



JAMAICA SOCIAL INVESTMENT FUND

ISO 14001:2015 CERTIFIED

“INVESTING FOR COMMUNITY DEVELOPMENT”



REQUEST FOR EXPRESSIONS OF INTEREST CONSULTANCY FOR COMMUNITY TOURISM DEMAND STUDY INTERNATIONAL COMPETITIVE BIDDING (ICB)

1. Background

Loan No. GA 50/JAM

The Jamaica Social Investment Fund (JSIF) was established in December 1996 as a component of the Government of Jamaica's strategy to reduce 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 us\$40 million loan from the World Bank towards the cost of the **SECOND RURAL ECONOMIC DEVELOPMENT INITIATIVE (REDI II) PROJECT**. The **Jamaica Social Investment Fund (JSIF)** intends to apply part of the proceeds of this loan to cover payments under this contract.

2. Objectives of the Consultancy

The project's main objective is to undertake a comprehensive analysis in three regions (North America, Europe and Latin America & The Caribbean) in order to identify the size, nature, and expectations of the market demand for community-based in the specified three markets/regions, in order to equip the Jamaica Tourist Board (JTB) with specific research that can lead to greater planning and targeting of the markets that have a pre-disposition towards these experiences.

3. Scope of the Assignment

The scope of work includes incorporation of data from a review of three territorial studies: Latin America and the Caribbean, North America and Europe. These markets cumulatively represented over 90% of the visitors to Jamaica in 2018. This Community Tourism Demand Study on behalf of the Jamaica Tourist Board will therefore contribute to providing information to ensure that Destination Jamaica remains competitive in the marketplace as the authentic and co-created experiences where visitors **connect** with locals, has been identified among the growing market opportunities. Visitors are also investing more time in the search for these authentic travel experiences. Community Tourism Enterprises will help to provide more varied and inclusive experiences for guests to the island of Jamaica and information regarding their development and functioning is therefore critical.

4. Qualifications and Experience

The successful firm shall have a core mission as a research organization, specializing in market research. The firm must possess:

- Information gathering and analysis capabilities including a core team of key professional staff and the required software.
- A minimum of five (5) years demonstrated competence in offering similar consultancies in this field by submitting list of clients and brief description of services provided.
- A minimum of five (5) years' experience managing similar projects in developing countries (specifically in the Caribbean region).

- A minimum of five (5) years' experience preparing reports for multilateral agencies and/or government organizations.
- Experience working with the tourism, agriculture, manufacturing, entertainment and digital sectors.
- Demonstrated ability to adapt to virtual working arrangements if needed.
- Experience working with rural communities and adult learners would be an asset.
- Experience in Jamaica is a plus.

Requirements and Experience – Key Professional Staff

- Firm shall provide CV's of the team members
- Key professional staff should be identified as listed below
- Firm should comprise the following key staff with the relevant expertise and qualifications:
- At least one team member must be resident in Jamaica

Team Leader/ Economist:

- Postgraduate degree in Tourism Management, Management Studies or a relevant social science
- Minimum five (5) years' research experience with emphasis on tourism policy and development as well as experience in statistical analysis using SPSS and Nvivo.
- Thorough and current knowledge of Jamaica's tourism sector and tourism value chain analysis and development including in-depth understanding of procurement practices within the industry
Minimum five 5 years' experience in project planning and management including the management of similar projects.
- Proficiency in the use of Microsoft Office including PowerPoint, Excel, Word
- Strong written and oral communication skills and demonstrated ability of making effective presentations to diverse audiences.
- Fluency in English (both written and oral)

Market Research Expert:

- Postgraduate degree in Marketing, Social Research, Statistics, Research Methods and Methodology or related field.
- Minimum five (5) years' experience in market/economic research and statistical analysis, with particular emphasis in one or more of the following disciplines: tourism, manufacturing, entertainment and agriculture.
- Minimum five (5) years' experience in the use of triangulation methodologies and conducting qualitative or quantitative surveys (field, interview or focus group assessments)
- Expertise in the use of statistical software and electronic data analysis tools namely SPSS and Nvivo.
- Proficiency in the use of Microsoft Office including PowerPoint, Excel, Word • Strong written and oral communication skills and demonstrated ability of making effective presentations to diverse audiences.
- Fluency in English (both written and oral)

5. Duration of Contract

The duration of this contract is six (6) months.

6. Selection Method

The assignment is for a firm/team and the procurement selection method will be based on the **Consultants Qualification Selection (CQS)** in accordance with the procedures set out in the World Bank Guidelines for the Selection and Employment of Consultants, January 2011 (Revised July 2014).

7. Procurement Method

International Competitive Bidding (ICB)

The attention of Interested Consultancy firm is drawn to the World Bank's policy on eligibility; Clause 1.13(b).

Please visit the JSIF website, <http://www.jsif.org> to view the detailed Terms of Reference and the EOI Submission Standard Forms

Expressions of Interest (EOIs) should be in the formats provided on the EOI Submission Standard Forms and must be delivered to the address below or emailed to contracting@jsif.org at or before 4:00 p.m. on Thursday, December 30, 2021

Procurement Manager
Jamaica Social Investment Fund
Ground Floor, The Dorchester
11 Oxford Road (Entrance on Norwood Road)
Kingston 5, Jamaica
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