Sustainable Winter Tourism DEVELOPMENT Project

TERMS OF REFERENCE

SHORT-TERM CONSULTANT IN STRATEGIC WINTER TOURISM

PRODUCT DEVELOPMENT

**Background**

This SECO funded project aims at strengthening and developing further the tourism sector inKyrgyzstan. The main objective of the project is to develop a competitive and sustainable Winter Tourism value chain in the select destinations. This goal shall be achieved, on the one hand, bydeveloping necessary skills for service providers and, on the other hand, by creating favorableframework conditions to enable access to the Winter Tourism value chain for small scale entrepreneurs and local population. The Sustainable Winter Tourism Development Project (hereinafter referred to as Winter Tourism Kyrgyzstan or WTK) is a direct response to some the key problems in the Kyrgyz tourism sector: short seasonality & a lack of qualified staff.

WTK Project started its operation from 01 April 2019 by HELVETAS Swiss Intercooperation which had been selected through an open tender for the implementation of the first phase (pilot phase) covering April 2019 – March 2021. During the 6-month inception phase (April – September 2019), WTK undertook assessments in both target destinations – Karakol and Bishkek South to develop a detailed Action Plan for the Pilot Phase.

This intervention aims at developing new winter tourism products, as well as at products which could help to bridge winter and summer seasons in Kyrgyzstan.

**Objective**

Helvetas Swiss Intercooperation is seeking an experienced, short-term consultant to work with the WTK team to implement the project’s Pilot Phase Work Plan in two target destinations in Kyrgyzstan. The specific areas of focus shall be: (1) winter tourism product development and capacity building, and (2) product positioning and marketing.

**Main Tasks and Activities**

1. **Winter Tourism Product Development and Capacity Building**

*Work with WTK team, destination leaders, local service providers and the community to:*

* Evaluate current winter tourism product offerings in two target destinations and assess potential for new tourism product offerings;
* Facilitate discussions/workshops with the local winter tourism VC stakeholders and local community to determine new tourism product offerings and identify new product owners;
* Develop and deliver tourism product development workshop for the winter tourism VC stakeholders and community members in two target destinations to facilitate the ideas on development of individual and/or joint winter tourism products;
* Determine the most feasible winter tourism products in both target destinations that could be of interest for visitors and help WTK to identify local service providers (new product owners) that have the willingness and capacity to offer these products;
* Work with the identified product owners in each target destination to design new product offerings, propose the ways to test them and package to offer in subsequent winter tourism seasons.
1. **Marketing and Positioning of New Winter Tourism Products**

*Work with the WTK team, destination leaders, local service providers and the community to:*

* Formulate winter tourism positioning statements for each destination and for select products and identify marketing personalities;
* Advise on new product packaging and positioning them for tour operators and individual tourists, both domestic and foreign;
* Advise and provide feedback on online and offline marketing collateral, from websites to brochures.

**Expected Results & Deliverables**

The consultant is required to prepare and submit the following deliverables:

* Inventory of the improved existing and newly designed winter tourism products and experiences in two target destinations;
* Workshop materials and delivery of the workshops for destination stakeholders;
* Detailed report on project implementation, achievements, next steps for Year 2 and recommendations on rolling out this experience to other potential winter tourism destinations across KG.

**Period of Performance**

The Consultant is expected to work in Kyrgyzstan during the period November 2019 – January 2020. The expected number of working days is 25. The exact period(s) of performance will be agreed with the select candidate.

**Reporting**

Weekly informal updates to the project manager and to the project team.

Bishkek, September 2019