

TC ABSTRACT

I. Basic Project Data

▪ Country/Region:	GUYANA/CCB - Caribbean Group
▪ TC Name:	Developing a Sustainable Tourism Circuit in South Rupununi Guyana
▪ TC Number:	GY-T1171
▪ Team Leader/Members:	GRAZZI, MATTEO (IFD/CTI) Team Leader; DRAKES, LISA (IFD/CTI); KELLY CASTILLO, EMILY LETICIA (IFD/CTI); DOHNERT DE LASCURAIN, SYLVIA EVA (IFD/CTI); LINDSAY, COURTNEY OLIVER (IFD/CTI); FRANKLYN, RUSSELL LEVON (IFD/CTI); NEGRET GARRIDO, CESAR ANDRES (LEG/SGO)
▪ Taxonomy:	Client Support
▪ Number and name of operation supported by the TC:	N/A
▪ Date of TC Abstract:	30 Apr 2020
▪ Beneficiary:	Guyana Tourism Authority (GTA)
▪ Executing Agency:	INTER-AMERICAN DEVELOPMENT BANK
▪ IDB funding requested:	US\$250,965.00
▪ Local counterpart funding:	US\$39,559.00 (Cash); US\$43,960.00 (In Kind)
▪ Disbursement period:	36 months
▪ Types of consultants:	Individuals; Firms
▪ Prepared by Unit:	IFD/CTI - Competitiveness, Technology and Innovation Division
▪ Unit of Disbursement Responsibility:	IFD - Institutions for Development Sector
▪ TC included in Country Strategy (y/n):	No
▪ TC included in CPD (y/n):	No
▪ Alignment to the Update to the Institutional Strategy 2010-2020:	Social inclusion and equality ; Productivity and innovation ; Environmental sustainability; Diversity

II. Objective and Justification

- 2.1 The general objective of this TC is to formalise the South Rupununi Tourism circuit through technical assistance to develop and package market-ready products that meet the needs for cultural and environmental sustainability. The project involves local capacity building and marketing. The purpose is to foster inclusive and sustainable economic development in the region.
- 2.2 On February 20th, 2020, the Compete Caribbean Partnership Facility (CCPF) convened an Investment Panel (IP) at the IDB Country Office Barbados, to obtain an independent assessment of the funding merit of eight (8) cluster projects. The projects were assessed based on their potential impact on revenues and employment – particularly for women and vulnerable groups – and given the need for inclusive and sustainable economic development. The Sustainable Tourism Circuit in South Rupununi Guyana was among the four projects selected for funding.
- 2.3 This project addresses two key development challenges described in IDB's Institutional Strategy: Social Exclusion and Inequality, and Low Productivity and Innovation. It also addresses cross-cutting issues of Gender Inequality and Diversity by focusing on minority groups through indigenous tourism, as well as Climate Change and Environmental Sustainability, as adventure, community-led, and wildlife tourism have a focus on environmental conservation.

III. Description of Activities and Outputs

- 3.1 **Component I: Product Development.** The component seeks to financing several product development activities, including: (i) creating a Tourism Development Strategy, (ii) conducting a Market-Readiness Diagnosis and Assessment of cluster members, (iii) working with MSMEs to create business plans and develop 10 new tourism products, (iv) facilitating a FAM Trip, and (v) developing Marketing Collateral to help promote the cluster.
- 3.2 **Component II: Capacity Building and Institutional Strengthening.** Capacity building will enable MSMEs and other stakeholders in the cluster to be visitor ready. Work will be conducted to complete a training needs assessment of the MSMEs and stakeholders and develop training modules for learning that are context specific and culturally appropriate, based on international standards. This component includes the development of a framework for a curriculum to be used by other agencies and clusters and the provision of train-the-trainer trainings and mentorship.
- 3.3 **Component III: Marketing and Digitization.** This component will involve the development and implementation of a marketing and digitalization action plan for the cluster, design content for social media marketing, the establishment of market connectivity, and enhance the cluster's digital footprint on travel platforms.

IV. Budget

Indicative Budget

Activity/Component	IDB/Fund Funding	Counterpart Funding	Total Funding
Product Development	US\$62,500.00	US\$14,250.00	US\$76,750.00
Capacity Building and Institutional Strengthening	US\$159,715.00	US\$57,019.00	US\$216,734.00
Marketing and Digitization	US\$28,750.00	US\$12,250.00	US\$41,000.00
Total	US\$250,965.00	US\$83,519.00	US\$334,484.00

V. Executing Agency and Execution Structure

- 5.1 The Executing Agency will be the Inter-American Development Bank, in accordance with the Compete Caribbean Partnership Facility (GN-2851, paragraph 2.23). The execution and disbursement period will be 36 months. The procurement of individual consulting services will be carried out by the IDB in accordance with the Human Resources (HRD) Complementary Workforce Policy (AM-650). The procurement of consulting firms will be carried out by the IDB in accordance with the Policy for the Section and Contracting of Consulting Firms for Bank-executed Operational Work (GN-2765-1). The procurement of consulting services different from consultants will be carried out by IDB in accordance with Corporate Procurement Policy (GN-2303-20).
- 5.2 The Compete Caribbean Partnership Facility (CCPF), approved under GN-2851, was jointly designed with donors to be a Bank Executed Program, through the CCPF's Facility Coordination Unit (FCU) established in COF Barbados. The execution of this TC will be carried out by the Bank through the Competitiveness and Innovation Division (IFD/CTI) and the FCU. Project output indicators will be monitored following the Monitoring and Evaluation (M&E) framework of the CCPF.

VI. Project Risks and Issues

- 6.1 The main counterpart cash and in-kind contribution for the project comes from the Guyana Tourism Authority (GTA) which is a government agency in a country that is currently politically volatile. Changes in government priorities may affect project implementation, including the injection of cash and in-kind contribution. The CCPF

engaged the GTA in such discussions but given that the priorities of this project are directly aligned with the national Guyana Tourism Strategic Action Plan of the statutory body, the risks were considered relatively low. Nevertheless, a steering committee involving at least three private sector entities was created to ensure continued commitment throughout project implementation.

- 6.2 The COVID 19 Flu Pandemic has decimated the tourism sector. There is a risk that cluster members have lost their appetite to invest in tourism given this shock. However, cluster members can be encouraged through the results of previous shocks such as the 2008 financial crisis which saw a rapid revival of the tourism sector, and the importance of marketing and training to prepare for a tourism resurgence. Moreover, the market segment targeted by this indigenous committee is relatively wealthy and interested in the particularities that this region has to offer. Many visitors targeted are expats already living on the country which makes this project less vulnerable to shock than other destinations.

VII. Environmental and Social Classification

- 7.1 The ESG classification for this operation is "undefined".