Terms of References

Project: East Africa Tourism Cross Border Collaboration

Activity: Evaluation of awareness creation techniques for cross-border collaboration in tourism

Task: East Africa Tourism Website Development Assessment

Background

The World Bank has implemented the East Africa Tourism Cross Border Collaboration projects under Trust Fund \*\*\* to support the implementation of cross border tourism promotion initiatives in Rwanda, Kenya, and Uganda. The Heads of State of the Republics of Rwanda, Uganda, and Kenya have recently signed an agreement to collaborate on cross-border initiatives for tourism and trade development including the implementation of a single tourist visa system, sub-regional approach to air connectivity and the creation of a regional tourism branding initiative. The initiatives will improve the liberalization of trade in services by facilitating the movement of persons across country borders for tourism and trade. The three partner countries, under the East Africa (EA) banner, have made significant progress and have agreed on a platform that will allow for a multi-county tourist visa to be implemented starting on January 1, 2014. This initiative is seen as a pilot for the region and it is expected that following the strides achieved in cross-border collaboration by Rwanda, Kenya and Uganda that other East Africa Community (EAC) countries will join the initiative.

However, the partners have also faced challenges in engaging other EAC countries and expanding the collaborative process throughout the region. There has been hesitancy among some EAC countries to join in the single tourist visa system. Reasons include the threat of lost visa income, the undervaluation of increase tourist spending, the inability to adequately promote the visa, the lack of regional itineraries and air connectivity, etc. Representatives from the Tourism Division of the Rwanda Development Board approached the World Bank for support on the evaluation of the new visa system on behalf of all partner countries. Rwanda, Kenya, and Uganda are eager to expand the visa system to the whole EAC and require solid research and information to provide a persuasive case to encourage the remaining countries to join. Illustrating the impact, economic and otherwise, will assist in building greater collaboration across the region. This project seeks to better understand these challenges so that tourism collaboration can grow across the region and include all EAC countries.

Through the easing or removal of travel and visa restrictions and the harmonization of immigration procedures for tourists and workers, the implementation of the single visa system will lead to the facilitation of travel services and will support the adoption of regional labor mobility, resulting in increased market share and industry competitiveness. Participant countries will capitalize on increased tourism revenue that more than offsets any potential losses from local visa income. In addition, a regional EAC visa offers local businesses the opportunity to expand into markets that were otherwise prohibited, thus, fostering entrepreneurial mobilization.

Project Objective

The objective of this project is to support Kenya, Uganda, and Rwanda Visa in cross-border collaboration by providing just-in-time assistance to support the implementation, expansion and awareness building of the single joint visa and the increased understanding of the regional air transport sector.

Project Activities

The project will achieve this objective through the following activities:

1. An economic impact assessment of the single tourist visa in the three pilot countries
2. An evaluation of awareness creation techniques for cross-border collaboration in tourism
3. An in depth study on the intra-regional air transportation sector in the EAC.

This Terms of References focuses on Activity 2: An evaluation of awareness creation techniques for cross-border collaboration in tourism. This activity will focus on the development and evaluation of a centralized, online portal. The portal will allow for a single window for the awareness building and promotion to tourists, local populations, and governments of tourism and trade across the three pilot countries. The three countries have already created a regional brand and seek to establish further collaboration on raising awareness of the single tourist visa and the other cross-border initiatives. The objective of the portal will be to closely track the people that are seeking information on the new visa system and the regional brand. By using web metrics (such as number of visitors, demographic of visitors, type of information they seek, time on each page, clicks, contacts, etc), the partner countries will be able to study the current and potential users of the new visa system. Ultimately this will allow the countries to improve the portal and create other targeted promotion and awareness raising campaigns to increase the use of the joint visa. The partner countries can then use the raw data collected from the portal to encourage participation in the new visa system by all EAC countries. Additionally, the portal can be used to disseminate the other studies (impact evaluation and air transport) to all EAC country partners and other interested parties. The portal will be developed by external consultants with support from the World Bank team from AFTFE. A basic website was launched in early January 2014 to coincide with the launch of the single tourist visa.

Scope of Work

In preparation for the development of the full online portal, a key element within the evaluation of awareness creation techniques for cross-border collaboration in tourism activity, the consultant will create an initial requirements specification for the online portal.

1. Evaluate the current official tourism promotion websites for the three countries including functionality, user experience, and available information
2. Review existing Creative Briefs provided by the three countries, identify information gaps, and follow up with country representatives in order to obtain additional information
3. Based on the Creative Briefs and conversations with country representatives, create a proposal for the online portal development, including:
   * Basic outline of the online portal that reflects the clients’ needs
   * Estimated cost of development for a full service online portal that fulfills all of the clients’ needs
   * Estimated cost of development for a lower cost website that fulfills functionality requirements aligned with the East Africa Tourism Cross Border Collaboration project
   * Hosting options and prices
   * Domain registration options and prices
   * Long-term maintenance and support
   * Partner integration costs (if required)
   * *The proposal should take into consideration the technological and banking constraints in East Africa.*

Once the proposal has been created and reviewed by the World Bank team, the consultant will present the proposal to the country representatives to gather feedback.

Timeframe

Work is estimated to take a total of 15 days and commence by early April 1, 2014. All deliverables are to be completed by April 30, 2014.

Deliverables

1. Consolidated and completed Creative Brief for the online portal
2. Online Portal Proposal including
   1. Basic outline of the online portal
   2. Estimated cost of development for full service online portal that fulfills all of the clients’ needs
   3. Estimated cost of development for a lower cost website that fulfills functionality requirements aligned with the East Africa Tourism Cross Border Collaboration project
   4. Hosting options and prices
   5. Domain registration options and prices
   6. Long-term maintenance and support costs
   7. Partner integration costs (if required)
3. Presentation of the proposal to the country teams
4. Final report with development recommendation for the online portal which takes into account feedback gathered during the presentation