



Invitation to Tender

Feasibility Study: 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, The Gambia and Turkey which aim to improve the livelihoods of local producers through tourism market linkages.

Research conducted by the Travel Foundation in 2012 in the resorts of Protaras, Ayia Napa and Paphos indicated that although there is an interest from both hoteliers and tourists for local products, factors such as the availability of locally-branded goods together with procurement costs, present challenges to their supply.

Project Aim

To develop a 'Cyprus Breakfast' to be offered by Cypriot hotels, enhancing the tourist product and increasing the quality of the tourist experience while simultaneously supporting the local agro-food



industry. As the project will facilitate contact and co-operation between local producers and hoteliers further market linkages and synergies could also be stimulated.

The Brief

The Partners are inviting tenders from consultant(s) to deliver phase one of this project: to research and scope the viability, both in terms of supply and demand, of a 'Cyprus Breakfast', identifying opportunities and constraints and making recommendations for how such an initiative might be implemented. The research will take place in two resorts in Cyprus, Polis and Paphos, chosen as they provide a wide variety of hotel types and customer demographics. It is anticipated that one or both of these resorts will be the location for phase two; the pilot project.

The research should include the following:-

- a) Identification and analysis of the current breakfast 'offer' within hotels to assess the extent to which locally-produced, traditional, Cypriot breakfast products are currently included
- b) Investigation into what a 'Cyprus Breakfast' could include
- c) Identification of the potential constraints/challenges and opportunities, for hoteliers, in creating a 'Cyprus Breakfast' offer for their customers, including procurement processes, perceived customer demand, resources, etc
- d) Identification of the potential demand for a 'Cyprus breakfast' among UK and other source market tourists
- e) Investigation into the availability of potential Cyprus Breakfast ingredients among local producers, including their potential to supply hotels (e.g. volumes, quality, delivery and other fulfillment mechanisms).*

It is anticipated that this research will also include interviews with other key stakeholders, e.g. Ministry of Agriculture, Cyprus Tourism Organisation, relevant hotel associations, agro-food associations, local authorities, Cyprus Chefs Association etc, in order to deliver the outputs below.

*When researching the potential supply, consideration should also be given to selecting products with historical or cultural characteristics that can form part of the branding/marketing of the Cyprus Breakfast.

Outputs

A report outlining key findings and recommendations to include:

- Market linkage opportunities –what is already supplied and what could be supplied to hotels including recommendations on individual producers and products
- Constraints and opportunities to implementation, as outlined by hoteliers
- The potential demand for a 'Cyprus Breakfast' among tourists
- A recommended implementation plan outlining how the initiative might work, who should be involved, ordering and fulfillment processes, initial marketing and branding ideas and methodology for monitoring project outcomes
- Estimated timeline and budget for the delivery of the second phase pilot project

Management

The consultant(s) will report to Suzannah Newham, Travel Foundation Programmes Officer



Budget

The Partnership has a budget of up to €10,000 plus VAT for this work. All costs incurred by the consultant(s) including transport, admin and other costs 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
- A description of the approach/methodology to be used
- 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 Julie Middleton, Travel Foundation Industry Programmes Manager, at julie.middleton@thetravelfoundation.org.uk by Friday, 30th August 2013. Tenders received after this deadline will not be considered. Successful applicants will be informed by Friday, 6th September 2013.

The successful consultant(s) will be expected to produce monthly reports on progress and the final report and recommendations is to be submitted by Friday, 8th November 2013.

Any queries in relation to this tender should be addressed to Julie Middleton 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
- Value for money
- Deliverables and ability to meet delivery timescales
- Capability, track record and capacity to meet tender requirements.

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.