

Terms of Reference for Fair Trade Tourism Consultant

Brief: Network of Asia & Pacific Producers as part of the income diversification program would like to promote Fair Trade Tourism. There is a demand amongst tourists to stay in rural settings experience a rustic live style and take part in farming activities. The desire to be closer to nature is higher now as witnessed by increasing number of backpack travellers. The profile of the tourists has also seen a change with now more students and people not so affluent want to travel as opposed the Five-star tourists.

Taking cognisance of this fact there has been a rise in homestays in rural ambience across the world. To leverage this demand Fair Trade would like to assist interested farmers SPO wise and region-wise who would like to host tourists as part of efforts to achieve a living income.

As proof on concept we would like to implement a pilot in South India and Sri Lanka in 3 SPO's in India and 2 in Sri Lanka (South India – 3SPO's and in Sri Lanka 2 SPO).

This ToR is being advertised to invite Tourism professionals to assist Fair Trade NAPP to come out with a strategy to implement a sustainable tourism program that will effectively contribute to augmenting a farmer's income.

The key deliverables of the consultant/ organization are as follows:

1. Assist in identifying SPO's with tourist potential.
2. Help selection of interested farmers who are willing to invest in creation of infrastructure to enhance tourist potential.
3. Help support in creation of the infrastructure taking into consideration that farmers may not have very much to invest.
4. Help in creating bankable proposals for farmers who would want to obtain loans for creation of the infrastructure.
5. Assist in procurement of specialised equipment if required to enhance the attractiveness of the project.
6. Identify and help put in place activities that would interest the tourists.
7. Come out with a marketing strategy to attract tourists.
8. Hand hold and show viability of this venture for a period of at least one year.
9. Map risks with regard to home stay and spell out risk mitigation strategies.

The selected person/organization needs to have the following qualifications:

1. An existing tourism firm which has a track record of not less than 10 years.
2. Must be actively promoting rural homestays preferably farm tourism for a period not less than 5 years.

3. Must have a good clientele in Europe & America as well domestic customers.
4. Must be willing to use his existing firm to pull tourists and ensure the project farmers are able to recoup their investment and make profits.
5. Must have experience of starting a rural homestay project right from the drawing board.

Your proposals should have the following:

- (i) A technical and financial proposal,
- (ii) Company profile and legal certifications,
- (iii) Primary team qualifications - brief resumes of the professionals that will be assigned to this assignment with relevant education, experience, certifications, areas of expertise, and time allocation, and
- (iv) Names and contacts of at least three referees

The proposals should be sent to hr@fairtradenapp.org with a copy to ranjith.kumar@fairtradenapp.org.