

## **REQUEST FOR PROPOSALS**

### **TO CONDUCT BASELINE SURVEY ON AWARENESS OF THE SINGLE TOURIST VISA AND USE OF NATIONAL ID FOR CROSS BORDER TRAVEL.**

Kenya Tourism Federation (KTF) is the umbrella body for Kenya's private stakeholders in the tourism industry. KTF's core objective is to carry out advocacy on behalf of the tourism private sector players for conducive business environment.

KTF works closely with national ministry responsible for Tourism, Wildlife, Trade, Immigration and Transport portfolios, the EAC Secretariat, East African Business Council together with the private sector organizations in all the member states to promote intra and inter-regional tourism through advocacy, research and information sharing.

KTF has received a grant from Trademark East Africa through its program of Public Sector Organization/ Civil Society Organization (PSO/CSO) to facilitate awareness in the Kenyan Tourism and hospitality operators of the Single Tourist Visa for Kenya, Uganda and Rwanda and use of National ID for cross border travel for Citizens of the three partner states.

KTF thus intends to apply a portion of the grant towards the cost of carrying out a national base line survey to determine the level of awareness of the implementation of single visa for multi country tours and use of National ID for the citizens of the participating partner states within the tourism and hospitality trade in Kenya.

KTF now invites proposals to undertake the assignment through competitive bidding in accordance with the general procurement guidelines.

Interested parties should submit their proposals clearly marked "*Base Line survey on awareness levels of Single Tourist Visa*" (KTF/RFP/001/2014) to reach the following address no later than **11<sup>th</sup> December, 2014 at 5 p.m.**

Programs Office,  
Kenya Tourism Federation – Secretariat,  
KWS Headquarters, Langata Road,  
P.O. Box 15013-00509, Nairobi.

Tel: +254208001000/3/1 or [programs@ktf.co.ke](mailto:programs@ktf.co.ke)

KTF reserves the right to accept or reject any proposal and is not bound to give reasons for its decision.

# TERMS OF REFERENCE FOR THE PROVISION OF CONSULTANCY SERVICES TO CONDUCT BASELINE SURVEY ON AWARENESS OF THE SINGLE TOURIST VISA AND USE OF NATIONAL ID FOR CROSS BORDER TRAVEL.

## 1.0 Background

We envisage East Africa as a vibrant and diverse single tourism destination providing exceptional experiences and are guided by the following strategic objectives; to,

1. Intermediate and reduce obstacles to intra and inter-regional tourism
2. Promote a regional tourism marketing approach
3. Share information and networking opportunities

We recognize that Intra and Inter regional tourism cannot grow and flourish without appropriate policies and strategy central to maintaining an enabling environment for private sector development.

## 2.0 Objective and scope of the study

The objective of the study is to conduct existing levels of awareness of the Single Tourist Visa; which will inform the models of intervention. The work is estimated to require 20 days inclusive of field work.

The work to be undertaken consists of the following:-

Part A: A National baseline survey to determine awareness of the implementation of the single visa for multi country tours and use of National ID for citizens of the participating countries.

### Note:-

On completion of Part A, there will be an opportunity to **bid** to undertake part B - The post implementation trade survey after sensitization / awareness intervention.

## 2.1 PART A. BASE LINE SURVEY

Description of the Service: The services sought include, but are not limited to the following:

1. Conduct a survey to ascertain the level of awareness by tourism, travel and hospitality professionals, immigration officials, on
  - a) The existence of a single tourist visa for Kenya, Uganda and Rwanda;
  - b) Possibility of use of National ID for cross border travel for the citizens of Kenya, Uganda and Rwanda.
2. Data on the ease of use of the above.
3. Data on use/uptake of the above

The expected outputs from this will be:-

### 2.1.1 Draft survey report

The National baseline survey audit should focus on current and projected future inter-regional business needs over the immediate term (1-3 years), the medium term (the next ten years) and the long term. It should consider national and regional issues and both the needs of the tourism industry.

While the audit should identify gaps which if addressed will provide opportunities for operators and government institutions. It should also identify ways of improving the current awareness level in the tourism private sector and other stakeholders that support the tourism supply chain i.e. taxi drivers, curio sellers etc.

The audit should be framed to inform the current awareness levels, and in particular to:

- Inform KTF on priority gaps in awareness of the STV and propose ways to promote closer engagement between the Government, institutions and the tourism private sector.
- Consider potential avenues to sensitize citizens on free movement of East African migrants, citizens and residents

### 2.1.2 Survey Report Feedback

With the completion of the draft report; the Consultant shall circulate the draft survey report to Kenya Tourism Federation for comments to be considered by the Consultant in the preparation of the final version of the report.

### 2.1.3 Final Survey Report

The consultant will produce a final report that should include;

- \_ Acknowledgements
- \_ Table of Contents
- \_ Glossary of Terms and Abbreviations
- \_ Executive Summary

#### 1. Introduction

##### 1.1 Background

##### 1.2 Terms of Reference

##### 1.3 Setting of this Survey

##### 1.4 Scope of the National tourism Sector

##### 1.5 Structure of Report

##### 2.4 Analysis of Data

#### 3. Preliminary Findings

The report should be prepared in simple English and in publication format.

The final audit report will be required by 15<sup>th</sup> January 2015 to be presented to KTF.

It is expected that the service provider will consult the tourism sector widely in the provision of this survey. At a minimum, this should include:

- A Sample of Tour operators, Hotels and Restaurants, Travel Agents, Air operators, Restaurants/pubs, County governments, etc.
- Specific professional / vocational organizations (e.g. tour/driver guides associations)
- Government funded and private academic and institutions teaching tourism, Immigration/customs departments.

### 3.0 Response to Request for Proposals (KTF/RFP/001/2014)

The Consultant must provide the following in order for KTF to conduct an assessment of the most suitable Consultant to undertake this service;

- A detailed breakdown of the total cost of undertaking this assignment excluding cost of air travel where applicable. (Incl. VAT)
- Company profile and abridged CV's of at least 2 people who will undertake the assignment
- Proposed work plan

### 4.0 Assessment Criteria:

The criteria that will be used to assess your proposal include;

1. Extent to which the proposal demonstrates understanding of the assignment;
2. Extent to which the Company profile and/or consultants demonstrates high level experience and skills in developing and implementing work of the nature proposed;
3. Extent to which the quote has an effective and appropriate methodology and plan for undertaking the tasks outlined on the scope of work.
4. Extent to which the proposal demonstrates that the consultant has the capacity and resources to complete the work within the required time frame; and
5. Qualifications and expertise of the consultant/s
6. Cost.

The consultant/s undertaking the assignment shall possess the following qualifications and experience:

1. At least a university degree (master's level will be an added advantage) in economics, business Management, hospitality and tourism management, or related fields;
2. Minimum of 5 years' experience in the field of economic policy; or/both regional integration;
3. The candidate will have demonstrable experience in assignments of a similar project undertaken;
4. Knowledge and experience of EAC especially the Single Tourist Visa integration process is added advantage.

### 5.0 Reporting

The consultant shall report to the KTF Chief Executive Officer who will provide the necessary support during the period of the assignment.

### 6.0 KTF's Responsibilities

1. Provide consultancy contract before the beginning of the assignment;
2. Pay the agreed professional fees for the assignment as follows, 30% upon contract award; 30% upon receiving draft survey report, 40% upon receiving final report;
3. Provide transport and subsistence for travel in the country in accordance with grant guidelines.
4. Provide contacts relevant to this assignment where available.

#### 7.0 Copyright for the documents

The Final Report shall be submitted in soft copy and printed copy. The Report thus produced will be fully owned by KTF including all rights associated with its author and publications