



**REGIONAL
COMPETE CARIBBEAN PROGRAM (RG-X1044)**

**SUPPORT TO CLUSTERING INITIATIVES (SCI)
GY-CC3002– CATCH AND RELEASE SPORTFISHING IN THE NORTH RUPUNUNI**

**CONSULTANCY TO PROVIDE TECHNICAL ASSISTANCE AND HOSPITALITY TRAINING FOR SPORT
FISHING LODGES IN THE NORTH RUPUNUNI**

TERMS OF REFERENCE

Background

The Inter-American Development Bank (IDB), the UK's Department for International Development (DFID), the Foreign Affairs, Trade and Development Canada (DFATD) and the Caribbean Development Bank (CDB), have established a co-financing program called "Compete Caribbean" (RG-X1044).

The goal of this Program is to contribute to the increase in the standard of living and quality of life, and the enhancement of the competitiveness of the 15 independent CARIFORUM countries. Specifically, the Program will increase: (i) donor harmonization and coherence, equity and sustainability of national and regional private sector strategies; (ii) the efficiency and effectiveness of Caribbean governments to promote a competitive, growth-oriented business and investment climate; and (iii) innovation, productivity, value added production, sales and sustainability in key Caribbean clusters and value chains, and product sophistication, productivity and exports of individual firms.

The Program is organized in three components: (1) Comprehensive Framework for Private Sector Development and Knowledge Management, (2) Business Climate and Competitiveness Enhancement Facility (3) Enterprise Innovation Challenge Fund (EICF). The third component itself has two subcomponents: 3.1. Support to Clustering Initiatives (SCI); and 3.2: Direct Firm Support (DFS).

The objectives of Sub-component 3.1 are to: (a) enhance the development of the productive sector, by supporting clusters and value chains to compete in regional and global markets; and (b) increase the generation of employment and income by strengthening Caribbean businesses

with resources to finance innovative ventures, develop new products, implement new business models, and enter new markets. The consultancy defined in this ToR supports activities under this sub-component.

On October 13th, 2013, the Guyana Catch and Release Cluster was approved by the Executive Committee of Compete Caribbean to receive funding to improve its capacity and competitiveness, as well as introduce and market catch and release sport fishing as a viable ecotourism product. The Cluster is currently formed by a core of 3 lodges and 12 Amerindian Communities located in the North Rupununi.

The cluster will concentrate on developing a business model and competitiveness strategy that focuses on a limited group of customers (high income, expert fishermen from developed countries –mainly USA), who like unique experiences and enjoy wildlife) and the physical and organizational structures, systems and procedures best suited to the demands of this group of customers to ensure resilience in the highly competitive market space.

Consultancy objective(s)

The objective of this consultancy is to train Cluster staff in global best practices in hospitality and guest services, and improve the quality of service and guest experiences at each of the three Cluster lodges. The consultant will assist in the coordination, design and implementation of a program for each lodge which captures the standards of the brand and the complementarities between the three lodges having due regard to the unique qualities of each lodge. The consultant must ensure at least 40 persons are trained in accordance with cluster's needs.

Main activities

The selected candidate(s) will conduct the following activities:

- Understand the qualities of the catch and release brand and the common elements of the cluster's offering;
- Review current practices from reception to send off at each lodge and identify gaps and impediments to excellence in service provisioning;
- Identify for the cluster, practices, traditions, customs, systems or procedures which are or could be complementary or common to all the lodges and which, with some direction could serve to differentiate the cluster's brand.
- Identify systems, procedures or practices which could enrich the quality of the overall experience for tourists in the event all three lodges are visited;
- Develop a Best Practices and Procedures Manual for continued use at all three lodges;
- Design and implement a training program including costs and scheduling that addresses the gaps at both the lodge and the wider cluster level;
- Produce a draft and final report on the activities of the consultancy.

REPORTS/OUTPUTS

The following deliverables are expected:

- a) Training needs assessment

- b) Tailored curriculum
- c) Best Practices and Procedures Manual
- d) Training schedule and plan
- e) Report on outcomes

SCHEDULE OF PAYMENT

The consultant(s) will be paid in accordance with the following schedule:

- a) 20% upon submission and acceptance of the training needs assessment
- b) 20% upon submission and acceptance of a tailored curriculum
- c) 20% upon submission and acceptance of a Best Practices and Procedures manual
- d) 10% upon submission and acceptance of a training schedule and plan (agreed upon with Cluster)
- e) 30% upon submission and acceptance of a report documenting training activities, participation, and outcomes.

COORDINATION

The technical responsibilities for this consultancy will be coordinated by Sylvia Dohnert, Private Sector Development Lead Specialist (IFD/CTI), Executive Director of Compete Caribbean. Administrative responsibility of this consultancy will be coordinated by Michael Hennessey, Operations Sr. Associate (IFD/CTI) and Compete Caribbean's Operations Coordinator.

CHARACTERISTICS OF THE CONSULTANCY

Consultancy Category & Modality: Individual consultant

Contract Duration: January 15, 2015 to July 31, 2015.

Place of Work: North Rupununi, and Georgetown, Guyana.

Qualifications

- The consultant should have a Master's Degree in Hospitality, Tourism, or a related discipline.
- At least 5 years' experience in tourism and/or administration;
- Experience in training and implementing training programs in the hospitality industry;
- Demonstrated ability to communicate effectively;
- Experience working in remote and spars community groups;
- Trustworthiness and integrity and a demonstrated ability to work independently in challenging environments;
- Extensive knowledge of the North Rupununi of Guyana would be an asset.

Language: Fluency in written and spoken English is required.

Payment and Conditions of Employment: Remuneration will be determined in accordance with Bank regulations and criteria.

Consanguinity: Individuals with relatives working for the IDB within, and including the fourth degree of consanguinity and the second degree of affinity are not eligible for employment as staff or contractual. Candidates must be citizens of a member country of the Inter-American Development Bank.

Diversity: The IDB is committed to diversity and inclusion and to providing equal opportunities in employment. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.