



TAITA TAVETA
WILDLIFE
CONSERVANCIES
ASSOCIATION

TERMS OF REFERENCE (TOR) FOR CONSULTANCY TO DEVELOP A TOURISM CIRCUIT

Background

The Taita Taveta Wildlife Conservancies Association (TTWCA) is a registered society in the republic of Kenya under the registration certificate number R.41857. TTWCA is an umbrella organization that is a constellation of 33 conservancies located within the Tsavo landscape, mandated to support the development of wildlife conservancies, and coordinate sustainable management and utilization of natural resources through conservation to improve livelihoods.

TTWCA has the role of catalyzing development through provision of an enabling environment so that the local communities, ranches and conservancies within its jurisdiction can manage land, conserve wildlife and improve livelihoods through sustainable wildlife conservation and management of natural resources. Tourism has been identified as a Core Strategic Thrust for improving conservancy livelihoods and socio-economics.

One of the strategies to connect ranches to tourism is by developing a tourism circuit that connects about 8 ranches who have already set aside part or whole of their ranch as a conservancy. Inline to this, TTWCA is calling for Statement of Intent (SOI) towards development of the tourism circuit that covers Taita Hills Wildlife Sanctuary, Lumo, Teita Estate Conservation area, Choke, Mgeno, Maungu, Kasigau and Kasigau Community Land, Taita Hills, Lake Chala and Lake Jipe. The development of a tourism circuit aims to;

- Map stakeholders with a goal of creating visibility of the transportation gateways, service centers, attraction sites and circulation networks in the TTWCA Tsavo conservancies' landscape.
- Assess tourism supply in regards to accommodations, attraction sites facilities and amenities, visitor activities, travel and tourism services, and enabling infrastructure.
- Assess current and future market opportunities
- Create an enabling environment for business for sustainable development.
- Create an action plan towards developing signature experiences – culture, history, and community and their livelihoods, scenic experiences and game safari.

Objectives

- To build a sustainable tourism sector within the conservancies through development of a tourism circuit plan.
- To improve the community livelihoods of the rural communities through establishing enterprises and capacity development

Scope of work

- Identify existing/potential tourism products.
- Conduct meetings with stakeholders involved.
- Undertake data analysis including projections of tourism arrivals and inflows.
- Identify, priorities and cost for the infrastructure and other required investments for the circuit.
- Identify capital investment needs and estimated costs, integrate the tourism infrastructural investment requirements for the circuit and the major nodes of the circuit.
- Undertake a cost-benefit analysis and a full scale economic and financial analysis with scenarios to determine the cost-effective way of developing the tourism circuit
- Conduct a feasibility study to determine the environmental social impacts and the risks involved.
- Develop a robust communication strategy that can be used to market the tourism products.
- Develop a draft of the circuit plan

Expected deliverables

- Inception Report detailing activities and timetables of the project as well as the approach/methodology to be applied
- Report on the evaluation of Environmental Social Impacts and risks.
- Report of stakeholder meetings.
- A drafted tourism circuit plan
- A validated tourism circuit plan.

Time frame

The consultancy services should be completed within 6 months upon signing the contract with all the deliverables listed above submitted.

Qualifications

- At least fifteen years' general experience with ten (10) years of diversified experience and technical competencies in areas including: Project planning and management, Tourism planning and management, Feasibility studies, Local Economic Development for major strategic development projects;
- Experience in emerging markets with low developing tourism markets;
- Sound legal status, strong financial management and institutional stability;
- Strong understanding of Kenya's tourism sector;
- Demonstration of good technical and managerial capabilities
- Presence of multi-disciplinary competence in the areas of: Tourism and Cultural, Financial and Economic Analysis, Environment, Social Development, Physical Planning, Legal and Engineering
- Qualified consultant/ team of consultants demonstrated by their professional CVs.
- Excellent report writing skills, spoken and written English.
- Commitment to meeting deadlines.
- Provision of three references for the similar assignment

Application procedure

Interested and qualified candidates should submit their Statement of Intent (SOI) by **3rd April 2023** that clearly addresses their background, experience, and how they intend to meet the requirements to:

Email: jobs@ttwcakenya.com CC: info@ttwcakenya.com

Or Hard copies addressed to:

Taita Taveta Wildlife Conservation Association (TTWCA)

P.O Box 26 – 80300, Voi

Contacts: 0707780438