



Invitation to Tender

Project Management for the implementation of a pilot action: a 'Cyprus Breakfast' for Cypriot Hotels

Cyprus Destination Partnership

In 2010 The Travel Foundation, Cyprus Sustainable Tourism Initiative (CSTI) and the Cyprus Tourism Organisation (CTO) entered into a partnership agreement to establish a programme of initiatives to support the destination in becoming a leader in sustainable tourism, ensuring maximum economic benefits to local people, conserving and enhancing the natural environment and promoting local culture and heritage. As part of this programme the partnership wishes to scope the potential to establish a 'Cyprus Breakfast' initiative, outlined below.

The Partners

The Travel Foundation

Founded in 2003, the Travel Foundation is an independent charity working with the travel industry towards a sustainable future.

The Foundation achieves the above by working with partners in destination countries on projects that benefit businesses, local communities, the environment and holidaymakers. We turn what we learn into tools, training and business support to encourage industry-wide changes towards sustainable tourism.

Cyprus Sustainable Tourism Initiative (CSTI)

CSTI is an independent non-profit organisation registered with the Cypriot Charity Commission. CSTI aims to harness tourism demand with the supply of tourism resources to develop a sustainable approach to tourism in Cyprus.

Cyprus Tourism Organisation (CTO)

CTO is the official tourism body in Cyprus.

Background

The Cyprus Breakfast project builds on similar initiatives carried out by the Travel Foundation in Tobago, Gambia and Turkey which aim to improve the livelihoods of local producers through tourism market linkages.

A feasibility study has recently been completed regarding the potential and the framework for establishing the concept of a Cyprus Breakfast in Cypriot Hotels. This study was carried out at the regions of Pafos and Polis and has been submitted and approved by the Partners in January 2014 (Appendix 1).

Project Aim

The Partners are inviting tenders from consultant(s)/ Project Managers to deliver phase 2 of the project named 'Cyprus Breakfast' for Cypriot Hotels. The tender requires a Project Manager capable of applying the framework developed under Phase 1 - the feasibility study, covering the hotel industry in the areas of



Pafos and Polis. It is anticipated that the pilot action will run from the date of signing the contract until the 30th of November 2014.

The Brief

The implementation of this Phase will take place in two resorts in Cyprus, Polis and Paphos, chosen as they provide a wide variety of hotel types and customer demographics. The Project Management for the implementation of this Pilot Action in the Pafos and Polis regions is expected to carry out at least the following actions:

1. Preparation of a revised (Final) Manual and all other documents needed for the CyB development (application form, auditors check list, customer satisfaction sheets etc)
2. A personal visit to all hotels for explaining the CyB manual
3. Final selection of the Hotels participating and guiding of hoteliers to complete their CYB Application Form and describe their way of approaching the concept based on the CyB Manual.
4. Training of the staff (eg F&B manager, Chef, chief waiter, CyB guide) on the historical, cultural and nutritional value of the Cyprus traditional and local products
5. Training of the chef team (up to 2 people per hotel) in a 6 hour training cycle on new cooking ideas in using traditional, local and authentic products in the breakfast menu.
6. Create, run and update the Cyprus Breakfast website
7. Create a Help Desk support for the purpose of assisting the CyB hotel staff, taking personal interviews with customers and reporting back for any practises, actions and behaviours that are not in line with the CyB framework.
8. Monitoring and evaluation (including customer and staff satisfaction surveys, costing, etc) conducted to show how participation in the Cyprus Breakfast scheme (pilot phase) has impacted
9. Prepare monthly evaluation reports
10. Submit a final report in which to present the findings of the Pilot Actions and suggest a framework for the full scale implementation of the Project across Cyprus.

Minimum Qualifications

The Project Manager must possess the following qualifications:

- Hold a Masters degree in any of the following subjects: Business Administration, Marketing, Hotel and Tourism, Economics or similar
- Fluency in English and Greek language
- Working experience in Project Management that can be proved by the completion of at least 3 Project Management Jobs in the last 5 years, preferably in the agrofood and / or tourism sectors.

Management

The consultant(s) will report to Naomi McClure, Travel Foundation Programmes Officer

Budget

The Partnership has a budget of up to €20,000 plus VAT for this work. All costs incurred by the Project Manager including help desk staff, transport, training, website creation and management, consumables, administration and any below the line promotion material must be covered within this budget.



The Tender

The tender document should be a maximum of 6 pages (plus supporting documents) and should include:

- A short interpretation of the project brief
- Suitability of the bidder to carry out this work, including relevant knowledge, experience and expertise
- CVs of all the people who will be involved in the project
- A full budget breakdown including staff and admin costs and the number of days allocated for the delivery of the work.
- Responsibilities for project management and quality control
- Contact details

Timescale

The tender should be emailed to Naomi McClure, Travel Foundation Programmes Officer, at naomi.mcclure@thetravelfoundation.org.uk by Friday, 4th of April 2013. Tenders received after this deadline will not be considered. Successful applicants will be informed by Friday, 11th of April 2013. The successful Project Manager will be expected to produce monthly reports on progress and the final Report and recommendations is to be submitted by the first week of November 2014.

Any queries in relation to this tender should be addressed to Naomi McClure at the email address above, or telephone 0044 (0) 117 927 3049.

Assessment

The bids will be assessed by a panel comprising members of The Travel Foundation Executive, CSTI and CTO. Tenders will be scored against the following criteria:

- Quality of the overall tender
- Appropriateness of methodology/approach
- Capability, track record and capacity to meet tender requirements
- Value for money
- Deliverables and ability to meet delivery timescales

Please note: we will use the tender document as an indicator of the applicant's ability to present a professional looking document that communicates clearly and concisely.