

St Vincent and the Grenadines

OECS Regional Tourism Competitiveness Project (ORTCP)

TERMS OF REFERENCE

Individual Consultancy

Impact Evaluation Survey

SVGRTCP - C - IC - 10

June 2022

Background

St. Vincent and the Grenadines is a tropical multi-island state located in the Eastern Caribbean. The island is referred to as the Gem of the Antilles in recognition of its pristine beaches and islands, mountains and rich biodiversity, interesting wildlife, friendliness and rich cultural heritage.

Goal 1.3 of the National Development Plan (2013-2025) identifies the tourism sector as one of the main engines of economic growth for the nation's economy. The development of a Tourism Master Plan, improvements to touristic sites and strengthening of marketing and promotion capacity are some of the interventions the government has embarked upon to further advance the sector to make it more competitive globally and generate foreign exchange.

The Government of St Vincent and the Grenadines has secured a World Bank loan of US\$5 million under the OECS Regional Competitiveness Project to upgrade Touristic sites and Support Market Development and Promotion Capacity building. One of the main sites to be rehabilitated under this project is Fort Charlotte. This fort is one of the oldest historical sites in the country and is the most frequently visited by tourists. It provides a critical source of income for businesses that operate around the site during the tourist season. The rehabilitation of the site is expected to result in increased visits from both tourists and locals and an increase in spending which should impact businesses positively.

Baseline and impact surveys will be carried out in order to provide baseline data for the project and for the government to determine the impact of the project on the spending of tourists and income of firms operating in and around upgraded tourist sites.

Objective of the Assignment

The objectives of the consultancy are to conduct a baseline survey to acquire data on the income of businesses operating within a one (1) km radius of Fort Charlotte prior to the project intervention and undertake a survey to measure the impact of the OECS Regional Tourism Competitiveness Project on its beneficiaries.

Scope of Work

The scope of works includes the following activities:

1. Develop and implement survey instruments to collect information on the characteristics of businesses operating within 1 km of Fort Charlotte.
2. Develop and implement an impact survey/assessment of the project on the tourism sector and its beneficiaries.

The consultant will develop a statistically sound methodology for the baseline and impact surveys taking into account guidance provided in the PAD document and implement the surveys with a focus on improved understanding of how the project (ORTCP) intervention impacted the

overall spending of tourists in SVG and the resultant impact on businesses operating within 1 kilometer of Pilot Sites .The results of the survey will also be used by the Ministry of Tourism and the Tourism Authority to improve marketing focus and raise awareness about the important economic impact of tourism on the national economy.

The consultant is required to conduct brief stakeholder consultations to understand key research questions the survey will address. Then, based on reviews and consultation, the consultant will design and implement a baseline and impact survey using the latest technology and best practice. The surveys should be developed in a manner that is replicable by the Ministry of Tourism in subsequent years. Mode, implementation cost and management should be considered.

Inputs

The survey will be designed provide the following results and analysis:

- ii. The average expenditure of visitors to Fort Charlottes in order to determine its contribution (%) total tourist spending all sites
- iii. Provide a baseline of data for project M&E purposes. Suggested M&E indicators will be provided by the project team.
- iv. Provide impact data on job creation in a Gender Disaggregated Manner

The baseline and impact surveys should cover the following types of business operators:

- Food service providers
- Accommodation providers,
- Tour operators
- Transportation providers
- Other tourism related services (e.g. retail services around pilot sites)

Tasks

The Assignment will involve:

Task 1–Baseline and Impact Surveys

Discuss with the Ministry of Tourism and other tourism agencies the core research questions to be answered. Develop a survey methodology in consultation with the Ministry of Tourism, Tourism Authority, Statistical Department and other identified institutions leveraging existing data collection resources and activities in the country, as possible.

1. Survey Mode and Management System

- i. The survey mode will be a Questionnaire Administered by the consultant in person.

- ii. The consultant will need to work with the Ministry of Tourism and the Statistical Department to determine a method for recruiting survey participants that is cost efficient and has the highest uptake.
- iii. The consultants should determine any response bias the survey may create (e.g. mobile businesses with no internet access) and develop alternative modes to address any critical coverage gaps.

2. Sampling Methodology

The sampling methodology should be for business operators in and around upgraded tourist sites within a 1-kilometer radius.

- i. Finalize sample size for a statistically significant survey, protocol and survey methodology in consultation with the client, including the length of survey, location(s).
- ii. Sampling frames should include a representative distribution of the type/nature of businesses, based on their location. The firm should identify risks and respective mitigation tactics, including how to deal with coverage and response bias.
- iii. Sample size should provide for the necessary logistical, statistical and technical design to ensure a representative sample: at least a 95% confidence level. The exact number of completed responses will be recommended by the consultant based on the calculation of required sample size for statistically significant surveys. Sample sizes should consider specific businesses that may need to be over sampled in order to achieve confidence levels. These specific businesses will be decided with the Ministry of Tourism and Statistical Office and the Project Coordinator during methodology approval.
- iv. All raw data will be either stored in a database that the Ministry of Tourism/Tourism Authority have ongoing access to or handed over to the Statistics Department at the end of each survey;
- v. Methodological approaches should be discussed and shared with the Ministry of Tourism and Statistical Office. Training will be provided for Ministry of Tourism and Tourism Authority staff on data processing and analysis approach including an analysis framework linking data needs to specific questions and analysis approaches to ensure reporting will provide necessary data;

Task 2 - Instrument

Prepare final survey instruments to run the survey effectively. Questionnaires will be developed in close consultation with the Ministry of Tourism with oversight from the Statistical office.

1. Develop questionnaire(s) in consultations with the Ministry of Tourism and statistical office to include, but not limited to:
 - a. Profile of businesses/firms including type of business, location, size of operation
 - b. Annual Income of business to indicate size in terms of revenue generated.
 - c. Number of employees disaggregated by gender, permanent vs. part time, and educational attainment.
 - d. Ownership structure of business (% of business owned by a woman)
 - e. Registration status (registered/not registered, date of registration)
2. Carry out a pilot of the survey and its method in situ, on no less than 10 responses, and produce a brief survey test report outlining key test findings and the required revisions to the questionnaires and method in order to ensure survey success. Work with the Ministry of Tourism to revise and finalize the questionnaires.

Task 3 – Implement Surveys

Implement the baseline and impact surveys over a period of 12 months including data collection, data processing and cleaning and data analysis.

1. Collect data through the survey, meeting specific targets agreed with the Ministry of Tourism during the methodology phase. Sample should be large enough to meet the confidence level stated above. The Ministry of Tourism, in partnership with the Hotel and Tourism Association, will provide an incentive to increase response rates.
2. Provide succinct recruitment summary reports to the Ministry of Tourism on a weekly basis following an agreed template. Weekly reports should include response rates against targets and rates of non-response/non-completion. Reports should note any issues encountered in respondent recruitment and data collection, and recommended steps needed to address these issues.
3. Process and clean the data addressing any outliers through an agreed methodology with the Ministry of Tourism.
4. Analyze this data to identify trends, information gaps, and priorities as determined in close coordination with the Ministry of Tourism.

Task 4 -Analysis Reporting

Prepare reports with the results of the survey in line with client's needs and requests.

1. As data is collected and analyzed real time, it provides real-time reports after 4 weeks of survey implementation.
2. Work with the Ministry of Tourism and their ICT partners to develop a dashboard that provides the most relevant and useful statistics resulting from surveys in both the short term and the long term.

3. All dashboard reporting and templates will be prepared, reviewed, and finalised, taking account of the Ministry of Tourism's Feedback. Dashboard will be targeted for stakeholders with focus on the tourism private sector, summarizing and interpreting the most relevant survey results.
4. Full data should be provided to the Ministry of Tourism including summary responses to survey questions in the survey. Ensure reports include an excel file as backup to the tables provided in the report.
5. Raw data will be provided to the Ministry of Tourism in a form to be specified and fully cleaned, processed and weighted data sets should be made available to the Ministry of Tourism one month after the completion of each survey in a format to be specified.

All collected, processed and analysed data and datasets and all reports will remain strictly confidential and will only be released to the public or shared with any third party with the explicit, written permission of the client, obtained in advance.

Deliverables

The consultant will submit the following deliverables under the consultancy.

Deliverables	Delivery Dates	Payment Schedule
Inception Report <ul style="list-style-type: none"> • Full methodology for data collection (sampling frame, data entry templates/software) survey management and analysis methods • Draft Survey Instrument(s), form validation • Data Collection and Tabulation Process, template data tables and fields • Sample population 	2 weeks after contract signing	15%
Brief Survey Pilot report <ul style="list-style-type: none"> • Key test findings • Final Survey Instrument, process and method based on test results • Outline Reports 	4 weeks after contract signing	15%
Weekly Update Reports <ul style="list-style-type: none"> • Summary Of Recruitment/response rates per beneficiary business • Number of surveys conducted by location, time of day date • List of risks and challenges encountered and mitigation efforts put in place 	Each week after contract signing	30%
Final data and analysis of the Baseline survey <ul style="list-style-type: none"> • Excel final with raw and cleaned data • Analysis report of key survey questions 	8 weeks after contract signing	

<ul style="list-style-type: none"> • Average annual income of firms benefiting from public sector investment (% women) • Recommendations For Improving the survey for subsequent use 		
Weekly Update Reports on the Impact survey <ul style="list-style-type: none"> • Summary of recruitment/response rates per beneficiary business • Number of surveys conducted by location, time of day date • List of risks and challenges encountered and mitigation efforts put in place 	Each week during these Impact survey period	40%
Final data and analysis of the second survey <ul style="list-style-type: none"> • Excel final with raw and cleaned data • Detailed analysis report cross-analyzed by question, including impact on spending and number of firms that benefited from investments around Fort Charlotte (including percent women) • Average annual income of firms benefiting from public sector investment (% women) 	8weeks after the Impact survey starts	
		100%

Duration

The consultancy will cover a timeframe of 14 months.

Reporting Obligation

The consultancy will be financed under the OECS Regional Tourism Competitiveness Project. The Consultant will report to the Director of Economic Planning (Client) through the Project Coordinator.

Criteria For Selection

The successful consultant should meet the following key qualification criteria.

- Consultant demonstrates an established record of designing and conducting quantitative research and primary data collection.
- Consultant would preferably have an established record managing and implementing projects.
- At least 5 years' experience designing and implementing surveys and conducting quantitative research, in the Tourism sector.
- Strong understanding of the TOR and practical approach proposed to meet TOR requirements in a timely and cost-effective manner.
- The Consultant has strong references and proof of execution of similar projects.