Posted on: 2023-07-21T07:21:31

DB Reference N°: IDB-P2043263-07/23

Country: Barbados

Institution: Inter-American Development Bank

Sector: Tourism, Miscellaneous

Deadline: 2023-07-28

Status: Published

Loan N°./Financing: 4342/OC-BA

Project: National Tourism Program

Title: Tourism Digital Marketing Platform Design

Borrower/Bid No: NTP - 2.1.4

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES -TOURISM DIGITAL MARKETING PLATFORM DESIGN

Institution: Inter-American Development Bank Country: BARBADOS

Project: National Tourism Program

Sector: Tourism

Abstract: To engage the services of an Individual Consultant to advise the Ministry of Tourism and International Transport on the most suitable design and components for a Digital Marketing Platform, which forms part of the overall Tourism Information and Digital Marketing Ecosystem, to meet the needs of the Barbados Tourism Marketing Inc. The Individual Consultant shall ensure that this activity is executed in accordance with the provisions of the Loan Contract for the National Tourism Program.

Loan No. 4342/OC-BA

Contract/Bid No.: NTP - 2.1.4

Deadline: July 28, 2023

The Government of Barbados has received financing from the Inter-American Development Bank (IDB), towards the cost of the National Tourism Program (NTP), and intends to apply part of the proceeds for consulting services.

The Consultant will be required to coordinate, supervise and manage the execution of the following:

- 1) Diagnostic Evaluation and Organisational Readiness;
- 2) Recommended Organisational Structure and Processes;
- 3) Survey of Advertising Technology (AdTech) Platforms and Evaluation Criteria for Platform Selection;
- 4) Preparation of Request for Proposals and Assistance with Contract Negotiation;
- 5) Implementation of Platform and Workflows; and
- 6) Platform Training, Reporting, and Close-Out.

The implementation period is from Quarter 1 of 2024 or sooner for a period of eighteen (18) months.

The Ministry of Tourism and International Transport now invites eligible individuals to indicate their interest in providing the Services. Interested individuals should submit their Curriculum Vitae demonstrating that they have the required qualifications and relevant experience to perform the Services. Curriculum Vitae must highlight how the Consultant meets each criterion outlined in Section 8 of the Terms of Reference.

The Individual will be selected in accordance with the procedures set out in the Inter-American Development Bank: Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank GN-2350-15. Only individuals who are citizens of a member country of the IDB or has established his/her domicile in a member country as a "bona fide" resident and is legally entitled to work in the country of domicile are eligible to participate.

A copy of the Terms of Reference for the Individual and any related information can be obtained by submitting an e-mail to <u>tourismpeu@tourism.gov.bb</u>.

Curriculum Vitae must be submitted by e-mail no later than July 28, 2023 to:

Permanent Secretary Ministry of Tourism and International Transport 4th & 5th Floors One Barbados Place Warrens St. Michael BB12001 BARBADOS, W.I. Attention: Mrs. Nicole Alleyne, Project Co-ordinator.

Applications that do not comply with the conditions set out in this Notice will not be considered.

Late submissions will not be accepted.

Applicants will be advised of the results of their applications in due course.

The Government of Barbados reserves the right to accept or reject any applications received.