Caribbean such as coral reefs, mangroves, and seagrass beds, in order to achieve sustained biodiversity conservation, maintain critical ecosystem services, and realize tangible improvements in human wellbeing for communities adjacent to marine protected areas (MPAs/MMAs). To achieve this goal, there are four expected results that must be attained:

- Expected Result 1. Enabling environment created for long-term MPA success
- Expected Result 2. Effective marine spatial plans (MSPs) and seascape governance mechanisms
- Expected Result 3. More sustainable fisheries sector by maximizing fishery benefits of MPAs/MMAs, promoting innovative fishery management actions, and promoting sustainable livelihoods
- Expected Result 4. Effective management and governance of MPAs/MMAs

CMBP is being carried out within four Caribbean seascapes i.e. Jamaica, Haiti, Dominican Republic (DR), Grenada and St. Vincent and the Grenadines. To advance the project activities and achieve the CMBP goal, the Conservancy is working in conjunction with local non-governmental organizations in each seascape.

One of the activities being carried out to support a more sustainable fisheries sector by promoting sustainable livelihoods is to develop a community tourism/ecotourism product in selected communities associated with MMAs. The primary goal of developing this tourism product is to diversify the income streams of the fishers and their families in order to reduce their dependence on fishing. Another strategy to promote sustainable livelihoods is to train members of these communities in the making of various craft products for sale. The two communities targeted for this intervention are Bluefields in Westmoreland and Crawford in St. Elizabeth. The Nature Conservancy aims to not only assist these communities in developing these products, but also forming strategic partnerships with major players in the tourism industry to market these products (both the community tourism aspect and the crafts), to visitors.

Scope of Work

To help advance this work, the Contractor will carry out research to identify the target market, design a community tourism/ ecotourism product to fit this market and market this product to potential patrons. The Contractor also shall facilitate training in the production of crafts, and form strategic partnerships for the marketing and sale of this product. This includes, but is not limited to:

- Identifying existing resources within the community which can be used in the tourism product(s);

- Identifying basic needs (e.g. bathroom facilities) that will need to be met for the development of the product(s);
- Engaging community members in learning and assisting with development of the product(s);
- Providing reports that describe activities done including the current status of the product, progress made, challenges and recommendations on how to make improvements;
- Forming strategic partnerships with tour operators to drive patrons to the product;
- Identifying existing skills within the community and the level of interest in craft making and;
- Forming strategic partnerships to facilitate the sale of these products

Contractor Tasks

- Capacity and knowledge building
 - Delivering training (specifically linked to how tour operators and ground agents operate, the requirements relating to health and safety, quality, consistency, etc.) to build understanding and capacity within each community
 - Working with tour operators and ground agent partners to deliver taster tours as a chance for those community members who will be directly involved in delivering the excursions to experience existing excursions within the tour operators' portfolios
 - Delivering training in craft making to members of each community
- Evaluation of sites and community
 - To include collecting baseline data
- Excursion development (the actual product)
 - Develop at least one solid excursion offer in collaboration with the community. Involve existing tour companies (such as Island Routes, This is Jamaica) in scoping wider excursion activities, associated timings and costs
 - Provide advice regarding the selection of the relevant equipment, facilities and amenities for the excursion
 - Identify opportunities to include hands-on ecological activities (e.g. coral nursery) within the product itinerary
- Tour operator and ground agents links and engagement
 - Broker the relationships between the communities and the ground agents / tour operators ensuring that the right people and information are included and available at the right times throughout the excursion development process
 - Gather and disseminate feedback and advice from tour operator and ground agent partners and their customers, throughout the excursion development process
 - Arranging, with tour operator partners, FAM trip-style trial excursions for holiday representatives, to gather constructive feedback prior to launch
 - Arranging, with tour operator partners, complimentary or discounted trial excursions, with holidaymakers, to gather constructive feedback prior to full launch
 - Working with tour operator and ground agent partners to ensure PR and communications are in place for a successful excursion launch
 - Broker relationships and form partnerships between the communities and major players in the tourism industry to facilitate purchase of the craft products for resale (e.g. Things Jamaica, hotel gift shops)

Deliverables and Timeline

Deliverables	Timeline	Product
<p>Written Initial Tourism Product Development Report for each community – Bluefields Bay and Galleon - documenting:</p> <ul style="list-style-type: none"> • Original status of the product (where it exists) including resources and needs • Expectations of local community members in relation to receiving tourists (community capacity) • Maximum volumes of tourists that can potentially be received per excursion without compromising the quality of the experience • Description of target market (showing research done to identify same) • Description of product to be developed to attract this target market • Persons expressing interest in crafts training in each community • Type/s of training to be carried out • Description of product development, challenges, recommendations, needs 	<p>May 15, 2017</p>	<p>A</p>
<p>Work with local craft makers and other interested parties in the communities of Bluefields, Treasure Beach and Crawford to:</p> <ul style="list-style-type: none"> • Train at least 20 community members (at least 15 women, 5 men) in craft making • Refine the existing product offerings including branding • Evaluate and provide assistance and/or training where needed with the business aspect of craft making including sourcing of material, pricing and taking of orders <p>and provide a Craft Training Report explaining all aspects of work done, including:</p> <ul style="list-style-type: none"> • Consultations undertaken with the community to ascertain the intervention needed (i.e. training, product refinement, etc.) • Community members trained in crafts; • Training plan, participants’ names, contact information and affiliation, activities performed during the training and results. Photographs of training activities should also be included. • Any other intervention carried out 	<p>June 9, 2017</p>	<p>B</p>
<p>Draft Tourism Product Development Report for Bluefields documenting:</p> <ul style="list-style-type: none"> • Development of tourism product in Bluefields community, including challenges, needs and recommendations • Itineraries for excursions (trip length and activities) • Assessment of other nearby attractions (eg YS falls) for suitability for inclusion in each itinerary • Determination of carrying capacity 	<p>July 15, 2017</p>	<p>C</p>

<ul style="list-style-type: none"> ○ Liaise with local community members at each fish sanctuary site to further understand their needs and expectations in relation to receiving tourists (community capacity) and maximum volumes of tourists that can potentially be received per excursion without compromising on the quality of the experience. ○ Work with tour operators and ground agents to better understand minimum volume requirements (for the excursion to be profitable), physical capacity within vehicles, how often the same excursion is/can be offered each week and customer views regarding group sizes ● Costs involved with delivering proposed activities (including fees and costs of other attractions to be included) ● Determination of commission rates and ideal sale prices for the various excursions ● Recommendations for future improvements ● Marketing strategy for excursions and crafts including linkages with tour operators and ground agents ● Final Report will incorporate TNC comments on the draft 	<p>July 31, 2017</p>	
<p>Draft Tourism Product Development Report for Galleon documenting:</p> <ul style="list-style-type: none"> ● Development of tourism product in Crawford community, including challenges, needs and recommendations ● Itineraries for excursions (trip length and activities) ● Assessment of other nearby attractions (e.g. YS falls) for suitability for inclusion in each itinerary ● Determination of carrying capacity <ul style="list-style-type: none"> ○ Liaise with local community members at each fish sanctuary site to further understand their needs and expectations in relation to receiving tourists (community capacity) and maximum volumes of tourists that can potentially be received per excursion without compromising on the quality of the experience. ○ Work with tour operators and ground agents to better understand minimum volume requirements (for the excursion to be profitable), physical capacity within vehicles, how often the same excursion is/can be offered each week and customer views regarding group sizes ● Costs involved with delivering proposed activities (including fees and costs of other attractions to be included) ● Determination of commission rates and ideal sale prices for the various excursions ● Recommendations for future improvements ● Marketing strategy for excursions and crafts including linkages with tour operators and ground agents 		<p>D</p>

<ul style="list-style-type: none"> • Final Report incorporating TNC comments 	August 14, 2017	
Tourism Product Marketing Report documenting: <ul style="list-style-type: none"> • Results of marketing of tourism product(s) and crafts at all sites • Signed MOU with private companies for the sale of goods/excursions 	August 31, 2017	E

Contract Term: May 1, 2017–August 31, 2017

Qualifications:

- At least 5 years’ experience working with rural communities
- At least 7 years’ experience in the travel and tourism industry
- Proven experience forging Public -Private Partnerships
- Excellent speaking and writing skills in English

All applicants please note that CMBP will be pursuing GCT Tax exemption as part of this contract and will require your tax registration number or evidence of GCT exemption.

Further, please note that aspects of this work may be subcontracted to third parties.

Call for Proposals:

If you have any questions regarding this Terms of Reference or are interested in performing this work, please attach and submit curriculum vitae along with your proposal, a detailed methodology and budget no later than April 21, 2017 to: Danielle Kitson, Danielle.kitson@tnc.org, or Anna-Cherice Ebanks-Chin, ac.ebankschin@tnc.org.

In email subject in application refer to: “Ecotourism Contract, Jamaica”