

## **Market consultation**

202208121 – Jordan Tourism Digital Expert (*CBI project 115828 / JO2321 Jordan Tourism*)

### **Organization: The Netherlands Enterprise Agency (RVO)**

The Netherlands Enterprise Agency (in Dutch: **Rijksdienst voor Ondernemend Nederland, RVO**) supports private and public organizations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: [www.rvo.nl](http://www.rvo.nl) and <http://english.rvo.nl/>.

This specific assignment has been commissioned by the Centre for the Promotion of Imports from developing countries (CBI). CBI is a department of the Netherlands Enterprise Agency and is commissioned by the Ministry of Foreign Affairs of the Netherlands. CBI aims to strengthen the economic, social and environmental sustainability of SMEs in developing countries, by helping them to export to Europe and regional markets. More information about CBI, how we work and our projects can be found on our website [www.cbi.eu](http://www.cbi.eu).

### **Purpose of the market consultation**

The purpose of the market consultation is to identify interest of organizations available and able to carry out this assignment. So this market consultation is not a request for proposal, it is not allowed to send a proposal or motivational letter.

### **Extent and duration**

The project will start as soon as the tendering procedure has finished (indication November/December 2022) until December 2025.

### **Budget indication**

Maximum 135.000 EUR *excluding 21% Dutch VAT (if applicable) and including all local VAT and fees.*

### **Purpose of the project**

The ambition of this CBI project is to contribute to the transformation of the Jordanian travel industry into a resilient, environmentally and socially conscious sector that offers sustainable and diverse tourism products and has an improved business environment, enabling tour operators to attract travellers from a diversity of geographical markets and market segments that spend more, stay longer and visit year round. This vision is translated into three pathways: (1) Tour Operators (TOs) are resilient to changes in the market and business environments, (2) The private sector actors and regional authorities have a joint vision on sustainable tourism development and (3) Business development consultants are available and offer paid services to tourism stakeholders. The project works with a group of 11 SMEs in the Jordanian tourism sector, as well as with stakeholders in the broader 'export enabling environment' of the Jordanian tourism sector. The project follows a systemic (MSD) approach whereby local solutions are capacitated and facilitated.

For this specific position, a digital consultant is requested, who will work with CBI's consultants (International Business Export Coaching, Institutional Sector Development, Local consultant and other experts) and programme managers on the implementation of the project. The consultant will play a vital role in the digital development of the Jordanian tourism industry. This will be done by identifying the needs and challenges with regards to digitalization and digital marketing for both SMEs as well as the sector's institutional stakeholders (public and private sector). Possible direct and indirect solutions to the issues at stake should be designed and facilitated by the consultant. Through its knowledge and network, the consultant will support and implement project activities related to business export coaching, institutional development and sector service delivery support. Thus, the consultant will work with various stakeholders in the tourism sector in Jordan (tour operators, associations, service providers, ministries and governmental agencies, NGOs).

During the previous phase of the project, the digital needs amongst both the SMEs as well as sector stakeholders have been identified. As a result of this, digital marketing and digitalisation have been identified as one of the areas in which the Market Systems Development (MSD) methodology would be best applied. The project will thus use the MSD methodology to increase the level of the local offer of digital tourism services in quantity, quality and expertise. This methodology is used in order to leave a lasting impact behind on the Jordanian tourism sector, which will be able to facilitate digital skills beyond the duration of the project. The consultant will do so by, amongst other things, coaching and guiding the sector stakeholders in effectuating systemic change and a transition towards a resilient and sustainable digital tourism sector. The consultant should therefore not only be able to directly train and coach SMEs themselves in their digital needs, but also be able to collaborate with local initiatives that offer digital services and work to develop their business models. It is envisioned that towards the later stages of the project, the group of SMEs will be able to consult these local initiatives for their digital needs.

The expected outcomes of the project with regards to digital would be: 1. Increased level of digital marketing among tour operators showing actual results, e.g. effective online presence on website and social media channels; 2. Set-up of a training curriculum for digital marketing skills using a locally based online training platform and local trainers; and 3. Increased service level for digital marketing offered by ICT companies based on a business model. To achieve these results, the main activities for the consultant will be:

- 1) Be the main contact for the SMEs participating in the project in Jordan, with regards to the digital development and digital marketing of their TO businesses.
- 2) Be in close contact with sector stakeholders regarding the digital development of their service offer and act as a link between the digital component of the SMEs and the stakeholders, as well as CBI staff and consultants.
- 3) Develop, together with the project team, MSD driven initiatives to strengthen the local offer of digital development services in the Jordanian Tourism industry.

## **Result**

We expect to find (a) digital expert(s) available who can contribute to the CBI project *"Transitioning the Jordanian travel industry into a resilient, environmentally and socially conscious sector"*.

## **Required skills/experience**

The expert(s) should show that they:

- have a demonstrated network in the digital marketing and digitalization world in the tourism sector, which can be used for the benefit of this project;
- have proven experience with working with SMEs on issues of digital marketing and digitalization in developing countries;
- have proven knowledge of Market System Development (MSD) and can design activities according to MSD principles;
- have proven experience with and excellent ability to conduct trainings both physically as well as through online channels;
- have proven experience in working for/with international companies, donors, NGOs, or stakeholders;
- have proven experience with jointly developing business cases for sustainable service delivery models in developing countries in cooperation with potential local clients and service providers;
- are proficient in English;
- have a strong local network in Jordan, which can be used for the benefit of this project;
- are capable to travel to Jordan for project purposes once requested by the project management;
- preferably know or have experience in Jordan and/or the Jordanian tourism industry.

## **Application procedure**

Interested companies are invited to respond if they are interested to Mr. Q. Stoutjesdijk by e-mail [quintin.stoutjesdijk@rvo.nl](mailto:quintin.stoutjesdijk@rvo.nl), with a copy to Ms. K. Vet, [kvet@cbi.eu](mailto:kvet@cbi.eu). Please include your company information and address.

Based on the market consultation, RVO can decide to start a procurement procedure. Interested companies/experts can be invited to this procedure. Your response to this market consultation does not mean you have the right to be invited to this procurement procedure. In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market consultation.

The deadline for responding to this notification is set at **21<sup>st</sup> of September 2022**.

Yours sincerely,

Quintin Stoutjesdijk  
Procurement Consultant  
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Procurement Office  
Ministry of Economic Affairs and Climate Policy  
Netherlands Enterprise Agency