

ADVERTISEMENT INVITING REQUEST FOR PROPOSAL (RFP) FOR TAKING UP MARKET RESEARCH STUDY TO FORMULATE A FIVE YEAR ECOTOURISM MARKETING STRATEGY

The Forest Environment and Wildlife Management Department has been implementing the JICA aided Sikkim Biodiversity Conservation and Forest Management Project (SBFP) since 2010.

Within this Project there is a provision for conducting a market research study on ecotourism in Sikkim. The duration of the study shall be 8 months, covering the peak and lean tourist seasons in 11 ecotourism zones selected under the Project.

Therefore proposals are invited from interested firms/organizations for taking up the study with details as under:

Annex I.....An introduction to the RFP

Annex II.....Terms of Reference

Annex III.....Proposal submission form

Annex IV.....Financial proposal

The technical and financial proposals are to be sent in separate sealed envelopes which should reach the following address no later than 28.08.2019 4.30 pmt to be eligible for scrutiny.

**OFFICE OF THE PCCF-cum-PR.SECRETARY &CHIEF PROJECT DIRECTOR,
SIKKIM BIODIVERSITY CONSERVATION AND FOREST MANAGEMENT PROJECT (SBFP)
FOREST ENVIRONMENT AND WILDLIFE DEPARTMENT
DEORALI, GANGTOK 737102**

The annexures are available for download at the departmental website.

The agreement and deliverables shall be outlined once the successful proposal is finalized by the department.

DOCUMENTS REQUIRED FOR PROPOSAL

1. Profile of Firm/Organization including existing work
2. Relevant experience in areas spelt above
3. CVs of key team members
4. Technical proposal containing detailed methodology and work plan

ANNEX I

AN INTRODUCTION TO THE PROJECT

With ecotourism continuing to be a hot topic of academic inquiry, most research has been limited to specific national markets or a particular eco site. Under the Sikkim Biodiversity Conservation and Forest Management Project, 11 ecotourism zones have been notified which form the foundation of core ecotourism activities under this project.

The idea of green tourism is a part of ecotourism which is growing very popular among the travellers and Sikkim being uniquely located in one of the biodiversity hotspot zones in the country has ample prospects to explore and expand its ecotourism potential.

A market research strategy is needed to provide essential information on the demographics, preferences and/or motivations of ecotourists visiting Sikkim and potential markets that should be targeted in the strategy.

The activities related to the strategies will be scheduled over the five-year period with responsibilities and resources allocated accordingly.

As envisaged in the MoD, the ecotourism marketing strategies should also take in the inclusion of well-known tourist destinations such as Darjeeling into the ecotourism packages organized for destinations in Sikkim.

The findings of such a study can contribute to the impact of the ecotourism marketing component so that greater awareness of Sikkim as a sustainable ecotourism destination is created in national and international market places, resulting in an increase in the number of tourists that come to Sikkim to enjoy ecotourism and adventure tourism activities, thus generating revenue and employment for local communities. It shall also be instrumental in implementation the State Ecotourism Policy and help take policy decisions at the highest levels.

ANNEX II

Terms of Reference

Project title: Ecotourism Market Research for Formulation and implementation of an Ecotourism Marketing Strategy in 11 Ecotourism Zones of Sikkim

Project duration: 8 months covering the lean and peak tourist seasons in 11 Ecotourism Zones of Sikkim

PROPOSED ACTIVITIES:

1. Review existing ecotourism scenario in Sikkim along with other relevant scenario, e.g. land use and land cover, market trends, review risk and vulnerability assessment made for the Ecotourism zones pertaining to forests and biodiversity of Sikkim.
2. Review socio-economic indicators involved in ecotourism.
3. Identify a well-designed target market to identify most likely consumers, including at least two or three levels of segmentation of target market.
4. Provide a competitive analysis of existing products within the state, the Northeast India and mainland India in general, and outline ways and means to better position Ecotourism in Sikkim to stand out from the competition.
5. Prepare a Demand Model/Estimates with recommendations using the findings from reviews and field visits to create a demand model to estimate/predict the likelihood and habits of Ecotourists for the Ecotourism products in the 11 zones.
6. Prepare a five year marketing strategy with sustainable Ecotourism practices at the core of the strategy. It should examine the entire existing Ecotourism market followed by the detailing of explicit strategies including but not restricting to events, direct mail, email, social media, content strategy, street teams, couponing, webinars, seminars, partnerships, and other activities that will help propel the Ecotourism products to customers.
7. Conduct training programme for the Ecotourism Marketing Cell (EMC), Ecotourism Directorate and various stakeholders from the 11 Ecozones in capacity building activities and identify opportunities for further improvements activity, including training in planning, vulnerability

assessment, advertising & promotion and long-term monitoring for the Ecotourism activities after completion of the project period.

8. Assess the cumulative impact on the livelihood of the locals in the 11 Ecozones, highlighting the contributions of SBFP interventions. Conduct a final workshop on the findings during the course of the study.

DELIVERABLES

- I. Submit an inception report one month from the start of the project.
- II. Submit monthly progress reports and a final report at the end of the study period, a total of 9 reports including sl.no. I.
- III. At the end of 4 months submit a technical report on Sl. No. 1 & 2 mentioned above.
- IV. At the end of 6 months organize a workshop/training for the EMC and stakeholders as mentioned in Sl. No. 6 above.
- V. At the end of 7 months submit the draft final report to SBFP for comments.
- VI. At the end of 8 months conduct the final workshop and submit the final report to the satisfaction of SBFP.

ANTICIPATED OUTCOMES:

1. Implementation of a solid 5 year marketing strategy which will guide the newly formed Directorate of Ecotourism and EMC in taking forward the activities after completion of SBFP project period.
2. Increased information on the current market trends which will help in developing corresponding relevant products in the 11 Ecozones.
3. Enhanced capacity of the DEFWM in implementing the Ecotourism programme through the Directorate of Ecotourism and EMC and improved capacity of Ecotourism stakeholders.
4. Contribution to the revision of the State Ecotourism Policy.

TERMS AND CONDITIONS

1. The Research Coordinator will supervise the project and will provide technical guidance for its implementation. S/ he shall be responsible

for responsible for writing the final research/study findings in the technical reports mentioned above.

2. The Managers and assistant Managers of EMC under the SBFP will be part of the project team.
3. No part of any finding can be published or used otherwise without the prior approval of the Chief Project Director in writing. All publications resulting from this research will be a joint intuitional process. Subsequent journal articles resulting from the study will also be joint publications.
4. After the completion of aforesaid research work, does not accrue any right to claim for any kind of Govt. Jobs whatsoever by the persons involved in the study.
5. All persons engaged in the study shall not have any liabilities in the event of any unnatural death, accrued death or any kind of injuries/ illness caused during the course of study works.
6. The persons engaged in the study or their legal/natural representatives, successors/heirs shall not have any right and privileges to claims for compensation or appointment on compassionate ground in the unlikely event of unnatural death/accrued death.
7. That during the study period the persons engaged in the study shall not divulge/ involve any detail of the design and photograph or data collected by them or to any other organization/institution/ person or persons without the prior permission/ order from the competent authorities of the SBFP.
8. That notwithstanding anything contain in the Terms of Reference, the SBFP shall have every right and authority rescind the agreement or terminate the agreement period before the expiry of the present terms in the interest of the department and in the interest of public during the sustenance of study period without assigning any reasons or whatsoever.

ANNEX III

PROPOSAL SUBMISSION FORM

- 1. PROJECT TITLE**
- 2. IMPLEMENTING AGENCY**
- 3. CONTACT DETAILS**
- 4. ORGANIZATIONS CAPABILITY TO UNDERTAKE THE PROJECT**

ELIGIBILITY

THE FIRM/ORGANIZATION INTERESTED TO TAKE UP THE ASSIGNMENT SHALL FULFILL THE FOLLOWING CRITERIA:

1. IT SHALL HAVE A SOUND UNDERSTANDING OF THE SUBJECT OF ECOTOURISM AND ECOTOURISM MARKET
2. IT SHALL HAVE PREVIOUS EXPERIENCE OF IMPLEMENTING PROJECTS ON THE SUBJECT IN SIKKIM AND IN ESATERN HIMALAYAS

- 5. PEOPOSED METHODOLOGY**
- 6. PLAN OF IMPLEMENTATION**
- 7. SUCCESS INDICATORS**
- 8. BUDGETAY PROVISION: (TO BE SUBMITTED IN INR.)**

**ANNEX IV
FINANCIAL PROPOSAL**

SL. NO	DESCRIPTION OF ACTIVITY/ITEM	UNIT	RATE	TOTAL
1.	STAFF COSTS			
A.	RESEARCH COORDINATOR			
B.	ASST. RESEARCH COORDINATOR			
C.	LOGISTIC COORDINATOR			
D.	LOCAL FIELD SUPERVISOR			
E.	LOCAL FIELD INVESTIGATOR			
2.	TRAVEL			
F.	VEHICLE HIRE			
G.	TRAVEL OF FIELD TEAMS			
3.	MISCELLANEOUS (printing/stationery/etc.)			
	SUB-TOTAL			
	TAXES (if any)			
	GRAND TOTAL			