

REQUEST FOR EXPRESSIONS OF INTEREST FOR CONSULTANCY SERVICES FOR THE DEVELOPMENT OF TOURISM INVESTMENT GUIDELINES AROUND KIVU BELT

Terms of Reference

Development of Tourism Investment Guidelines around Kivu Belt

I. Background

Tourism is a major component of Rwanda's economic growth, and poverty alleviation. The country has set specific tourism strategies and targets. Under the National Strategy for Transformation (NST I), the government target is to double tourism revenues and reach 800M USD by 2024. The Kivu Belt Tourism Sub-Master Plan was developed in 2014 and was useful in stimulating investments in tourism and has contributed to the increase of tourism revenues and tourist arrivals.

Because of the covid19 pandemic, countries are in different phases of its management, and while some countries are adjusting policies to address the gaps and tourism business needs, others are mindful of the need to start preparing comprehensive tourism recovery plans. Kivu Belt region remains one of the tourism destinations in Rwanda with huge opportunity to diversify tourism offerings. However, it still has untapped opportunities and attractions which are underdeveloped. Existing plans and guidelines do not sufficiently take full advantage of the tourism potentials of the area and do not address the current needs of tourism and conservation investment. The development of tourism investment guidelines is extremely important as it will help to address these issues and provide guidance on the strategic implementation framework to further attract tourism investments around Kivu Belt.

II. Objective

The Government of Rwanda wants to create a conducive environment for tourism investment in the country and focus on areas with high potential tourism value such a Kivu Belt. Therefore, this consultancy aims at developing tourism investment guidelines along the Kivu Belt in the western region of Rwanda. The objective of the tourism investment guidelines is to ensure that all interested parties and entities agree on the common vision, strategic directions, and programs while ensuring commitment, support, and cooperation and shared responsibilities in executing the plan.

III. Scope of works

The Kivu Belt is geographically defined as all districts in Rwanda bordering the Kivu Lake. The target group for the guidelines on the private sector side are Rwandan and international investors as well as other companies already operating in the Kivu Belt who might be affected by the new guidelines such as hotels and other tourism entities and the Chamber of Tourism with its related associations, particularly the Destination Management Unit Kivu Belt. The target group on the public side are relevant district and province authority, RDB, REMA, MoE etc. This combined target group is expected to be informed by the new guidelines about the following main points:

- Guidelines on Investment at Kivu Belt
- Demarcated areas for investment
- An estimated cost for investment land and any other information to guide investment at Kivu Belt

Additional stakeholders to be involved in this process are special organizations representing the communities and the environment (e.g. RWCA) as well as development partners (e.g. GIZ / Eco-Emploi, MasterCard Foundation).

The scope of work shall require the performance of the following specific activities:

Task 1: Inventory of Tourism attractions around Kivu Belt

- Develop and agree with relevant stakeholders on an assessment framework that clarifies on the assessment process and methodology. Furthermore, develop a model on how the information collected will be used and distributed in future.
- A detailed assessment of existing tourism attractions, and other services including but not limited to accommodation, transportation, water and electricity supply, communication facilities in the Kivu Belt region;
- A detailed assessment of tourism attractions/products on offer, investment challenges, and assess potential for new products, land for future tourism development, land use status and recommendations on needed development/improvement to boost tourism in the area;
- Demarcate Kivu belt boundaries, develop a clear zoning of the identified potential sites for future tourism and conservation to guide the investors. How will this be coordinated with other stakeholders /Guidelines such as REMA to make sure that the guidelines can be followed? Will the concept of DMAs concept be included or abandoned, I think more

detailed plans (DMAs) should be created for certain attractive areas to attract investments?

- In case of expropriation, the potential costs associated needed to guide the investment process.
- Identify and assess the appropriate locations for water sports tourism development and beaches in and around lake Kivu and propose the types of appropriate activities
- Provide guidance on adequate construction guidelines that blend with the investments and around Kivu belt
- Provide recommendations on monitoring and evaluation for sustainable tourism planning and development within the Kivu Belt
- Benchmarking destinations with similar lake to guide investment around Kivu Belt.
- Hold workshops with stakeholders in key areas pinpointed for touristic development.

Task 2: Marketing and Promotion

- Review the current marketing strategies and identify new potential markets for the proposed tourism development around Kivu Belt,
- Prepare promotional materials for stakeholder's engagement: High resolution map for the destination, presentations in PowerPoint, executive summaries of flagship project concepts, plus 3D promotional videos of the destination depicting a future outlook of the destination; high resolution photos for use in marketing.
- Organize the validation and submission of the final report and high quality promotional materials.

Task 3: Capacity Building / Stakeholder engagement

- Conduct a training session on developed tourism investment guidelines for district staff and other stakeholders around Kivu Belt as one of the custodians to implement the project.
- Hold workshops and consultations with stakeholders in relevant areas for input and dialogue as contributions to the plan
- Coordinate the development of the plan with the private sector for input and dialogue

IV. Expected deliverables

Rwanda Development Board will hire the consultant to undertake the development of the tourism investment guidelines along the Kivu Belt and deliver as follow:

- A detailed tourism investment guideline report.
- Presentation on workshops provided for the sake of the assignment;
- Submission of the promotional materials (5 pull up banners for districts and 3 for RDB, one promotional video, 100 high resolution photos for the destination, High resolution map for the destination, executive summaries of flagship project concepts). All promotional material have to comply with the data protection right and with copyright of RDB
- Training district authorities and other relevant stakeholders and submit a training manual which is updated after the training.

To achieve the above deliverables, normal reporting will have to be followed:

1. An inception report in two weeks upon signing the contract,
2. Draft tourism investment guidelines in 4 months upon the presentation and approval of the inception report
3. Organization of the consultation workshops with stakeholders on the report within a period not exceeding two weeks upon validating the draft report;
4. Final report to be submitted within 2 weeks upon completion of the training and receipt of all input from all stakeholders.

V. PROJECT DURATION

This project will take a period of six months from the time of signing of the contact.

VI. QUALIFICATIONS

The consulting firm will be composed by a team of Team Leader, Tourism Expert, EIA expert, Urban planner, Civil Engineer/Architect and Marketing Expert. The CV and testimony for their experience and qualification will be given in the following stage. For every staff to be proposed, the consulting firm must provide a summarized description and its experience in short, to give picture of the proposed staff, to ease the shortlisting of the firm.

The firm should have at least 10 years' experience in the domain of tourism planning services; The firm should have at least carried out three (3) assignments related to tourism planning, strategic planning and marketing as well as tourism policy development or any related field; This should be supported by an evidence (a good performance certificates accompanied by their respective contracts);

Procurement Process

The procurement process has two consecutive stages, a Pre-Qualification Stage and the Request-for-Proposal (RFP) Stage. Pre-qualified Parties will be invited to submit proposals that would include a technical and a financial proposal.

Interested parties are now invited to submit an Expression of interest which should include the following information:

1. Confirmation of the firm's interest to be considered for short-listing for the RFP stage
2. General information on the firm including main business, country (ies) of establishment and operation and duration of business activities
3. Technical capacity to manage carrying out the assignment as per the description provided above, at least similar assignment or related of same nature and complexity;
4. Demonstration of sufficient experience in running and operating successfully the project of the same nature.

Upon completion of the pre-qualification process, the Rwanda Development Board (RDB) intends to invite pre-qualified firms to submit technical and financial proposals for the assignment.

Firms may request to be qualified alone, or in consortium with other firms. If the Expression of Interest is from a consortium of firms, information on all firms making up the consortium must be provided. It must be clearly indicated which firm is the lead firm of the consortium. The nature of the consortium arrangement should be specified, including a consortium letter or agreement signed by all participating firms.

Submission of Expressions of Interest

Expressions of Interest indicating that the responses to the above requirements should be submitted to e- procurement system Rwanda (www.umucyo.gov.rw) not later than 28th September, 2021 at 10:00 am.

Submission will be done before deadline using the E-Procurement platform and its guidance issued by the system. The consultant must be careful with that.

The consultant will be selected in accordance with the procedures set out by Rwanda Public Procurement guidelines.

Done at Kigali in September 2021