



JAMAICA SOCIAL INVESTMENT FUND

ISO 14001:2004 CERTIFIED



“INVESTING FOR COMMUNITY DEVELOPMENT”

REQUEST FOR EXPRESSIONS OF INTEREST

Rural Economic Development Initiative (REDI)

For Development of a Community Based Tourism Policy

Loan No. 7769-JM

The Jamaica Social Investment Fund (JSIF) was established in December 1996 as a component of the Government of Jamaica’s strategy to reduce and eradicate poverty. JSIF helps to build local capacity to sustain and extend development initiatives. The JSIF is an autonomous government company designed to provide investments in community-based projects island wide and is a demand-driven financial intermediary. It works in partnership with communities, the private sector, non-governmental organizations (NGOs), and donor agencies, in seeking to channel benefits to the poorest communities across the country.

The Government of Jamaica has received a loan from the International Bank for Reconstruction and Development (World Bank) to implement the **Rural Economic Development Initiative (REDI) Project** and intends to apply part of the proceeds of this loan to payment under the following contract. The Jamaica Social Investment Fund now invites eligible individuals with the requisite qualifications listed below to indicate their interest in undertaking the **Development of a Community Based Tourism Policy**.

SCOPE OF WORK

Under this tender, the client wishes to hire the services of a qualified consultant to, under the supervision of the Ministry of Tourism, prepare a Community-based Tourism Policy and Strategy. The Consultant is expected to complete the following tasks:

1. Offer a clear definition of “community-based tourism” based on literature review and stakeholder consensus;
2. Present a succinct Situational Analysis which should:
 - Examine the social, economic, political, technological and environmental context in which CBTEs operate and the strengths, weaknesses, threats, risks and opportunities which face Jamaican CBTEs.
3. Conduct a Gap Analysis which should:
 - Recommend strategies for bridging the gaps which exist in the promotion, facilitation and operation of CBTEs.
4. Elaborate the government’s position on:
 - Creation of opportunities for communities to increase their involvement in the tourism industry;
5. Develop strategies around a set of guiding principles which are in line with national objectives for improved equity, poverty alleviation, sustainable land use and tourism diversification and growth.

6. Develop an implementation plan and a monitoring and evaluation (M&E) framework for strategy implementation, including expected outcomes, outputs and performance indicators;
7. Coordinate and conduct national consultation sessions in which the penultimate draft of the Policy and Strategy is presented to communities, linked sectors and interest groups.

Qualifications and Experience

- At least a Masters Degree in Tourism Management, Development Studies
- At least ten (10) years working experience in the Tourism Industry
- At least ten (10) years experience conducting research and writhing policy documents
- Excellent qualitative and quantitative research skills
- International and or Regional experience in community tourism
- Working knowledge of Community dynamics and minimum five (5) years experience working with Jamaican communities
- Experience in Participatory Methods, Project Management
- Familiarity with the Government of Jamaica's Policies, Plans and Programmes

Duration of the of the contract is **four (4) months**

Interested consultants must provide curriculum vitae outlining their qualification, experiences in undertaking similar assignments and necessary skills and expertise to deliver the relevant services. A Consultant will be selected in accordance with the procedures set out in Section V (*Individual Consultants*) of the World Bank Guidelines: Selection and Employment of Consultants by World Bank Borrowers (Revised October 2006).

Expressions of Interest (EOI), curriculum vitae must be delivered to the address below or emailed to contracting@jsif.org at or before 12:00 noon on Friday, July 23, 2010. A detailed copy of the Terms of Reference is available for viewing on the JSIF website.

For further information please contact us at:

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