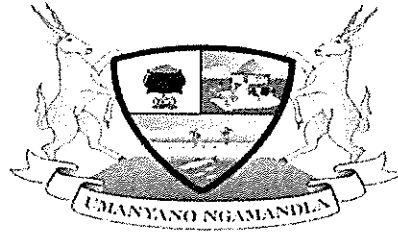


Mbizana Local Municipality



TERMS OF REFERENCE FOR REVIEWAL OF TOURISM DEVELOPMENT PLAN



Terms of Reference: for the reviewal of Tourism Development Plan

1. Introduction and Background

The Tourism sector is one of the sectors that needs updated information on the best practices that need to be followed to stay relevant to the field, such information is somehow difficult to access particularly to local tourism product owners or role players. Mbizana is a coastal municipality with an amazing coastline, a 22 km stretch from Mthamvuna River to Mtentu River that has a lot to offer to the tourists. It is important that Bizana's coastline as well as inland attributes receives the necessary exposure in order for the region's tourism to expand.

The Mbizana Local Municipality wants to bridge the gaps on not updated information on new developments occurred since the development of the current plan, and budgeted for the reviewal of Tourism Development plan that will serve to generate contemporary information and data, applicable strategies, learned lessons, for diverse tourism systems in anticipation of future changes and technologies applied in tourism. The ideal for the reviewal of the plan is for both tourism role players and policy makers to be updated about the information that other role players have gathered and strategies they have adopted to respond to the ever changing tourism sector.

Currently, mbizana is not utilizing regions entire coastline and inland tourism aspects to tap into domestic and international markets. There are numerous product offerings that exist both inland and on the coastline. It is however vital to identify hidden gems that are yet to be discovered.

2. Project Objectives

- ▶ The main purpose of the project is to facilitate the review of a Comprehensive and well co-ordinated Tourism Development plan and implementation framework that will guide the interventions and strategies to improve the economic potential of tourism in Mbizana.

3. Scope of Work

Competent Service Providers with pro-found experience in the tourism sector are hereby invited to submit proposal to review tourism development plan:

A Service Provider is being sought to undertake the following:

- ▶ Manage, facilitate and co-ordinate the review of an implementable 'Tourism development plan' in accordance with the TOR
 - ▶ Ensure all relevant stakeholders are involved and informed about process and progress
 - ▶ Ensure co-ordination and integration with all plans being developed
 - ▶ To provide technical assistance.
 - ▶ To ensure alignment with available policies and legislative framework
 - ▶ SWOT analysis
 - ▶ Current Tourism Supply and Demand analysis
 - ▶ Identify key strategic tourism systems, funding instruments and initiatives.
 - ▶ To develop strategies on institutional arrangements
 - ▶ Develop implementation plan.
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4. Specific Objectives

The overall objective is to assist the Mbizana Local Municipality in finding sustainable solutions to the declining economy and investment attraction to ensure promotion of tourism as a major economic contributor to the local economic development in the Mbizana Local Municipality.

- ▶ Alignment of the Framework with National, Provincial & Local pieces of legislation for responsible tourism (Tourism act 72 1993, White paper, NTSS, ECPTA 10 of 2010, National Heritage resources act 25. of 1999, NEMA).
- ▶ Guide the interventions and strategies to improve the economic potential gain tourism and empower of Mbizana area.
- ▶ To ensure profiling of Mbizana as a choice destination for investment and tourists.
- ▶ Give clear indication of the strategies that will be developed as well as programmes to be implemented by the municipality in addressing economic challenges facing the municipality

5. Project Methodology

The Service Provider must provide a detailed outline of the methodology to be used detailing how each of the deliverables is to be achieved.

6. Project Deliverables

The final project deliverables to be produced on a phased basis over a stipulated period. In accordance with the relevant standards and procedures for professional practice, and scope of work, the professional Service Provider will submit and make oral presentations on the following output and deliverables to the municipality.

On conclusion of the project a final report is to be delivered in hard copy and in soft copy containing each of the following:

- ▶ Outline of consultation process elicit input from key and effected stakeholders;
- ▶ Gather all required information
- ▶ Develop the tourism framework and presentation of the framework to the Stakeholders
- ▶ Two reports (First draft)
- ▶ Circulate to the external stakeholders for comments and inputs
- ▶ Submit final copy with implementation plan

7. Expertise Required

The service provider will be required to provide a team of experts which incorporate at least some of the following expertise:

- ▶ The Service Provider must demonstrate understanding of the terms of reference.
- ▶ The quotation must be accompanied by a proposal on how the project will be undertaken.
- ▶ The service provider must attach a proven track record of the similar projects undertaken previously.
- ▶ The Service Provider must attach CV with qualification of the Directors and the Personnel that will be involved in the project with profound experience in the Tourism sector and Economic development fraternity.
- ▶ The Company profile must also be attached.
- ▶ Extensive project management and implementation capacity. Knowledge of tourism as a Service industry and profound experience in facilitation.
- ▶ Proven track record of facilitation skills and skills transfer will be an added advantage.

8. Reporting

The successful bidder will be required to enter into a Service level Agreement with the Municipality the contracting party, detailing the scope of work to be completed, together with time frames and cost implications.

timeframes	
Company profile	20
TOTAL	80

20% will be allocated for B-BBEE


12. VALIDITY PERIOD

The proposal will remain valid for a period of 90 days after the official date of the bid.

13. SUBMISSION OF THE PROPOSALS

Interested service providers should submit sealed bids bearing the details of the project, clearly marked for the attention of the Supply Chain Management. Mbizana Local Municipality, No 59 Main street, Bizana, 4800 Enquiries may be directed to khalaz@mbizana.org.za. The closing date for bid submission is **28 September 2018 @ 16:00**

Recommended by/Not Recommended



Ms. N. Mafumbatha

SM: Development Planning