



TAITA TAVETA
WILDLIFE
CONSERVANCIES
ASSOCIATION

TERMS OF REFERENCE (TOR) FOR CONSULTANCY TO DEVELOP A DIGITAL CIRCUIT MAP.

Summary of the ToR

Taita Taveta Wildlife Conservancies Association (TTWCA) is seeking consultancy to develop a digital map for a tourism circuit.

Background

TTWCA is a regional membership organization established in 2013 with a purpose to unify and coordinate community-led conservation efforts in Taita Taveta County, bringing together 35 conservancies/ranches.

The Association operates within the Tsavo Landscape with the conservancies/ranches covering over 4,046km² which is 24% Taita Taveta County's land area. This region includes wildlife dispersal areas and migratory corridors connecting Tsavo National parks (Kenya) and Mkomazi National Park in Tanzania.

Project Description

Taita Taveta Wildlife Conservancies Association (TTWCA) is implementing a TUI Care Foundation Project – *'Creating value for wildlife and people in Tsavo, Kenya.'* The overarching goal of the project is to develop a sustainable tourism sector and to improve the livelihoods of the rural communities in Taita Taveta through creation of well-established enterprises and capacity development.

The key objectives of the project are:

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

Introduction to the assignment

Tourism is one of the key economic activities that has great potential within the TTWCA conservancies/ranches. Through the above-mentioned project, we have

already developed a tourism circuit plan that highlights and connects 12 ranches; Marungu Hill, Maungu, Kasigau, Taita Ranch, Mgeno, Wushumbu, Choke, Teita sisal estate, LUMO, Taita Hills Sanctuary, Lake jipe and Lake Chala.

The Tourism Circuit Development stands as a visionary undertaking, aimed at establishing a vibrant and sustainable circuit encapsulating the diverse conservancies and community lands under TTWCA's purview. The core objectives of this endeavor encompass the promotion of wildlife conservation, the empowerment of local communities, and the fostering of sustainable tourism growth within this unique and ecologically vital landscape.

In this regard, TTWCA intends to develop a digital circuit map that will cover all the circuits that were highlighted within the tourism circuit plan and showcase the various products and services within these circuits.

Objectives of the assignment

The primary goal of developing the digital circuit map is to ensure that there are accurate representations of the attraction sites and the products within the circuits and other points of interest:

The specific objectives are:

- ❖ To develop a digital map for a vast audience that can be updated easily according to the changes and developments that may/will occur within these ranches and conservancies.
- ❖ To create a digital map that is visually compelling and interactive, where interested individuals can access information about a ranch/conservancy or site/destination at a click.
- ❖ To showcase exhaustive information concerning a particular place highlighted within the tourism circuit.

Scope of work

The successful candidate/company shall advise on the best approach of developing this map and will:

- ❖ Assess the current tourism circuit plan and identify whether the existing data is in suitable format and projection for web mapping

- ❖ Develop an interactive digital circuit map in while with the assignment's objectives.

Expected deliverables.

- A clear workplan indicating specific activities and timelines.
- Draft digital circuit map
- A digital circuit map showcasing all the destinations, sites, products, and services within the tourism circuit.

Time frame

The consultancy services should be completed within 1 month upon signing the contract with all the deliverables listed above submitted.

Qualifications

- At least 8 years' experience in digital mapping, remote sensing and a degree in GIS, cartography, or surveying.
- Demonstration of good technical and managerial capabilities.
- Qualified consultant/ team of consultants demonstrated by their professional CVs.
- Excellent report writing and communication skills.
- Commitment to meeting deadlines.
- GIS certification is an added advantage
- Provision of three references for the similar assignment.

Application procedure

Interested candidates should send both technical and financial proposals. The proposal should include CVs, company profile, relevant tax compliance documents, two recent references, and their availability to jobs@ttwcakenya.com CC: info@ttwcakenya.com with the subject as 'DEVELOPMENT OF A DIGITAL CIRCUIT MAP FOR TTWCA' not later than CoB Friday, 19th April 2024.

Or Hand delivered, addressed to:

Taita Taveta Wildlife Conservation Association (TTWCA)

P.O Box 26 – 80300, Voi

Contacts: 0707780438