

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

**Saint Vincent and the Grenadines
Unleashing the Blue Economy of the Caribbean
Loan No./Credit No./ Grant No.: P171833**

Development Of an Ecotourism and Community-Based Strategy, Development Plan and Checklist

SVGUBEC-C-QCBS-1

The Government of Saint Vincent and the Grenadines has received financing from the World Bank toward the cost of the Unleashing the Blue Economy of the Caribbean (UBEC) Project, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include updating and expanding an **ecotourism and community-based tourism development strategy and to create an implementable development plan for St. Vincent and the Grenadines**, leveraging the draft national tourism strategy and the National Economic and Social Development Plan (NESDP), 2013 -2025 and also to develop a community-based tourism toolkit and checklist for community businesses.

Therefore, the main objectives are:

- i. Map the opportunities and challenges for development of ecotourism and community-based tourism
- ii. Craft a detailed ecotourism and community-based tourism strategy and development plan including identification of specific destinations and products for development, recommendations on their development, packaging of itineraries, and detailed marketing plans.
- iii. Create an ecotourism and community-based tourism toolkit and checklist for community businesses.

The services are expected to be delivered within seven months of the contract award.

The detailed Terms of Reference (TOR) for the assignment *can be found at the following website:* <https://procurement.gov.vc/eprocure/index.php/current-bids>

The Economic Planning Division within the Ministry of Finance, Economic Planning and Information Technology now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

It is expected that the firm should have the following qualifications to fit the shortlisting criteria.

They are as follows:

- Relevant Experience:
 - The consulting firm should have a minimum of 10 years of experience specializing in sustainable tourism, ecotourism and community-based tourism strategy and product development projects.
 - Demonstrated experience in conducting research for strategy creation for ecotourism and community-based tourism.
 - Demonstrated comprehensive understanding of the tourism industry, including its dynamics, trends, challenges, and opportunities and how ecotourism and community-based tourism differs from traditional tourism.
 - Proven track record of delivering high-quality consulting services to international organizations, government agencies, and private sector clients.
 - Experience working on projects in the Caribbean region, particularly in the marine tourism sector and with multilateral development organizations.
- Technical Expertise:
 - In-depth understanding of tourism, market dynamics, and industry trends, with knowledge of sustainable tourism practices and environmental management.
 - Demonstrated experience in developing ecotourism and community-based strategy with at least one (1) previous project completed within the last five (5) years.
 - Demonstrated experience of developing ecotourism and community-based tourism businesses including business planning, capacity building, product development and marketing.
 - Experience developing joint venture investments and working with communities on tourism development through partnerships.
 - Market research experience including analyzing tourism market trends, consumer behavior, demand patterns, competitor analysis, and identifying niche markets or emerging trends.
 - Ability to identify, assess, and mitigate various risks associated with tourism development, including environmental, social, cultural, economic, and safety risks. It includes conducting risk assessments, developing risk management strategies, and implementing measures to minimize potential negative impacts.
- Multidisciplinary Team:
 - The consulting firm should have a multidisciplinary team of experts with diverse backgrounds and expertise relevant to the project objectives.
 - See below for list of team members that must be included in the proposed team.
 - The firm should have access to a network of subject matter experts and industry practitioners who can provide specialized knowledge and insights as needed.

- Stakeholder Engagement:
 - Demonstrated capability in stakeholder engagement and consultation processes, including conducting interviews, focus group discussions, and workshops with diverse stakeholders.
 - Experience in building consensus among government agencies, industry associations, private sector entities, NGOs, and community organizations.
 - Ability to facilitate participatory decision-making processes and incorporate stakeholder feedback into project deliverables.
- Project Management Skills:
 - Strong project management capabilities, including planning, monitoring, and evaluation of project activities, timelines, and budgets.
 - Experience in risk management, quality assurance, and client relationship management to ensure project success and client satisfaction.
 - Ability to prepare clear, concise, and actionable reports, presentations, and policy briefs that communicate complex information effectively to diverse audiences.

The attention of interested consulting firms is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” September 2023, (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A consulting firm will be selected in accordance with the Quality Cost Based Selection Method set out in the Procurement Regulations. Further information can be obtained at the address below during office hours **0900 to 1530 hours Atlantic Standard Time (AST)**. Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **Friday, March 7, 2025 @4 p.m. (AST)**.

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