

# MINISTRY OF TOURISM, INDUSTRY & COMMERCE



## GUYANA TOURISM AUTHORITY

### **STANDARD REQUEST FOR PROPOSAL SELECTION OF CONSULTANTS/FIRM**

### **MARKET REPRESENTATION SERVICES IN NORTH AMERICA**

2022

**STANDARD REQUEST FOR PROPOSALS**  
**SELECTION OF CONSULTANTS/FIRM**

**Introduction**

These Standard Request for Proposals documents (SRFP) have been prepared by the NPTA for use by the Procuring Entities in the procurement of consulting services through the request-for-proposals method with, either on a lump-sum or on a time-based price basis.

The procedures and methods presented in this document have been developed on the basis of practical experience, and are mandatory for use in the procurement carried out in whole or in part from the state funds in accordance with the provisions of the Procurement Law.

The applicable forms are listed in the table of contents overleaf.

Those wishing to submit comments or questions on this Bidding Document or to obtain additional information on procurement are encouraged to contact:

Annarie Seecharan  
Senior Manager  
Destination Marketing Division  
Guyana Tourism Authority  
National Exhibition Centre, Sophia  
Tel #: 592 219 0094-6  
Email: [annarie@guyanatourism.com](mailto:annarie@guyanatourism.com)

Copy to:

Liloutie Mangra  
Senior Manager  
Finance Division  
Guyana Tourism Authority  
National Exhibition Centre, Sophia  
Tel #: 592 219 0094-6  
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## REQUEST FOR PROPOSAL (RFP)

MARKET REPRESENTATION SERVICES FOR THE GUYANA TOURISM AUTHORITY IN THREE (3) CORE MARKETS - NORTH AMERICA, UNITED KINGDOM /BENELUX AND GERMAN-SPEAKING (GERMANY, SWITZERLAND, AUSTRIA) MARKETS

The Guyana Tourism Authority is seeking proposals from experienced agencies for Market Representation Services for a period of twenty-four (24) months in the following three (3) core markets:

- [North America \(the USA and Canada\)](#)
- [United Kingdom /Benelux](#)
- [German Speaking Markets \(Germany, Switzerland, Austria\)](#)

Proposals for each market must be treated separately. The goals of this proposal are to:

- Continue raising awareness of Guyana as nature, adventure and culturally-based sustainable destination on the global market
- Increase leisure and business travel from source and investment markets
- Generate sales and investment opportunities for local business
- Support collaboration and information sharing between stakeholders

The full Call for Proposal for each market can be downloaded from the Authority's website [www.guyanaturism.com/requestforproposals/](http://www.guyanaturism.com/requestforproposals/). Proposals should include the company's profile, capabilities and experience in providing such services.

Inquiries are welcomed up to and including noon of **May 20, 2022**, to Mrs Annarie Seecharan, Senior Manager of Destination Marketing, Guyana Tourism Authority at [annarie@guyanaturism.com](mailto:annarie@guyanaturism.com) and copy to Ms Liloutie Mangra, Senior Manager of Finance, Guyana Tourism Authority at [liloutie@guyanaturism.com](mailto:liloutie@guyanaturism.com). The GTA would appreciate it if you would inform the Managers by e-mail:

1. Acknowledge receipt of this notice of invitation
2. Whether or not you will be submitting a proposal

Proposals shall be submitted no later than **May 31, 2022 at 09:00h** to the address and specifications listed in the RFP.

For more information, contact the Guyana Tourism Authority at +592 219 0094-6. Visit our official website: [www.guyanaturism.com](http://www.guyanaturism.com) or follow us on @DiscoverGuyana on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

**[April 25, 2022 ]**

## **A. LETTER OF INVITATION**

Dear Sir/Madam:

Subject: Market Representation Services in North America

1. The Guyana Tourism Authority is seeking proposals from experienced agencies to act as marketing representatives for Destination Guyana in the North American (USA and Canada) markets. You are hereby invited to submit technical and financial proposals for providing those services, which could form the basis for future negotiations and ultimately a contract between you and the Guyana Tourism Authority.
2. The purpose of this assignment is to:
  - (a) Seek companies with the requisite skills and experiences to represent Guyana in the North American (USA and Canada) market.
3. The following documents are enclosed to enable you to submit your proposal:
  - (a) Terms of Reference (TOR) (Appendix 1);
  - (b) Supplementary information for consultants, including a suggested format of curriculum vitae (Appendix 2); and
  - (c) A sample format of the contract for consultants' services under which the service will be performed (Appendix 3).
4. **The Submission of Proposals**

The proposals shall be submitted in two (2) separate parts, Technical and Financial, and should follow the form given in the "Supplementary Information for Consultants."

The proposals should be addressed as "Market Representation Services for Guyana in the North American (USA and Canada) market" and sent to the following address on or before **09:00h** on **May 31, 2022** at the following address:

The Chairman  
National Procurement and Tender Administration Board  
National Procurement and Tender Administration  
c/o Ministry of Finance  
Main & Urquhart Streets  
Georgetown, Guyana

**5. Bid Securing Declaration**

A Bid Securing Declaration is Not Applicable.

**6. Compliances**

Bidder must submit valid certificates of compliance from the Guyana Revenue Authority (GRA), National Insurance Scheme (NIS), and VAT registration (*where applicable*)

Footnote: Kindly provide equivalent for Foreign Companies

**7. Evaluation Criteria**

The Employer will award the Contract to the Bidder whose bid is determined to be substantially responsive to the bidding documents, and who offered the Lowest Evaluated Bid Price, provided that this Bidder has been determined to be eligible and have met the qualification requirements in accordance with the Criteria in Annex A.

**8. Deciding Award of Contract**

Your firm's proposal will be evaluated and ranked on its merit in accordance with the evaluation criteria outlined in the Supplementary Information attached and, if selected, could eventually form the basis for negotiations and, ultimately, a contract between your firm and the Guyana Tourism Authority. It is anticipated that contract negotiations with the selected firm would commence in June, 2022 and the assignment would commence from August for a period of two (2) years and can be subject to an extension if deemed necessary.

Negotiations will be held with your firm only if the technical proposal attains the required minimum score. Your firm must be prepared to furnish the detailed cost break-down and other clarifications to the proposals submitted, as may be required to adjudge the reasonableness of your firm's price proposals. If the negotiation with your firm is successful, the award will be made to your firm. If negotiations fail, and if it is determined that a contract with reasonable terms cannot be concluded with your firm, the process of selection of Consultant, issue of letter of invitation etc. will be repeated with the second ranked consultant, and so on, until an agreed contract is concluded.

9. Please note that the Guyana Tourism Authority is not bound to select any of the Consultants submitting proposals.

10. If your firm does not have the necessary expertise for a specific task, you may associate with another firm or engage specialists or experts to enable presentation of a full range of expertise required for the assignment. In order to assure the effective use of local knowledge, support institutional development and transfer of technology, you are encouraged to associate with qualified organisations and/or

- individual specialists from Guyana for one or more tasks, in part or in full, but your firm shall be the prime consultant.
11. It is estimated that approximately twenty-four (24) man-months of services will be required for the assignment. You should therefore base your financial proposal on this timeline, but highlight as Year one (1) and Year (2) allocations. However, you should feel free to submit your proposal on the basis of man-months considered necessary by you to undertake the assignment.
  12. You are required to hold your proposal valid for 90 days from the date of submission during which period you will maintain without change, your proposed price. The Guyana Tourism Authority is expected to finalise the agreement within this period.
  13. In order to familiarise yourselves with the project and the local conditions you may wish to visit the project area. In this case you should advise the procurement entity of your intended visit in adequate time to allow them to make appropriate arrangements. However, it should be clearly understood that any costs incurred by you for collection of preliminary information, for preparation of the proposal or for the subsequent negotiations will not be reimbursable as a direct cost of the assignment.
  14. Assuming that the contract can be satisfactorily concluded in time, you will be expected to take-up/commence the assignment in August, 2022.
  15. We wish to remind you that any manufacturing or construction firm with which you might be associated, will not be eligible to participate in bidding for any goods or works resulting from or associated with the project of which this consulting assignment forms a part.
  16. Tax Liability
    - (a) Domestic Consultants and foreign consultants who are resident in Guyana: Please note that the remuneration which you receive from this contract will be subject to the normal tax liability in Guyana. Kindly contact the relevant tax authorities for further information in this regard, if required;

Or

    - (b) Foreign Consultants who are not resident in Guyana: Please note that the remuneration which you receive from this contract will be subject to normal tax liability in Guyana; but the Procuring Entity shall pay directly or reimburse<sup>2</sup> the taxes, duties, fees, levies and their impositions in Guyana related to:

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<sup>1</sup> Delete one alternative

- (i) payments to the Consultants carrying out this assignment;
  - (ii) equipment, materials and supplies brought into Guyana for the purpose of carrying out the study, provided they are subsequently repatriated; and
  - (iii) property brought in for your personal use provided the property is subsequently repatriated.
17. We would appreciate if you would inform us by E-mail:
- (a) Your acknowledgment of the receipt of this letter of invitation; and
  - (b) Whether or not you will be submitting a proposal.

Yours faithfully,

Kamrul Baksh, Director (ag)  
Guyana Tourism Authority

**Enclosures:**

Appendix 1. Terms of Reference

Appendix 2. Supplementary Information to Consultant

Appendix 3. Draft contract



### TERMS OF REFERENCE

#### 1. Background

As part of the Acorn Marketing Consultancy's recommendation made in the Marketing Strategy for Guyana in 2015, Market Representation in key source markets are an excellent initiative to strengthen the position of Guyana in these markets. As such, the GTA employed its first marketing agencies in August, 2018 to represent Guyana in the North American (USA and Canada), German speaking (Germany, Austria, Belgium and Switzerland) and UK and Benelux markets. Respective companies have been representing the destination up to April, 2021 in the markets and market representation will remain a key component of the Authority's annual workplan and the living Integrated Marketing and Communications Strategy and Action Plan for destination Guyana. Since making this bold move, Guyana has been featured in international travel magazines including Wanderlust, Conde Nast Traveller, BBC Wildlife and National Geographic publications, not excluding mentions as one of the top destinations to visit. The country was also awarded 6 international tourism awards, 4 of which were directly related to sustainability in 2019. Tourism business opportunities with both local and new international travel trade has also been fostered and is expected to continue as relations improve.

To build on the successes thus far and maintain the momentum especially given the current pandemic situation, the Guyana Tourism Authority is seeking to re-establish overseas Tourism Marketing Representatives in the North American (USA and Canada) market. The role of this company is expanding the distribution network and to continue generating awareness about the tourism product and experiences of Guyana, to promote the country as a preferred tourist destination and to increase Guyana's share in the global tourism market.

Priding itself as a nature, adventure and cultural destination, Guyana is poised to attract leisure travellers from a number of key source markets such as the United States of America (USA), Canada, the United Kingdom (UK) and Germany. These markets represent the majority of visitors who travel to the Destination annually. Currently 70% of visitor arrivals are Diaspora travelling from the USA and Canada, the Authority is seeking to engage the average American and Canadian to inspire and motivate visitation to destination Guyana.

#### 2. A concise statement of objectives

The selected Market Representation Company will be the 'face' of Destination Guyana in the North American (USA and Canada) market and will be responsible for establishing viable business relationships with travel trade and media outlets. It is expected that the Company selected will manage Guyana's tourism presence in this market.

#### 3. An outline of the activities to be carried out

The firm will be responsible for the following activities and related key performance indicators

## **Travel Trade Partnerships**

- Proactively seek, establish and maintain contacts with travel trade companies and media on behalf of the Guyana Tourism Authority
- Conduct research and monitor trends on travel and tourism industry developments that may affect travel to Guyana
- Participate in select trade shows (approved by the Guyana Tourism Authority)
- Provide support to personnel and representatives of the Guyana Tourism Authority, Department of Tourism, Tourism & Hospitality Association of Guyana (THAG), Minister's Office when visiting the particular country
- Respond to tourism related queries on Guyana. All other queries can be directed to Consulates and Embassies of Guyana and the Guyana Tourism Authority
- Secure partnership (s) through matching fund as part of cooperative marketing efforts for campaigns/promotions to heighten Guyana's visibility
- Create linkages between the international and local travel trade

## **Press and Media Relations**

- Prepare a PR strategy, keeping track of all PR and media value and plan and issue regular press releases (approved by the Guyana Tourism Authority) to heighten Guyana's visibility with the travel trade and consumers
- Propose groups for familiarisation tours and organise logistics for travel from destinations to Guyana.
- Negotiate, secure and place promotional features, stories and ideas in media
- Create and/or maintain a supply of information brochures, marketing materials, etc for mailing and handing out to tour companies and travel agents, etc

## **Capacity Building and Training**

- Work with the Authority and local tourism partners to develop sales manual for the specific markets and support capacity building of the local travel trade to meet the needs of international demand
- Work with the GTA staff to build their capacity to lead or manage meetings at trade events, participating in webinars and content development

## **Reporting**

- Visit Guyana at least once a year, to update the tourism industry about local travel industry trends/developments
- Preparation of both annual and quarterly promotional and marketing plans, periodic performance reports and status reports, as may be specified

### **4. Schedule for completion of tasks**

An example of the schedule is as follows. The schedule will be converted into a detailed plan of action/work plan based upon results-oriented priorities identified between the Company and the Guyana Tourism Authority.

<b>MONTH</b>	<b>TASKS</b>
August 2022	- Complete a detailed implementation work plan and schedule
September 2022 – July 2023	- Implementation of campaigns, content development, trade show attendance, webinars and newsletters, monthly reporting of key performance indicators (KPIs), and revision to strategies and tactics as required
August 2023 – August 2024	- Implementation of campaigns, content development, trade show attendance, webinars and newsletters, monthly reporting of key performance indicators (KPIs), and revision to strategies and tactics as required
August 2024	- Final report

5. Data, services and facilities to be provided by the client

The Guyana Tourism Authority will meet with the selected Market Representation Companies to peruse the Authority’s work plan and provide guidance and any additional information regarding the responsibilities of the Company as necessary.

The Guyana Tourism Authority will liaise with the selected Market Representation Company twice a month to track progress on planned activities, tasks assigned and deal with any issues as far as possible that are faced by the Company.

The Authority will stock the Company with collateral materials, souvenir items and display props that will be used in promoting the Destination. Representatives will also be outfitted with Destination Guyana shirts which are to be worn when representing Guyana at official events/shows. The Authority will also advise the selected company on upcoming shows/events and provide information regarding Guyana’s participation in advance of these shows/events.

6. Final outputs (reports, drawings etc.) that will be required of the Consultant

The Market Representation Company will be responsible for preparing monthly reports on workplan, activities, KPIs and tasks that are assigned by the Guyana Tourism Authority and sharing this by the 5th of each month with the GTA. The Authority will review reports and assess any suggestions given by the Company in same. At the end of the contract, the Company will prepare a full report on the contract deliverables with positive outcomes as well as any challenges.

Monthly reports must be submitted to the Director of the Guyana Tourism Authority and carbon copied to the Senior Manager of Destination Marketing.

## 1. Procedure to monitor Consultant's work

The Guyana Tourism Authority will monitor the Company's work output through the monthly reports and exchanges between the Company and the Guyana Tourism Authority. Reports will also be submitted to the Marketing Subcommittee of the Guyana Tourism Authority Board of Directors for their feedback and assessments.

The Authority will also assess the Company's output as against the following key performance indicators:

- Increased tourist arrivals. Guyana aims to receive 500,000 visitors by 2025
- Enhanced tourism destination image
- Number of new tour operators/travel agencies trained in the knowledge of the destination and how to sell to their clients through the Online Travel Training Portal
- Number of new tour operators/travel agencies to feature Guyana in the portfolio of packages they offer
- Number of articles and features in media highlighting the destination
- Media value for the number of print and non-print media
- Total reach of articles
- Monetary match secured in cooperative marketing
- Number of new, pre-qualified consumer contacts/trade and media added to GTA's database
- Number of newsletter engagements
- Number of unique website visitors
- Agency's ability to lead the body of work and efficiently and effectively manage the budgeted resources with the GTA's support available on an as needed basis

## 2. Payment Terms

Proposed payment schedule for Market Representation Services which includes the Consulting Firm's fees are as follows:

<b>Proposed payment schedule</b>	<b>Payment percentage</b>
August, 2022 upon signing of contract and submission of a detailed work plan and budget	25%
December, 2022 upon submission of key deliverables set out by the Guyana Tourism Authority	10%
January, 2023 upon submission of key deliverables set out by the Guyana Tourism Authority, annual report and updated workplan	15%
July, 2023 upon submission of key deliverables set out by the Guyana Tourism Authority	25%
December, 2023 upon submission of key deliverables set out by the Guyana Tourism Authority	10%
February, 2024 upon submission of key deliverables set out by the Guyana Tourism Authority, annual report and updated workplan	10%
July, 2024 upon submission of key deliverables set out by the Guyana Tourism Authority and final report	5%

## Appendix - 2

### SUPPLEMENTARY INFORMATION FOR CONSULTANTS

#### Proposals

1.

1. Under cover of the Proposal Submission Letter (form F-1), Consultants shall submit the technical and financial proposals in two (2) forms. The technical and financial proposals are to be submitted in a hard copy format, **that is in two clearly marked separate sealed envelopes (one marked as technical proposal- hard copy and the other as financial proposal – hard copy)**, and an electronic copy format, **that is a flash drive only with the exact PDF version of the hard copy tender in two clearly marked separate sealed smaller envelopes (one marked as technical proposal – soft copy and the other as financial proposal – soft copy)**.
  - Ensure the envelopes of the hard copy and the electronic copy of each proposal are also identically labelled with “Market Representation Services for North America”.
  - The electronic copy (flash drive) should be placed in a smaller envelope and properly affixed (attached) to the hard copy submission. Note that the hard copy and the electronic copy of each proposal must be submitted in two individual envelopes attached to each other. Bids will not be accepted if both the hard and soft copy of each proposal are placed in one envelope.
  - All four envelopes can be placed in a larger envelope/package (one full package per bidder), that must be clearly labelled " Market Representation Services for North America" to the address listed below.
  - The bidder can include the company name at the top right-hand corner of this larger envelope/package, but not on any of the individual envelopes holding any of the proposal documents/flash drives.

Proposals should include the following information:

#### Technical Proposals

- (i) Description of organisation of consultant firm.
- (ii) An outline of recent experience of similar assignments/projects executed during the last three years in the format given in Form F-2, demonstrating your firm’s knowledge of the project requirements and understanding of the tasks referred to in the scope of work. Assignments completed by individual experts working privately or through other firms should not be claimed as the experience of your firm. Information on the current assignments of the firm should also be presented.

- (iii) Curricula Vitae of Consultant's key personnel (F-3).
- (iv) Any comments or suggestions from the Consultant on the Terms of Reference (TOR), including comments, if any, on data, services and facilities should be provided to the Guyana Tourism Authority.
- (v) A description of the manner in which Consultant would plan to execute the work, for each task separately. Work plan time schedule in Form F-4, approach or methodology proposed for carrying out the required work, personnel to be assigned to each task, and staff months. **NOTE: There should be no monetary value stated in the technical proposal.**
- (vi) The Consultant's comments, if any, on the data, services and facilities to be provided by Guyana Tourism Authority indicated in the Terms of Reference (TOR)
- (vii) Must complete the forms as outlined in the RPF, including form F1

(b) Financial Proposals

The financial proposals should be given in the form of [summary of Contract estimate in Form F –5].

Foreign costs can be denominated in United States of America dollars and accompanied by supporting documents to justify the elements involved. Local costs must be denominated in the local currency. The costs shown should include a breakdown of the monthly remuneration rate for each professional staff to be assigned and a general breakdown of out-of-pocket expenses (such as international travel, per diem and report preparation, etc.). [In the case of lump-sum contracts, such pricing information is sought for the purposes of arriving at a price for additional work.]<sup>3</sup>

The Executing Agency retains the right to audit, during and after the services, the selected firm's accounts and time and cost records relevant to the services, including accounts and records that will enable verification of the breakdown of billing rates and the costs related to the project.<sup>4</sup>

**2. Two copies of the proposals should be submitted to the address indicated in paragraph (4) of the Letter of Invitation.**

The Chairman  
 National Procurement and Tender Administration Board  
 National Procurement and Tender Administration  
 c/o Ministry of Finance  
 Main & Urquhart Streets  
 Georgetown, Guyana

<sup>3</sup> Delete text in brackets in case of time-based contract.

<sup>4</sup> This paragraph should be deleted in the case of lump-sum contracts.

### **3. Evaluation of Proposals**

Proposals will be evaluated in a two-stage manner, commencing with evaluation of technical proposals and allocation of merit points and ranking of technical proposals. Only then will the financial proposals be opened, and only those of the consultants whose technical proposals attained a score of at least seventy-five [75] points in the technical evaluation. [Consultants will be given an opportunity to attend the opening of financial proposals.]

Technical proposals shall be evaluated and merit points awarded based on the following:

- (i) The firm's general experience in the disciplines forming part of the total assignment, with specific reference to experience in Guyana or in similar contexts
- (ii) The adequacy and quality of the proposed work plan, and the approach and methodology proposed to implement the TOR
- (iii) The qualifications, experience and competence of the team of key personnel proposed for the assignment

Curriculum Vitae (CV) for all consultants' personnel proposed for the assignment shall be included with the proposal. Each member of the team shall be rated on the basis of the following and average points evaluated for the team as a whole:

- (i) educational and professional qualifications
- (ii) adequacy for the assignment
- (iii) experience (and language where appropriate) in the country of assignment or similar

A proposal may be treated as nonresponsive if any of the items as requested above, which are required for the evaluation, are omitted. A Consultant will also be excluded from the evaluation if, in the judgment of the Procuring Entity, the firm has been or might be placed in a position where its judgment in the execution of the project may be biased or its independence otherwise compromised. Firms should disclose any circumstances which may give rise to such concerns and should not accept an assignment that presents a conflict of interest with another assignment in which they are engaged. Consultants that believe such a situation may exist should seek guidance from the Procuring Entity prior to preparing its technical proposal.

For the purpose of evaluating the proposal, prices shall be converted to a single currency using the selling (exchange) rates for the currencies of the price quoted by an official source for similar transactions. **The contract shall be awarded to the firm whose bid is determined to be substantially technically responsive to the bid document and who demonstrates the strongest qualifications and offered the Best Value Evaluated Bid Price** based on a comparison of the proposed costs and benefits to the Guyana Tourism Authority.

#### **4. Contract Negotiations**

The aim of the negotiations is to reach an agreement on all points with the consultant and initial a draft contract by the conclusion of negotiations. The negotiations shall cover the terms of reference and scope of the proposed services, deliverables, progress reports, facilities to be provided by the Procuring Entity, as well as the financial proposal. **The price (fee for services) shall also be subject to negotiation.**

Having selected a firm partly on the basis of an evaluation of personnel presented in the firm's proposal, the Procuring Entity expects to negotiate a contract on the basis of the key personnel named in the proposal and will require assurances that these experts can, in fact, be made available. As the expected date of mobilization is given in the letter inviting proposals, the Procuring Entity may reject the proposal of the Consultant's key personnel offered in the proposal if they are not in fact available other than for reasons of unexpected delays in the starting date or exceptionally because of incapacity of an expert for reasons of health. Any replacement personnel must possess at least the same level of qualifications and experience as the personnel to be replaced and must be done with the approval of the procuring entity.

The Consultants should note that the Contract will be with the Guyana Tourism Authority. Payments to the Consultants will be made in accordance with an agreed estimated schedule, assuring the Consultants of regular deposits in local and foreign currency as long as the work proceeds as planned and invoices with relevant supporting documents are submitted for approval on a timely basis.

#### **5. Review of reports**

A review committee (to be restricted to three members) consisting of following officers of the Marketing Department will review all reports of consultants (inception, progress, intermediate and draft final) and suggest any modifications/changes considered necessary within 15 days of receipt.

#### **6. Modification of contract**

Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties.



**\*CONSULTING FIRMS MUST COMPLETE FORMS F1-F5**

**FORM NO. F-1**

**From:**

**To:**

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Sir/Madame:

Consultancy Services for [insert name of Procuring Entity] regarding [insert name of assignment]

We, ..... ( *insert name of Consultant*), herewith enclose Technical and Financial Proposal for selection as consultant for ..... *insert name of assignment*].

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in Guyana.

Yours faithfully,

Signature: \_\_\_\_\_

Full name & Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**FORM F-2**

**MAJOR WORK DURING LAST TEN YEARS WHICH BEST ILLUSTRATES QUALIFICATIONS**

*The following information should be provided for each reference project in the format indicated below.*

Project name:		Country:
Project location within country		Professional staff provided  No. of staff
Name, address, telephone, fax and e-mail of client:		No. of person-months:
Start date  (month/year)	Completion date:  (month/year)	Approx. value of services:
Name of associated firm(s), if any:		No. of Person-months of professional staff provided by associated firm(s):
Senior staff involved and functions performed:		
Detailed narrative description of project and services provided:		

Firm's Name: \_\_\_\_\_

**FORM F-3**

**FORMAT OF CURRICULUM VITAE (CV) FOR KEY PERSONNEL OF CONSULTANT**

*(one CV form should be filled out for each team member to be assigned)*

***CVs provided by the Consulting Firm must be signed and dated***

Name of Consultant: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

Function assigned in Consultant's team:

\_\_\_\_\_

**Key Qualifications:**

*Give an outline of experience and training most pertinent to tasks on assignment. Describe degree of responsibility held on relevant previous assignments and give dates and locations. Use about half a page.*

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**Education:**

*Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.*

---

**Employment Record:**

*Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages]*

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**Languages:**

*For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing*

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**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

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**Date:** \_\_\_\_\_

***Signature of Consultant***

***Day/Month/Year***

**Full name of Consultant:**

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**FORM F-4**

**WORK PLAN TIME SCHEDULE**

A. Field Investigation

Sl. No.	Item	Monthly Program											
		1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th

B. Compilation and submission of reports

1. Draft Final Report

2. Final Report

C. A short note on the line of approach and methodology outlining various steps for performing the assignment.

D. Comments or suggestions on "Terms of Reference."

**FORM F-5**

**Cost Estimate of Services**

**Remuneration**

**Consultant Key Personnel**

Name	Daily (Monthly) Rate		Working Days Days	Total Cost	
	(in currency)			(in currency)	
	(foreign)	(local)	(months)	(foreign)	(local)
Sub-Total (Remuneration)					

**Out-of-Pocket Expenses<sup>2</sup> :**

a) Per Diem <sup>3</sup>	Days	Total	
		(foreign)	(local)
Room			
Subsistence			
b) Air fare			
c) Lump Sum Miscellaneous Expenses <sup>4</sup>			
Sub-Total (Out-of-Pocket)			
Contingency Charges:			
Sub-Total (Out of Pocket)			

Total Estimate	(foreign)	(local)

<sup>2</sup> In lump-sum contract, this information is included not for negotiation but for facilitating the pricing of additional work; in time-based contract, reimbursable at cost with supporting documents/receipts unless otherwise specified.

<sup>3</sup> Per Diem is fixed per calendar day and need not be supported by receipts.

<sup>4</sup> To include reporting costs, visa, inoculations, routine medical examination, minor surface transportation and communications expenses, porter fees, in-and-out expenses, airport taxes, and such other travel related expenses as may be necessary.

## Annex A

### Evaluation Criteria

<b>(A) General Experience of the Firm</b>	
<b>(i) Team Leader</b>	
<i>Qualification</i>	
<ul style="list-style-type: none"> <li>• <i>Masters in Tourism, Marketing, International relations, PR or similar field</i></li> </ul>	10 points
<ul style="list-style-type: none"> <li>• <i>Degree in Tourism, Marketing, International Relations, PR or similar field</i></li> </ul>	8 points
<i>Experience (MUST demonstrate trade relations, PR, Crisis Management, MICE and Consumer Promotions expertise with an employment in account management of key destinations)</i> <ul style="list-style-type: none"> <li>- <i>Over 10 years</i></li> <li>- <i>Between 7 – 10 years</i></li> <li>- <i>Below 7 years</i></li> </ul>	6 points 4 points 2 points
<b>(ii) Other staff</b>	
<i>Qualification</i>	
<ul style="list-style-type: none"> <li>• <i>Master's in Marketing or Communications or Equivalent</i></li> </ul>	10 points
<ul style="list-style-type: none"> <li>• <i>Bachelor's Degree in Marketing or Communications or Equivalent</i></li> </ul>	8 points
<i>Experience (Demonstrate experience in managing integrated marketing campaigns; Strong customer relations skills and continual awareness of travel trends)</i> <ul style="list-style-type: none"> <li>- <i>Over 10 years</i></li> <li>- <i>Between 7 – 10 years</i></li> <li>- <i>Below 7 years</i></li> </ul>	6 points 4 points 2 points
<b>TOTAL</b>	
<b>32 points</b>	
<b>(B) Specific/competence of key personnel to Particular Assignment</b>	
<i>Specific Qualifications and Experience related to the assignment (Assess submissions on Form F-2 and must show at least 3 examples)</i> <ul style="list-style-type: none"> <li>• <i>Extensive knowledge of the tourism sector and travel trends with a strong background in destination development and management,</i></li> </ul>	20 points



cooperative marketing, crisis management and communication, content development, product development and marketing plans	
<ul style="list-style-type: none"> <li>• Knowledge of the tourism sector and travel trends with a strong background in destination development and management, crisis management and communication and product development</li> </ul>	15 points
<ul style="list-style-type: none"> <li>• Knowledge of the tourism sector and travel trends with a strong background in destination development and management, content development, product development</li> </ul>	10 points
<ul style="list-style-type: none"> <li>• Language and knowledge of region/local conditions (<i>Working knowledge of the local tourism product inclusive of opportunities for investment, challenges of the Sector, etc</i>)</li> </ul>	10 points
<b>TOTAL</b>	<b>30 points</b>
<b>(C) Adequacy of approach</b>	
Adequacy of work plan ( <i>Experience in working with Tour Operators, Airlines, Travel agents and other Tourism marketing channel members and educating the trade continuously</i> )	10 points
Quality of work plan ( <i>actionable items must have a strong impact on the key performance indicators listed in Terms of Reference</i> )	10 points
Technical approach ( <i>market-driven, niche product focus, market segmentation and travel trends</i> )	10 points
Methodology ( <i>Study of tourism plans on Guyana, interviews with stakeholders, market research papers and travel trends, statistical data</i> )	8 points
<b>TOTAL</b>	<b>38 points</b>
<b>GRAND TOTAL</b>	<b>100 points</b>

PROPOSALS WILL BE EVALUATED IN A TWO STAGE MANNER, COMMENCING WITH THE EVALUATION OF TECHNICAL PROPOSALS AND ALLOCATION OF MERIT POINTS.

CONSULTING FIRM MUST ATTAIN A SCORE OF AT LEAST 75 PERCENTAGE IN THE TECHNICAL EVALUATION BEFORE THE FINANCIAL PROPOSAL IS OPENED. FINANCIAL PROPOSALS ARE EVALUATED BASED ON THE QUALITY COST BASED SELECTION (QCBS) METHOD IN ACCORDANCE WITH THE PROCUREMENT POLICIES OF THE NATIONAL PROCUREMENT AND TENDER ADMINISTRATION BOARD AND THE EVALUATION CRITERIA OUTLINED IN CLAUSE 7 OF THE CONSULTANCY BID DOCUMENT

## Annex B

### Cost Estimate of Services, List of Personnel and Schedule of Rates

(1) Remuneration of Staff

	Name	Rate (per month/day/ hour in currency)	Time spent (number of month/day/ hour)	Total (currency)	
				(foreign )	(local)
(a) Team Leader					
(b)					
(c)					
Sub-total (1)					

(2) Reimbursables<sup>6</sup>

	Rate	Days	Total	
			(foreign)	(local)
(a) International Travel				
(b) Local Transportation				
(c) Per Diem				
Sub-total (2)				

	(foreign)	(local)
<b>TOTAL COST</b>		
<b>Physical Contingency<sup>7</sup></b>		
<b>CONTRACT CEILING</b>		

<sup>6</sup> To include expenses for international travel, local transportation, per diem, communications, reporting costs, visas, inoculations, routine medical examinations, porter fees, in-and-out expenses, airport taxes, and other such travel related expenses as may be necessary; reimbursable at cost with supporting documents/receipts; except for per diem (which is fixed and includes housing and \_\_\_\_\_ expenses).

<sup>7</sup> From 0 to 15 percent of total cost; use of contingency requires prior approval of the Client.

## Appendix 3

### SAMPLE CONTRACT FOR CONSULTING SERVICES

#### LUMP-SUM PAYMENTS

#### CONTRACT

THIS CONTRACT (“Contract”) is entered into this August 1, 2022 by and between the Guyana Tourism Authority (“the Procuring Entity”) having its principal place of business at *National Exhibition Centre, Sophia, Georgetown, Guyana* and \_\_\_\_\_ *[insert Consultant’s name]* (“the Consultant”) having its principal office located at \_\_\_\_\_ *[insert Consultant’s address]*.

WHEREAS, the Procuring Entity wishes to have the Consultant perform the services hereinafter referred to; and

WHEREAS, the Consultant is willing to perform these services;

NOW THEREFORE THE PARTIES hereby agree as follows:

- 1. Services**
  - (i) The Consultant shall perform the services specified in Annex A, “Terms of Reference and Scope of Services,” which is made an integral part of this Contract (“the Services”).
  - (ii) The Consultant shall provide the personnel listed in Annex B, “Consultant’s Personnel,” to perform the Services.
  - (iii) The Consultant shall submit to the Procuring Entity the reports in the form and within the time periods specified in Annex C, “Consultant’s Reporting Obligations.” (Not Applicable)
- 2. Term**

The Consultant shall perform the Services during the period commencing April 1, 2021 and continuing through March 31, 2023 or any other period as may be subsequently agreed by the parties in writing.
- 3. Payment**
  - A. Ceiling

For Services rendered pursuant to Annex A, the Procuring Entity shall pay the Consultant an amount not to exceed \_\_\_\_\_ *[insert amount]*. This amount has been established based on the understanding that it includes all of

the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

B. Schedule of Payments

The schedule of payments is specified below:<sup>1</sup>

\_\_\_\_\_ *[insert amount and currency]*  
upon the Procuring Entity's receipt upon signing of contract and submission of a detailed work plan and budget (August, 2022 - 25%)

\_\_\_\_\_ *[insert amount and currency]*  
upon the Procuring Entity's receipt upon submission of key deliverables set out by the Guyana Tourism Authority (December, 2022 - 10%)

\_\_\_\_\_ *[insert amount and currency]*  
upon the Procuring Entity's receipt upon submission of key deliverables set out by the Guyana Tourism Authority (January, 2023 - 15%)

\_\_\_\_\_ *[insert amount and currency]*  
upon the Procuring Entity's receipt upon signing of contract and submission of a detailed work plan and budget (July, 2023 - 25%)

\_\_\_\_\_ *[insert amount and currency]*  
upon the Procuring Entity's receipt upon submission of key deliverables set out by the Guyana Tourism Authority (December, 2023 - 10%)

\_\_\_\_\_ *[insert amount and currency]*  
upon the Procuring Entity's receipt upon submission of key deliverables set out by the Guyana Tourism Authority (February, 2024 - 10%)

\_\_\_\_\_ *[insert amount and currency]*  
upon the Procuring Entity's receipt upon submission of key deliverables set out by the Guyana Tourism Authority and final report (July, 2024 - 5%)

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<sup>1</sup> Modify, in order to reflect the output required, as described in Annex C.

\_\_\_\_\_ [insert amount and currency]  
Total

C. Payment Conditions

Payment shall be made in \_\_\_\_\_ [specify currency], no later than 30 days following submission by the Consultant of invoices in duplicate to the Coordinator designated in paragraph 4.

**4. Project Administration**

Coordinator.

A. The Procuring Entity designates Ms. Carla Chandra as Procuring Entity's Coordinator; the Coordinator will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables by the Procuring Entity and for receiving and approving invoices for the payment.

B. Reports.

The reports listed in Annex C, "Consultant's Reporting Obligations," shall be submitted in the course of the assignment, and will constitute the basis for the payments to be made under paragraph 3. (Not Applicable)

**5. Retention**

The Employer shall retain from each payment a portion of the funds in the sum of 10 % of the contract sum pending completion of the assignment and on acceptance of the final report (if required).

Any delay on the part of the Consultant in completing the assignment/service within the stipulated period will render him liable to pay liquidated damages as follows:

- (a) A rate of 0.03 % per week of the bid price
- (b) A maximum of 10 % of contract price

Thereafter, the procuring Entity has the right to cancel the contract and demand all form of damages; (Not Applicable)

**6. Liquidated Damages**

(Not Applicable)

- 7. Mobilization Advance** The Employer shall make advance payment to the Consultant in the amount of 25 % on the signing of the contract on the provision of a bond. Mobilization advance to be repaid as specified in the contract; (Not Applicable)
- 8. Performance Bond** The Performance bond shall be 10 % of the Bid Sum; (Not Applicable)
- 9. Defects Liability** The Employer will hold the consultant liable for his/her design for a period of no less than.....[to be determined]. The form of compensation to be determined also; (Not Applicable)
- 10. Penalties** A Penalty for slow performance or non-performance will be imposed in the rate prescribed for liquidated damages. Slow or non-performance will be assessed against the project's approved work Programme and will commence from the first quarter of the project life.
- After 10 % of the contract sum is deducted for penalties, the procuring entity has the right to cancel the contract and demand all form of damages;
- 11. Performance Standards** The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Procuring Entity considers unsatisfactory;
- 12. Confidentiality** The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Procuring Entity's business or operations without the prior written consent of the Procuring Entity;
- 13. Ownership of Material** Any studies reports or other material, graphic, software or otherwise, prepared by the Consultant for the Procuring Entity under the Contract shall belong to and remain the property of the Procuring Entity. The Consultant may retain a copy of such documents and software.<sup>2</sup>
- 14. Consultant Not to be Engaged in Certain Activities** The Consultant agrees that, during the term of this Contract and after its termination, the Consultant and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.
- 15. Insurance** The Consultant will be responsible for taking out any appropriate insurance coverage.

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<sup>2</sup> Restrictions about the future use of these documents and software, if any, shall be specified at the end of paragraph 7.

**16. Assignment** The Consultant shall not assign this Contract or sub-contract any portion of it without the Procuring Entity's prior written consent.

**17. Law Governing Contract and Language** The Contract shall be governed by the laws of Guyana and the language of the Contract shall be English.

**18. Dispute Resolution** Any dispute arising out of or in connection with the Contract shall be settled in

***Option A***

Arbitration in accordance with the Arbitration Rules (*by three or one Arbitrator, specify full name of arbitration rules, arbitration institution, if applicable, and location of arbitration*); (Not Applicable)

**or**

***Option B***

Court of general jurisdiction in accordance with the laws of Guyana.

**FOR THE PROCURING ENTITY**

**FOR THE CONSULTANT**

Signed by \_\_\_\_\_

Signed by \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_