

**St. Vincent and the Grenadines**  
Unleashing the Blue Economy Project (UBEC)  
**Market and Identification Assessment and Business and Management Plan Creation for**  
**Tourism Site Development**  
SVGUBEC-C-LCS-1  
Credit No. 7089-VC

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

The consulting services (“the Services”) include) **to conduct a tourism market and identification assessment and create business and management plan for tourism investments in Troumoca Bay**, Richmond Beach and three other sites in SVG. The expected duration of the project is thirty-six weeks.

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** 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. The shortlisting criteria are: It is expected that the firm should have the following qualifications.

- Relevant Experience:
  - The consulting firm should have a minimum of 10 years of experience specializing in economic development, tourism investment, and sustainable development projects.
  - Demonstrated experience in conducting financial and economic modeling for specific investments, industry analyses, and policy studies, with a focus on the tourism sector.
  - Record of completed case studies and financial and economic analyses based on quantitative data.
  - Demonstrated comprehensive understanding of the tourism industry, including its dynamics, trends, challenges, and opportunities
  - 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.
  - Tourism investments experience including public, private and PPP investments.

- Experience developing joint venture investments and working with communities on tourism development through partnerships.
- Proficiency in conducting financial and economic analysis to evaluate the viability and feasibility of tourism investments, including experience in assessing project costs, revenue projections, return on investment (ROI), cost-benefit analysis, and identifying financing options.
- In depth market research experience including analyzing tourism market trends, consumer behavior, demand patterns, competitor analysis, and identifying niche markets or emerging trends.
- Experience in developing comprehensive business and management plans for tourism projects including conducting market analysis, defining business models, organizational structure, staffing plans, operational systems, and performance metrics.
- Expertise in planning and designing tourism infrastructure, including transportation networks, accommodation facilities, utilities, public services, and amenities. It involves assessing infrastructure needs, conducting site assessments, and developing infrastructure plans that support sustainable tourism development.
- 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.
  - 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.

**Key Experts will not be evaluated at the shortlisting stage.**

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers", revised March 2025, ("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 Consultant will be selected in accordance with the **Least Cost Selection** method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours **0900 to 1700** hours.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **July 18, 2025, 1600 hours (local time)**.

Economic Planning Division  
Recardo Frederick.  
Director of Planning  
1<sup>st</sup> Floor Administrative Centre  
Bay Street, Kingstown  
Saint Vincent and the Grenadines

Tel: 784-457-1746

E-mail: [cenplan@svgcpd.com](mailto:cenplan@svgcpd.com), [scstewart@svgcpd.com](mailto:scstewart@svgcpd.com), [e\\_dacon@hotmail.com](mailto:e_dacon@hotmail.com),