

TERMS OF REFERENCE

TOURISM CONSULTANT

1. BACKGROUND

- 1.1. The Iwokrama Forest is a unique area of nearly one million acres (approximately 371,000 hectares) of intact rain forest in Central Guyana that is incredibly rich in biodiversity and is home to 1263 known species of amphibians, mammals and reptiles and 6409 species of plants.
- 1.2. The Forest is equitably divided into two sections – the wilderness preserve and the sustainable utilization area. The purpose of the Wilderness Preserve is to conserve local, national, and world forest values including the biological, economic, social, cultural and spiritual relations between people and the area. The sustainable area of the forest is intended for business development purposes such as nature tourism, sustainable forestry, science and research.
- 1.3. The Iwokrama Forest and the neighbouring Rupununi wetlands and savannahs represent one of the most unique and important ecological areas in Guyana. The area has been described as one of the most important sites for birding and nature tourism in Guyana and offers acres of undisturbed tropical rainforest, a canopy walkway that affords excellent views over the rainforest canopy, an abundance of birds and mammals, great biodiversity and meaningful connections to the local indigenous community.
- 1.4. Tourism is Iwokrama's oldest and most successful business and its potential continues to grow, as the global tourism market becomes more focused on birding, nature and eco-tourism. As the number of visitors, both local and international, continues to grow, careful consideration must be given to the Iwokrama's Tourism Business. It is therefore wise to review and assess the tourism business and to plan for the future by giving careful consideration to the global tourism market.
- 1.5. Iwokrama is in receipt of funding from the Inter-American Development Bank (IDB) through the Sustainable Energy and Climate Change IDB Special Programme (SECCI) to support the development of Iwokrama through consulting services and the procurement of goods. . A portion of this funding will be used to strengthen and develop the Centre's expanding tourism business.

2. OBJECTIVE

- 2.1. The overall objective of the consultancy is to strengthen and develop Iwokrama's tourism business through developing a 5 year business plan, capacity building and training, improvement of facilities, marketing and new product development.

3. TASKS

Under the direct supervision of the Chief Executive Officer and in collaboration with the Project Coordinator and the Operations Manager the consultant will

3.1. Review

- 3.1.1. The Iwokrama Business Plan 2006-2011 and develop a fully-costed business 5 year plan with a specific focus on Nature Tourism for the Iwokrama International Centre. This includes a review of Iwokrama's tourism policies and strategies and the identification of potential new markets.

- 3.1.2. Existing and potential visitor attractions within the Iwokrama Forest and the nearby Rupununi Savannahs and Wetlands.

- 3.2. Assess the degree to which these attractions can be marketed and incorporated into appropriate tourist "packages" and indicate likely investment needs for their development.

- 3.3. Support and facilitate through the provision of technical advice and practical assistance the improvement of existing physical facilities at the Iwokrama River Lodge, Turtle Mountain and other satellite camps

- 3.4. Facilitate and support through the provision of technical advice and practical assistance the delivery of tourism courses, including the production of a small booklet, with a specific focus on improving service delivery in areas such as

- Reception
- Food and beverage
- House- Keeping
- Statistics / Record Keeping

- 3.5. Consult with the Operations Manager to conduct orientation and training sessions to ensure that all staff are equipped with the knowledge to deliver a high quality service to visitors from arrival to departure.

- 3.6. Work with the local indigenous community, helping employees in the tourism sector to develop the skills necessary to deliver a service which is consistent with the high quality set by Iwokrama.

- 3.7. Collaborate with the Iwokrama team in the development of new tourism products and provide marketing support such as the creation of special tours, packaging popular destinations, events management etc.
- 3.8. Research and develop marketing opportunities including but not limited to the design and printing of brochures. Design appropriate material for use in cabins to market the IRL Bar and Gift shop.
- 3.9. Work with the Tourism Manager, Operations Manager and the Training and Merchandising Assistant to develop a line of merchandise for the tourism business.
- 3.10. Collaborate with the Tourism Manager and the Operations Manager to develop a short orientation video, using available film and still footage where possible.

4. INPUTS

- 4.1. Iwokrama will provide the Consultant with all the relevant documentation and assistance where necessary to facilitate the execution and completion of the consultancy.

5. DELIVERABLES

The Consultant will submit the following

- 5.1. An inception report outlining a plan of action and activities to be carried out. This should be completed no later than 7 days after the commencement of the assignment.
- 5.2. For review and comment prior to completion.
 - 5.2.1. A business plan as outlined in 3.1.1 above
 - 5.2.2. A booklet focused on improving service delivery as outlined in 3.4 above
 - 5.2.3. Tourism Brochures as outlined in 3.8 above
 - 5.2.4. A proposal for the development of a line of merchandise as described in 3.9 above
 - 5.2.5. Orientation Video as outlined in 3.10 above

5.3. A mid-term report detailing progress. This should be completed no later than 60 days after the commencement of the assignment.

5.4. A final report documenting the results. This should be completed no later than 14 days after the completion of the assignment.

All Deliverables should be completed and submitted not later date 14 days prior to the completion of the assignment.

6. CHARACTERISTICS OF THE CONSULTANCY

Type of Consultancy: Individual Consultant

Duration of Consultancy: 90 Consulting days over a period of 4 months

Place of Work: Guyana

The Consultant must be from an IDB Member Country and should have the following minimum qualifications and experience

- I. Post graduate qualifications in Tourism, Business Development, Business Management or any other relevant discipline.
- II. At least five years' work experience in Business Development, Hospitality Management, Ecotourism Development
- III. At least two years' work experience in the Caribbean in the area of Ecotourism
- IV. At least one year's work experience in remote and isolated areas
- V. At least one year's work experience with indigenous communities

7. SCHEDULE OF PAYMENTS

7.1. The payment schedule will be based on percentage payments related to the achievement of the deliverables listed in Section 5 as follows

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| I. Inception Report including plan of action and activities | 10% |
| II. Business Plan | 25% |
| III. Marketing Material e.g. brochures | 10% |
| IV. Booklet | 10% |
| V. Proposal for new Line of Merchandise | 10% |

VI.	Orientation Video	10%
VII.	Mid Term Report	10%
VIII.	Final Report	15%

8. EXECUTION AND SUPERVISION

8.1. The consultant will report directly to the Chief Executive Officer who will supervise the Consultancy.