



Request for Bid/Quotes

Global Sustainable Tourism Council (GSTC) Assessment of Goff's Caye

Release Date: August 7th
Bids/Quotes Due By: August 14th
Send Bids/Quotes To: Tanya Amaya via email: tamaya@coral.org cc: director@coastalzonebelize.org & abil.castaneda@belizetourism.gov.bz

Background:

The Coral Reef Alliance (CORAL) is a member of the MAR Network whose vision is: A healthy MAR attained through the implementation of regional policies, balanced partnerships and strategic management to foster sustainable cruise tourism development. This will be achieved through initiatives that seek to develop governance guidelines, reach financial sustainability, and further development of regional solutions through common projects; such as the development of visitor management strategies, which are critical to attain real impacts on the destinations' ability to transform into a sustainable tourism destination and achieve coral reef health in the region.

The goal of the project is to collaborate with the Coastal Zone Management Authority and Institute (CZMAI), the Ministry of Tourism and Civil Aviation and stakeholders at Goff's Caye to conduct an assessment based on a highly participative approach that should look into the pillars of sustainability, while also identifying current good practices and high priority destination risks that will be reflected in a Visitor Management Action Plan Report.

Timeline:

- Bids/Quotes Due: August 14th
- Selection of Vendor: August 17th
- Kick-off Meeting: August 21st
- Schedule of Consultation and Site Visit: September 2nd
- Consultation and Site Visit: September 3rd-9th
- Initial Report: September 14th
- Final Workshop: September 18th
- Submission of Final Report: September 25th

Project Description:

A. The Approach

Tourism can generate both positive and negative effects on destinations. While tourism is often a positive component of the local economy, it can also generate externalities that can be negative. These are usually not included in the local economic balance and can ultimately affect the quality of the visitors' experience.

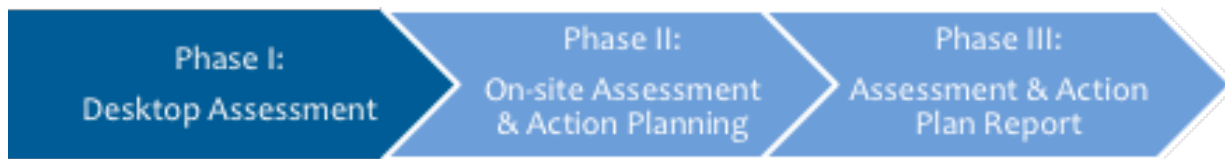
Destination stewardship involves sharing responsibility for the management of a destination. The GSTC Assessment Process uses a participatory approach that will engage all relevant stakeholders from government, private sector, and civil society throughout the phases of work. Stakeholder consultations should be targeted and designed to fill gaps in information and understanding.

Under this approach for destination development and management, environmental quality is considered an important factor of destination competitiveness and as such merits attention. However, the approach for assessing the destination focuses on providing insights on all key pillars of destination sustainability including environmental considerations as well as destination planning, social and economic impacts, and management of natural and cultural attractions and sites.

The approach should identify current good practices and high priority destination risks. Practical solutions for addressing high priority destination risks will be fully developed. The destination diagnostic and accompanying action plan will be validated.

B. Phases of Work

The proposed methodology consists of three main phases of work as outlined below.



Phase I – Desktop Assessment

The purpose of the first phase of the project is to establish the place-based circumstances of the destination relevant to the GSTC destination-level criteria and indicators in order to understand the sustainability and competitiveness challenges faced by the destination. The Consultant will identify key documents needed to verify the indicators and will liaise closely with CZMAI to gather existing documents and data that includes but is not limited to new tourism policy and planning documents, statistics, and visitor exit surveys, etc.

The Consultant will distill insights from tourism stakeholders, online visitor perception assessments and, if the conditions allow it, from surveys for tourists and stay-over visitors to obtain additional insights about visitor's experiences at Goff's Caye. The research will focus on visitor reviews posted on two of the travel industry's largest travel websites, TripAdvisor and Cruise Critic, for a period of 3 years (2017-2019). This component of the desktop research will enrich the supply side destination-level document review with demand-side insights from visitors.

The Consultant will also need to work closely with CZMAI¹ to organize stakeholder consultations to be carried out during the subsequent phase of work. Key preparatory activities will include:

- Identify and map key stakeholders
- Develop detailed itinerary for on-site consultation
- Organize stakeholder consultation meetings to fill information gaps
 - agenda and facilitation strategy
- Schedule meetings as well as an on-site assessment visit

DELIVERABLES:

1) Detailed Work Plan- Week 1

2) Inception Report- Week 3 (August 28th, 2020) (that will include high-level findings of desktop research, stakeholder mapping matrix, a proposed itinerary for onsite stakeholder consultations, on-site assessment logistics and stakeholder invitation template).

Phase II – On-site Assessment & Action Planning

The purpose of the second phase of work is to engage local stakeholders in order to validate the situation analysis and fill information gaps.

Onsite assessment planning activities will be finalized at the start of this phase of work. Main activities include:

- Finalize the schedule and meeting materials with Destination Liaison
- Destination Liaison circulates invitations and follows up with invitees
- Logistics for Consultations (Digital Platform or Onsite) and for Site Visit should be finalized.

¹ A Senior Level Manager at the Destination Management Organization that will coordinate the project.

Over a period of 3-4 days, the Consultant will facilitate targeted informational interviews, site visits and virtual focus group meetings (if needed) with key leaders and leading organizations from the public sector, private sector, NGO community and civil society in order to gather any missing evidence/documentation about the destination's compliance to GSTC destination-level criteria and indicators. The secondary objectives of the meetings are to introduce the project, its process and enhance awareness of the importance of sustainable destination management.

- Day 1- Site Visit
- Day 2-3- Consultations

Upon completion of the Site Visit and Consultations, the Consultant shall draft an Initial GSTC Assessment Report to include the following:

- A Visual Snap-Shot of Satisfaction of GSTC Criteria
- Recommended Priority Areas to Address in the Next Phase (Planning)

Phase III – Destination Assessment & Action Plan Report

A final workshop (virtual) shall be done with all stakeholders consulted, to review the Snap-Shot and determine the Priority Areas for Action Planning. This final workshop shall include a session to break out the Priority Areas into A Road Map to address the gaps found, including timelines, responsibility and projected budgets. These should be separated into quick-wins and medium to longer-term priority areas.

After the results of the Final Workshop, the Consultancy will finalize the Draft of the Assessment and the Action Plan Report and submit it to the Coastal Zone Management Authority and Institute for review and approval in collaboration with the Ministry of Tourism and Civil Aviation.

DELIVERABLES:

- 1) Final Workshop- September 18th, 2020
- 2) Final Assessment & Action Plan Report (reviewed and approved)- September 19- 25 th, 2020.

- CORAL Will:
 - Work in collaboration with the Ministry of Tourism and Civil Aviation, Belize Tourism Industry Association (BTIA) and Coastal Zone Management Authority and Institute (CZMAI), both institutions based in Belize, will be responsible for the technical supervision of the consultancy.

- Participate in meetings and workshops.
- Process payments based on approval of consultancy deliverables.

Proposal Requirements:

The proposal must be presented in writing and contain at least the following information:

- Description of the methodology to meet the objectives and products described in the previous sections
- Schedule for all activities
- List of all the individuals and roles that the company will use to complete this project

The financial proposal must be presented separately, as a spreadsheet and contain at least the following information:

- Compensation expressed in days / consultant for the work team
- Travel expenses (transportation, maintenance, lodging) if needed
- Expenses related to meetings, consultations or interviews
- Expenses pertaining to consumables (stationery, work material)

The technical and financial proposal must be submitted in separate electronic files clearly identified in the file name. Please send your proposal duly signed in electronic format (pdf, word, etc.) to the email tamaya@coral.org cc: director@coastalzonebelize.org & abil.castaneda@belizetourism.gov.bz by August 14th.

Selection Criteria:

Technical and Financial proposals will be accepted through August 14th, and evaluated on the following criteria:

- Proposed methodology and ideas
- Qualifications (Bachelor's Degree or specializations in the following areas will be preferred but not essential: Tourism, Planning, Community Development, Management, Governance)
- Experience of the consultant in similar projects and consultancies
- Location where the consultant is based
- Budget