



## TOURISM CONSULTANT TERMS OF REFERENCE

Jun 09, 2023

Northern Rangelands Trust ([www.nrt-kenya.org](http://www.nrt-kenya.org)) is an umbrella organization for 43 Community Conservancies in northern and coastal Kenya. NRT's mission is to build resilient community conservancies that secure peace, conserve natural resources, and transform lives.

NRT Trading ([www.nrt-trading.com](http://www.nrt-trading.com)) is a subsidiary of NRT, with the mission for resilient and sustainable commerce that improves livelihoods in NRT Conservancies.

### Background on Tourism

Northern Kenya is rich in diversity, energy and opportunity. With an abundance of stunning landscapes, growing wildlife and unique offerings in the form of sanctuaries, cultural experiences and adventure, sustainable eco-tourism has the potential to increase revenue, jobs and conservation efforts. Tourism provides an accepted, complementary form of land use in Northern Kenya. With rainfall of less than 300 mm per annum, the communities in northern Kenya lead a pastoralist lifestyle, relying on livestock for their livelihoods. Tourism can (i) be pursued in parallel with the existing pastoralist lifestyle, and (ii) provide youth and women an alternative income source to pastoralism, and (iii) encourage communities who have peacefully co-existed with wildlife for centuries, but currently face conflict due to climate change and pressure on land, to reenergize efforts to steward this dwindling precious resource.

### Current Tourism Efforts

1. Attract investment into and foster healthy, viable community-private tourism partnerships. Currently, there are five high-end investor lodges in the NRT landscape. Many unique sites with appeal for high-end lodges exist in the Conservancies. There is potential to develop and promote the sites to potential operators and investors.
2. Development of self-help bandas to open northern Kenya to the domestic market. Four community owned and managed 'bandas' are operated in the landscape with marketing, bookings, and operational capacity-building support from NRTT. ([www.thebignorth.travel](http://www.thebignorth.travel))

### Terms of Reference

1. Assist NRTT CEO to update the strategy for development of tourism in northern Kenya, and initiate processes to generate further investment into northern Kenya.
2. Engage with broader Tourism stakeholders at the national and county level to progress the development of Tourism in northern and coastal Kenya.
  - a. Develop strategic partnerships with key stakeholders.
  - b. Develop a strategic framework to cover 10 years in the long run with a shorter 3-year framework.
  - c. Engage key stakeholders to repackage, overhaul or create new tourism products.
  - d. Develop management and marketing plans for conservancies.



- e. Develop standards for food, beds, standard operating procedures, compliance, training, and risk management.
3. Engage with current Tourism investors and facilitate healthy relationships with communities and NRT.
4. Assist the current tourism team in the upkeep of standards and positive guest experiences at the community-run bandas.

This consultant role is a contract role for a period of one year, renewable based on performance. Billing for the role would be based on time expended to achieve pre-agreed milestones.

### **Minimum Requirements**

1. A minimum of 15 years of professional experience in tourism development.
2. A higher education degree in a tourism industry or related field.
3. Experience in managing multiple stakeholders is a must.
4. Experience in community-based tourism will be an added advantage.
5. Fundraising experience will be an added advantage.
6. In-depth knowledge of Kenya tourism industry trends, best practices, and standards.
7. Understanding of sustainable tourism principles and practices, including conservation and community engagement.
8. Experience in conducting tourism assessments, market research, and developing tourism strategies and action plans.
9. Excellent communication and presentation skills to effectively convey ideas, strategies, and recommendations to diverse stakeholders.
10. Ability to work independently and as part of a multidisciplinary team.
11. Demonstrated ability to engage and collaborate with various stakeholders, including government officials, local communities, tourism operators, and NGOs.
12. Experience in facilitating workshops, meetings, and consultations with stakeholders to gather input and build consensus.
13. Flexibility to travel to Northern Kenya as required for fieldwork and stakeholder engagements.

### **Submission and Deadline:**

Please submit a one-page cover letter, and a two-page profile in PDF format to [trading@nrt-kenya.org](mailto:trading@nrt-kenya.org) no later than **June 30, 2023**.

We may request additional information or schedule meetings with shortlisted consultants for further discussion and clarification.