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IN ANY CORRESPONDENCE ON
THIS SUBJECT PLEASE QUOTE NO.



**MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES,
RWENZORI TOWERS PLOT 6, NAKASERO ROAD
P.O. BOX 4241, KAMPALA, UGANDA.**

NOTICE OF EXPRESSION OF INTEREST (EOI) FOR PROVISION OF CONSULTANCY SERVICES TO CONDUCT A STUDY ON CULINARY TOURISM DEVELOPMENT IN UGANDA'S TOURISM SECTOR

A) Introduction

The Ministry of Tourism, Wildlife and Antiquities has prioritized to hire an individual Consultant to study the potential of Culinary Tourism development in Uganda's Tourism Sector.

B) Background

Culinary tourism or food tourism or gastronomy tourism is the exploration of food as the purpose of tourism. It is now considered a vital component of the tourism experience. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists.

This product includes a variety of formats, such as culinary trails, cooking classes, restaurants, farm visits, cookbooks, food guides, festivals and new or adapted recipes, dishes, and ingredients. Gastronomic tourism is an emerging phenomenon that is being developed as a new tourism product due, to the fact that according to the specialized literature (among others, Quan and Wang, 2004) over a third of tourist spending is devoted to food. Therefore, the cuisine of the destination is an aspect of utmost importance in the quality of the holiday experience. Source: - United Nations World Tourism Organization (UNWTO)

Globally, countries in Europe, America, Asia and South America are ranked high in culinary tourism destinations, and are the countries with the top Michelin Chefs like France, Italy, Spain, Denmark, England and Australia in Europe, cities such as New York and Louisiana in America, countries like Japan and Thailand in Asia, Mexico, Peru and Argentina in South America. Only one destination in Africa is among the top 20 culinary destination in the world being South Africa.

It is said that one can tell a lot about the culture of a people and how much they have evolved through their cuisine, and it is one thing that could keep tourist coming back to a destination. The African continent with over 54 diverse countries with different cultures is trying to come up with culinary tourism. By combining safari with culinary such as a bush meal in the wild and tours to farms, like tasting coffee at the place where the beans were grown, and offering great fine dining at an affordable price.

But besides all the above efforts the African Continent has not developed its culinary tourism to its fullest potential, and some of the reasons for this, is lack of culinary training institutions, undeveloped favorable policies for new market entrants especially for local food vendors and small investors, lack of evolution in their cuisine, lack of marketing itself enough as a culinary destination, but rather as a safari experience.

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Tourists travel to get away from the stress of everyday life and adding culinary activities to an itinerary is one of the best ways a tourist can experience the culture of the destination they are visiting. It's part of the thrill and new experience of a region. This involves sampling new ingredients for food, meals and snacks, eating etiquette, visiting farms/ factories that produce the food, learning the preparation of the food, dietary routine of a region, food exhibition, and processes for traditional food preservations.

The variety of culinary tourism experiences that can be offered is vast from a visit to a homestay to experience a life style of the locals which includes their meal routine, eating at a restaurant that offers local cuisine, taking part in cooking classes, experiencing the evening street food of a town, visiting the different food exhibitions available, a visit to a farm to experience the preparation of local ingredients and end with buying a cook book to practice the dishes in their own home.

Tourists are willing to pay for these experiences as long as the price is reasonable and they find value in what is being offered. Culinary tourism therefore provides an additional source of revenue to farms and factories that offer tours, local restaurant businesses, revenue to food exhibitions, promote authors of local cook books, provide revenue to homes that carry out home stays both in the rural and urban setting, revenue for cooking schools, promote street food and conserve the local cuisine. That allows them to take part in local cuisine while increasing the quality of life for their families. In many developing countries, a great number of people have taken to promoting their culinary tourism as a perfect way to preserve the local cuisine and earn a higher return from tourism, such as Thailand, and other parts of Asia. Culinary Tourism has a high potential of transforming lives of our Ugandan businesses to middle income status.

Local businesses interested in Culinary Tourism offerings may not be in position of offering all that the tourist wants but can resort to collaboration with other business to organize Culinary Tourism products like cooking classes, street food tours, homestays, farm and factory tours, food exhibitions and provide well-presented cuisines while maintaining good hygiene and other such joint ventures that strengthen the industry and help grow new Culinary Tourism attractions to keep visitors longer and hence spend more in the country.

Culinary Tourism has many advantages that include among others, provision of a supplementary income and new employment opportunities to the farmers, factories, youth and women who usually take part in Culinary Tourism and rural communities that offer tours of farms, and home stays with the appreciation of local lifestyle and other aspects of our indigenous culture such as etiquette.

The Third National Development Plan (2020/21 – 2024/25) identifies tourism as one of the national growth drivers for our economy. And the Tourism Development Programme has put in place measures to boosting competitiveness and building resilience, strengthening coordination and partnerships to transform tourism by pursuing objectives one of which is develop, conserve and diversify tourism products and services. These products include wildlife, waterfalls, culture as well as culinary tourism among other. This study is therefore focused on the development of culinary tourism as one of the products Uganda is going to focus on for the NDP III period.

It is against this background that the Ministry of Tourism, Wildlife and Antiquities is seeking to hire an individual consultant to conduct a study on Culinary Tourism development in Uganda's Tourism Sector as a means to diversify the tourism product offering and to support local businesses which include the youth, women, rural farmers, factories, culinary experts, cultural institutions and communities to establish and operate Culinary tourism enterprises that will offer culinary tourism

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products.

B) Overall objective of the study

The objective of the study is to develop, a development framework for culinary tourism as a product that will enrich the tourism offering of destination Uganda by the private sector entrepreneurs supported and guided by Government.

Overall, the study goal aims, utilizing culinary tourism to expand visitors stay, increase visitor's arrivals, create jobs and visibility for the country by supporting the culinary tourism product identification, planning, setup and development, As well as marketing and promotional interventions like creating a cultural festival that will headline gastronomy experiences of the country. Also offer other business advisory services to the culinary entrepreneurs and cultural institutions in the development of Culinary Tourism products in Uganda.

C) Specific objectives of the Assignment

The Ministry of Tourism Wildlife and Antiquities is seeking for services of a qualified individual consultant to help study Culinary Tourism development in Uganda's Tourism Sector. The consultant is expected to execute the following tasks:

- Give an assessment of culinary tourism in the country
- Defined the culinary tourism value chain
- Develop a regulatory framework of culinary tourism in Uganda
- Identify the segments of culinary tourism to be developed with regional perspective.
- Identify specific agro estates and farms, cultural institutions, communities, individuals and larger commercial enterprises to be developed for Culinary Tourism. (I.e. homestays, restaurants, food exhibitions, coffee trail, cooking schools, street food tours).
- Provide a costed strategy for culinary tourism development in Uganda.
- Identify roles of other Ministries, Departments and Agencies as well as local government in the Culinary tourism development in the Uganda Tourism Sector
- Identify the roles of cultural institutions and large Agro enterprises
- Asses the contribution of Culinary Tourism to the Gross Domestic Product (GDP) of the country through employment and house hold income.
- Identify the strategies that have to be put in place to support the development of Culinary Tourism development in Uganda i.e. Association development and financial assistance to the Culinary Tourism Sector.

D) Outputs

- Prepare draft strategies of the study and development modals and present to stakeholders for recommendation and approval
- Prepare final draft report for printing and dissemination.
- Produce a product development handbook/guide for culinary tourism.

E) Deliverables and timelines

The assignment is expected to commence in September, 2021 and to be completed by 30th November, 2021 or later subject to the end time of the project.

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1. This assignment will be executed in not more than 12 weeks.

F) Competencies, Experiences and Skill requirements

An individual consultant, a PHD holder with proven experience and has undertaken similar or related assignments in Uganda or other countries. Previous work experience in the development of tourism/trade policies and regulations with specific focus on tourism development will be an added advantage. The Consultant should have knowledge of tourism product development.

G) Qualifications

- PHD in Tourism, with additional qualifications in Community Tourism Enterprise Development, Environmental Management in the Tourism Industry and any other related subject are an added advantage;
- 10 years of combined experience in Tourism Education, Planning, Development and Practical knowledge of how the Hospitality Sector functions.
- Excellent drafting skills in English;

H) Application Requirements

In addition to the standard bidding documents, as shall be described by the procurement process, the Consultant shall also provide a statement of understanding of the assignment, summary description of methodology and copy of two (2) previous research reports of related activities.

I) Expected output

A report in hard and soft copy on the modalities of Culinary Tourism development in Uganda's tourism sector for tourism diversification and operational practices.

J) Services to be provided by the Client

The client shall:

- a. Assist the Consultant to coordinate with other stake holders/institutions relevant to the study.
- b. Facilitate the Consultant with any relevant data and information, which is available at the Ministry of Tourism, Wildlife and Antiquities, Ministry of Agriculture, Animal Industry and Fisheries, Ministry of Health, Ministry of Gender, Labour and Social Development, Uganda National Bureau of Standards, Uganda Tourism Board and the Ministry of Local Government (MOLG).
- c. Provide the Consultant with the necessary support to tourism, agriculture, health, policies of Occupational Safety and Health and local government facilitating institutions.

K) Coordination and reporting relationship

The consultant will report and operate under the supervision of the Contract Manager who will report to the Permanent Secretary, MTWA. For day to day activities the Consultant shall work with the Task Manager/Senior Tourism Officer (MTWA)

All reports shall be submitted in 4 hard copies and one electronic copy on an external electronic device.

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1. **Reservation schemes shall apply in accordance with PPDA** Guidelines 1/2018: Guideline on reservation scheme to promote local content in public procurement when evaluating Request for Proposal from the shortlisted consultants.
2. Interested eligible Consultants may obtain further information at the address given below during office hours (Monday to Friday, 08:30am – 4:30pm local time, working days).
3. Sealed Expression of Interest must be delivered to the address below at or before **11:00am on 15th September, 2021**.

Head Procurement and Disposal Unit
 Ministry of Tourism, Wildlife and Antiquities,
 2nd Floor Rwenzori Towers Plot 6, Nakasero Road
 P.O. Box 4241,
 Kampala, Uganda.

The planned Procurement schedule (Subject to changes) is as follows:

Activity	Date
a) Publication of Notice of Expression of Interest	26 th August 2021
b) Closing date for receipt of Expression of Interest	15 th September 2021
c) Evaluation of Expression of Interest	24 th September 2021
d) Display of shortlist	30 th September 2021

PERMANENT SECRETARY

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