



**MINISTRY OF TOURISM AND WILDLIFE
STATE DEPARTMENT FOR TOURISM**

TERMS OF REFERENCE DOCUMENT

FOR

**EXPRESSION OF INTEREST TO UNDERTAKE FEASIBILITY STUDIES FOR
STRATEGIC TOURISM PRODUCTS ACROSS ALL TOURISM CIRCUITS.**

TENDER NO: SDT/EOI/01/2024-2025

ISSUE DATE: 25TH MARCH, 2025

CLOSING DATE: 2ND APRIL, 2025

MARCH, 2025

1. Background

The State Department for Tourism is undertaking initiatives to diversify and develop tourism products across Kenya's tourism circuits. As part of this effort, the department seeks to engage qualified consultants to conduct feasibility studies for strategic tourism products. These studies will assess the viability, economic potential, and sustainability of identified tourism products and also facilitate the design and documentation for viable products, with a focus on enhancing Kenya's competitiveness as a global tourism destination.

2. Objectives of the Consultancy

The overall objective of this consultancy is to evaluate the feasibility of developing strategic tourism products by conducting feasibility studies. The specific objectives include:

1. Assessing the potential of proposed strategic tourism products within each tourism circuit.
2. Engaging local communities, County Governments, and tourism stakeholders on the proposed tourism products.
3. Conducting environmental impact assessments, and financial viability of proposed developments.
4. Preparing economic models to provide a range of scenarios of the socio-economic impacts of potential tourism products to be developed in terms investments that will be required, revenues to be generated, taxes to be earned by government and jobs to created.
5. Developing documentation and designs for the identified tourism products through the Ministry of Public Works.

3. Scope of Work

The scope of work will include;

i. Desk Review and Situation Analysis

- Analyze existing policies, strategies, and reports, including the Tourism Development Blueprint 2030, national and county tourism strategic plans, tourism circuit mapping reports, and other relevant documents.
- Identify gaps, opportunities, and best practices in tourism product development within the different circuits.

- Assess the policy and regulatory framework influencing tourism product development.

ii. Stakeholder Engagement and Consultations

- Conduct consultations with key stakeholders, including county governments, local communities, tourism stakeholders and relevant government agencies.
- Gather insights on tourism market trends, demand drivers, infrastructure needs, and investment opportunities in each tourism circuit.
- Assess community perspectives on tourism development and the proposed products and their potential roles in proposed products.

iii. Field Assessments and Site Evaluations

- Conduct physical site visits to assess the land status and suitability; and feasibility of developing strategic tourism products across identified tourism circuits.
- Evaluate existing infrastructure, accessibility, environmental sustainability, and potential challenges affecting tourism product viability.

iv. Tourism Product Design and Development

- Develop innovative and competitive tourism product concepts tailored to the unique attributes of each tourism circuit.
- Integrate aspects of sustainability and niche market trends into product designs.
- Propose strategic interventions to enhance tourism experiences, including infrastructure recommendations, branding, and marketing strategies.

v. Comprehensive Technical Development Documentation

- Work in collaboration with the **Ministry of Public Works** to prepare project documentation, including:
 - Architectural/Civil /structural/Electrical /Mechanical designs
 - Estimated project costs and funding requirements for tourism product development.

vi. Workshops and Validation Meetings

Organize and facilitate stakeholder workshops and validation meetings to present feasibility findings, proposed tourism products, and development strategies. Collect stakeholder feedback and incorporate necessary revisions into the final feasibility report.

vii. Final Feasibility Report and Implementation Roadmap

- Compile all findings, analysis, and recommendations into a **Final Feasibility Report**.
- Provide a clear implementation roadmap outlining short-term, medium-term, and long-term steps for developing strategic tourism products across the circuits.
- Include recommendations on potential investment models, public-private partnerships (PPPs), and funding sources for tourism development.

4. Key Outputs/deliverables

The consultant is expected to adopt a participatory and evidence-based approach, including:

- i. **Conduct Desk Reviews** – Analyze tourism policies, the Tourism Development Blueprint 2030, tourism circuit mapping reports, and strategic plans to assess the feasibility of developing and promoting strategic tourist products across various tourism circuits.
- ii. **Econometric modelling** – prepare models to provide a range of scenarios of the socio-economic impacts of potential tourism products to be developed in terms investments that will be required, revenues to be generated, taxes to be earned by government and jobs to created.
- iii. **Engage Stakeholders** – Facilitate consultations with county governments, local communities, private sector players, and relevant government agencies to gather insights on market demand, infrastructure needs, investment opportunities, and policy considerations for enhancing tourism circuits.
- iv. **Perform Field Assessments** – Conduct site visits across tourism circuits to evaluate the feasibility of strategic tourist products, assess infrastructure readiness, and identify development needs to enhance visitor experience and accessibility.
- v. **Design Strategic Tourism Products** – Develop comprehensive tourism product concepts tailored to specific circuits, incorporating sustainability, cultural heritage, adventure tourism, and niche market trends to enhance Kenya’s tourism offerings.
- vi. **Prepare Documentation for Development** – Collaborate with the Ministry of Public Works to prepare detailed project documentation, including architectural designs, feasibility reports, and cost estimates, to guide the structured development of tourism products and related infrastructure.
- vii. **Organize Workshops and Validation Meetings** – Present feasibility study findings and proposed tourism products to stakeholders, facilitating discussions to validate recommendations and integrate feedback into final implementation strategies for tourism circuit development.

5. Reporting Deliverables

The consultant shall deliver the following outputs:

- i. **Inception Report** – A detailed work plan outlining the methodology, stakeholder engagement strategy, and timelines for conducting the feasibility study on strategic tourism products across various tourism circuits.
- ii. **Desk Review Report** – A comprehensive analysis of relevant tourism policies, the Tourism Development Blueprint 2030, mapping reports, and strategic plans, highlighting key opportunities, gaps, and recommendations for tourism product development.
- iii. **Stakeholder Engagement Report** – A summary of consultations with county governments, local communities, private sector tourism stakeholders, and relevant government agencies, capturing insights on market demand, infrastructure needs, and investment opportunities.
- iv. **Field Assessment Report** – Findings from site visits, including assessments of tourism potential, infrastructure readiness, accessibility, environmental considerations, and community integration aspects for each tourism circuit.
- v. **Strategic Tourism Product Design Framework** – Detailed concepts for proposed tourism products, including niche market opportunities and sustainability considerations.
- vi. **Technical Development Documentation** – Project designs, feasibility reports, and cost estimates prepared in collaboration with the Ministry of Public Works, a range of scenarios of the socio-economic impacts of potential tourism products, outlining infrastructure requirements, architectural concepts, and financial projections for the development of strategic tourism products.
- vii. **Validation Workshop Reports** – Documentation of stakeholder workshops and validation meetings, capturing feedback on feasibility findings, proposed tourism products, and final recommendations for implementation.
- viii. **Final Feasibility Report** – A consolidated report summarizing all findings, recommendations, designed tourism products, infrastructure plans, and an implementation roadmap for developing strategic tourism products across the identified tourism circuits.

6. Duration of the Assignment

The prequalified /registered suppliers will remain valid for a period of one year.

7. Supervision and Reporting Arrangements

The consultancy firm shall work under the supervision and guidance of the Principal Secretary and the Project Implementation Committee from the State Department for Tourism. The reports, both soft and hard copies indicated as deliverables shall be signed off by the consultant and submitted officially to the Principal Secretary, State Department for Tourism through the Director Tourism Development and Promotion. Approved deliverables shall be the basis for payment.

8. Consultant Qualifications & Experience

The key qualifications for the consulting firm are:

- A minimum of **five (5) years of experience** in tourism planning, infrastructure development, and strategic planning feasibility studies.
- Proven expertise in **tourism econometric modelling**.
- A demonstrated capacity in **conducting feasibility studies**
- Experience in **formulating strategic development blue prints/strategic policy documents**
- Proven expertise in **stakeholder engagement and community-based tourism development**.
- Experience working with **County Governments, tourism stakeholders, and local communities**.
- A multidisciplinary team with expertise in **tourism, economics, environmental impact assessment, civil/ structural, mechanical, electrical engineering, and architecture**.

9. Consulting Firm's Key Staff Competence

I. Tourism planning and Development expert/Team Leader

- Minimum of a **Master's degree** in Tourism Management, Business Administration, Economics, Urban Planning, management or a related field.
- At least **10 years of experience** in tourism development, feasibility studies, or strategic planning.

- Proven track record in **project management and stakeholder engagement.**
- Experience in leading multi-sectoral teams and working with government agencies.
- Knowledge in tourism product development and market analysis.
- Expertise in research methodologies, report writing, and presentation of findings.

II. **Tourism Planning and Development Expert**

- Minimum of a **Master's degree** in Tourism Management, Hospitality, Economics, or a related discipline.
- At least **7 years of experience** in tourism product development, market analysis, and tourism planning.
- Knowledge of Kenya's tourism landscape, including niche tourism products.
- Experience in multi-stakeholder engagements.

III. **Economist / Financial Analyst**

- Minimum of a Master's degree in Economics, Finance, or Business Administration.
- At least 7 years of experience in financial modelling, investment analysis, and feasibility studies. Experience in the tourism sector is preferred.
- Expertise in cost-benefit analysis, revenue forecasting, and business planning for tourism projects.

IV. **Environmental & Social Impact Assessment (ESIA) Expert**

- Minimum of a Master's degree in Environmental Studies, Natural Resource Management, or related field.
- At least 7 years of experience in conducting Environmental and Social Impact Assessments (ESIA).
- NEMA registered expert with a valid practicing license
- Knowledge of Kenyan environmental laws and sustainability frameworks.
- Experience **in community engagement and stakeholder consultations.**

V. **Civil /Structural Engineer**

- Minimum of a Bachelor's degree in Civil Engineering, Structural Engineering, or a related field.
- Registered with the Engineers Board of Kenya (EBK) or an equivalent professional body.
- At least 10 years of experience in design Practice

VI. **Architect**

- Minimum of a **Bachelor's degree** in Architecture
- Registered with the **Board of Registration of Architects and Quantity Surveyors (BORAQS-K)**.
- At least **7 years of experience** in architectural design in infrastructure and public amenities.
- Proficiency in **AutoCAD, and architectural modeling software**

VII. **Mechanical Engineer**

- Minimum of a **Bachelor's degree** in Mechanical Engineering.
- Registered with the **Engineers Board of Kenya (EBK) or an equivalent professional body.**
- At least **7 years' experience** in design of building services

VIII. **Electrical Engineer**

- Minimum of a **Bachelor's degree** in Mechanical Engineering.
- Registered with the **Engineers Board of Kenya (EBK) or an equivalent professional body.**
- At least **7 years' experience** in design of building Electrical services

Additional Requirements

- The consulting firm should demonstrate previous experience in conducting feasibility studies, tourism product development, and stakeholder engagement.
- The team members must demonstrate proficiency in report writing, policy analysis, and project documentation.

10. Evaluation Criteria

The shortlisting shall be based on the following criteria;

- i. Copy of Certified Certificate of Incorporation / Registration/practicing certificate
- ii. Copy of a Valid KRA Tax Compliance Certificate
- iii. Copy of KRA PIN certificate

- iv. Certified copy of certificate of Confirmation of Directors and Shareholding (CR 12) or equivalent (Issued within the last 1 year to Tender Opening Date)
- v. Valid copy of NEMA Registration / Practicing license for the environmental expert.
- vi. Valid registration with Engineers Board of Kenya (EBK), Board of Registration of Architects and Quantity Surveyors (BORAQS-K) for Engineers and Architects respectively. – **Provide copies of Licenses**
- vii. Demonstrate Experience and skills for the assignment for the required key staff - **provide CVs and Certificates** - indicate the proposed team leader for the assignment and list the key technical staff and their respective qualifications.
- viii. Submit a signed statement to Confirm availability of Key Staff indicated above
- ix. A written Response on your understanding of the Terms of Reference in undertaking the assignment(s)- **Submit proposed methodology**
- x. Certified Copies of Audited Financial Accounts for the last two (2) consecutive years (2022 and 2023)
- xi. At least ten years in business working on the area of the assignment- Provide detailed company profile
- xii. A description of relevant experience in carrying out at least three (3) similar assignments in the last five years (**Provide evidence – Contract documents and Referral / Recommendation letters**)
- xiii. Power of attorney/ Authorization Letter, Giving the name of person who has been authorized to submit/execute this assignment as a binding document - This person should sign all the documents related to this tender