

Market consultation

202302033 – Jordan Tourism Sustainability 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 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.

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 procurement procedure has finished until December 2025.

Budget indication

Maximum 75,000 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 10 SMEs in the Jordanian tourism sector, as well as with stakeholders and service providers 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 sustainability consultant is requested, who will work with CBI's consultants (international business export coaching, institutional sector development, digital marketing & digitalization, local consultant & other experts) and programme managers & officers on the implementation of the project. The consultant will play a vital role in the development of a sustainable and diverse Jordanian tourism industry. Through its knowledge and network, the consultant can 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, governmental agencies & NGOs). This will be done by identifying the needs and challenges with regards to a sustainable tourism product offer and community based tourism for both SMEs as well as the sector's institutional stakeholders (public and private sector).

The future of Jordan as tourism destination lies in the capability of the sector to shift towards responsible and diverse tourism, focusing on the inclusion of women, youth and local communities. The work of the consultant is expected to contribute mostly to pathway 1 & 2, supporting both SMEs and public and private sector stakeholders to integrate sustainability in their businesses. The expert will support the international business export coach in guiding Jordanian SMEs tour operators on broadening their offer sustainable and inclusive community tourism products, linked to the European market demand. On sector level, the expert will support the institutional sector development expert in strengthening and aligning the sustainable tourism initiatives of the Jordanian sector organisations. The expected interventions to reach these goals are, amongst others:

- Certification and labels for sustainable green tourism at a national level is discussed among private and public sector stakeholders, based upon best practices;
- Regional destinations are supported to achieve certification and are included in the tourism product offer;
- Community Based Tourism (CBT) is included in the tourism product offer & CBT standard and guidelines are set up at a national level.

In order to achieve these goals, the expert needs to be able to identify & bring together the “willing & able” stakeholders on the topics of sustainable & community based tourism.

Result

We expect to find a sustainability expert 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 should show that he/she:

- Has demonstrated knowledge of sustainable and community based tourism, which can be used for the benefit of the project;
- Has proven experience in the Jordanian tourism sector, with special attention to sustainable and community based tourism;
- Has a strong local network in Jordan and the Jordanian tourism sector, with special attention to sustainable and community based tourism;
- Has proven experience with bringing multi stakeholders together (from public and private sector), for example in a stakeholder meeting or practitioner group;
- Has proven experience with and excellent ability to conduct trainings both physically as well as through online channels;
- Has knowledge and experience concerning sustainability certification (for example by coaching or auditing companies/destinations) in tourism (Travelife, Ecocert, Green Destinations, Blue economy and the like);
- Has experience in working for/with international companies, donors, NGOs, or stakeholders;
- Has experience with private sector development in developing countries;
- Is able to conduct meetings and activities on an ad hoc basis in Amman, Jordan.
- Has excellent language skills in English and Arabic, both written and spoken.

Application procedure

Interested companies are invited to respond if they are interested to Ms. Liesbeth Pepping by e-mail liesbeth.pepping1@rvo.nl, with a copy to Ms. K. Vet, kvet@cbi.eu. The purpose of the market orientation is merely to identify interest of experts available and to assess the ability to carry out the assignment. Therefore, any proposal, CV, or motivational letter sent will not be taken into consideration. You do not have to send documents, **only add your company details, addresses and possibly your web 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 **2 March 2023**.

Yours sincerely,

Liesbeth Pepping
Senior Procurement Consultant

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