



REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

INDONESIA

Indonesia Tourism Development Project

Loan IBRD No. 8861-ID

Assignment Titles:

Training Development & Delivery for Online Marketing Skills & Quality & Services Standards in Selected Tourism Destinations to Support Directorate of Tourism Human Resource Development (DTHRD) Indonesia Tourism Development Project (ITDP)

Reference No. ID-ASDEP PSDMHAL-186197-CS-QCBS

The Government of Indonesia has received financing from the World Bank toward the cost of the Indonesia Tourism Development Project (ITDP). ITDP consists of four Components: (1) Increase institutional capacity to facilitate integrated and sustainable tourism development; (2) Improve tourism-relevant road quality and basic services accessibility of selected destinations; (3) Promote local participation in the tourism economy; and (4) Enhance enabling environment for private investment and business entry into tourism.¹

The consulting services (“the Services”) is to assist to the Project Implementing Units (PIUs) under DTHRD in managing the implementation of Component-3 ITDP especially for sub-component Firm Capabilities with the following specific tasks:

1. Develop training material and provision of training to get new businesses within the selected 3 tourism destinations online (on selected travel platform).
2. Develop training material and provision of training to help firms improve their quality and service standards in areas that the analysis of the travel website data identifies as weak.

The Services are expected to start in May 2021 and be performed during a period of 3 (three) years. The total estimated level of effort under this package is approximately 162 (one hundred and sixty-two) person-months. The Services cover three selected tourism destinations, namely: Lombok, Borobudur-Yogyakarta-Prambanan and Lake Toba. The Services could be extended, subject to client’s need, availability of funds and satisfactory performance of the Consultant to cover up to six selected tourism destinations. The modalities for such extension of services are specified in Special Conditions of Contract.

Directorate of Tourism Human Resource Development (DTHRD) invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating their required qualifications and relevant experiences (in the last 5 years) to perform the Services, i.e. firm profile and description of similar projects, including project title, project location/country, name of client, and type of services provided and brief description of the services, period of contract (starting date and completion date) and contract value.

¹ The overall project description, logical framework and Key Performance Indicators can be found in the Project Operational Manual (*Pedoman Umum P3TB*) that is available at: <http://p3tb.pu.go.id>.

The shortlisting criteria for this contract package are relevant experience of the firm in:

- 1) Development of training materials, provision of digital marketing training and assessment of training outcomes.
- 2) Development of training materials, provision of competency-based hospitality training and assessment of training outcomes, based on international best practice.
- 3) Development of training materials, provision of business development services and assessment of training outcomes, based on international best practice.
- 4) Development, delivery and assessment of *online* training.

All criteria are critical and mandatory and **must be** met as a minimum in order to be considered further in the shortlisting process.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers* [July 2014] ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications, for the purpose of shortlisting, the qualifications of sub-consultants will not be considered in the EOI evaluation.

A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Consultant Guidelines.

Interested Consultant firms are required to submit the EOI through email to ulp@kemenparekraf.go.id and ulpkempar@gmail.com.

Further information can be obtained at the address below during office hours 09.00 to 17.00 (GMT+7).

The Expressions of interest must be submitted through email latest by December 21st 2020. The interested Consultant within one hour **after** the bid submission deadline bidders must send the password of their password protected bids to the email address specified below.

Kelompok Kerja UKPBJ Kementerian Pariwisata dan Ekonomi Kreatif (Procurement Team)

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Email : ulp@kemenparekraf.go.id , ulpkempar@gmail.com