



Government of Saint Lucia

**Ministry of Tourism, Information & Broadcasting, Culture &
Creative Industries**



OECS REGIONAL TOURISM COMPETITIVENESS PROJECT

TERMS OF REFERENCE

FOR

**TRAINING OF VENDORS AT THE CASTRIES MARKET IN
CUSTOMER SERVICE**

1. Background

The Government of Saint Lucia (GoSL) has secured financing from the World Bank towards the implementation of the OECS Regional Tourism Competitiveness Project (ORTCP). The ORTCP which is currently being implemented in the three participating countries of Grenada, Saint Lucia and St. Vincent & the Grenadines aims to (i) facilitate the movement of tourists within the participating countries using ferries; (ii) improve selected touristic sites; and (iii) strengthen implementation capacity for regional tourism market development in the participating countries.

In fulfillment of the second (ii) aim above, the GoSL has identified the Castries City Tourism Product as a priority for Saint Lucia with targeted investment sites and activities aimed at making downtown Castries more pleasant and attractive to tourists as well as to Saint Lucian residents. The Castries Central Market has for the past century been the capital city's local market. The market offers a diverse range of goods, such as fruit, herbs, spices, dry goods, meat and fish, crafts, handcrafted woodwork and restaurants. Whilst some tourists enjoy the experience in the market, others complain of aggressive vending, unbearable poor customer service, lack of product diversity, and lack of unique, authentic, locally-produced quality products.

In an effort to address these issues, a series of introductory workshops aimed to build the capacity and enhance the knowledge and skills of vendors on key areas were held during the slow tourism season of 2018 (between May to September) and 2019. In this regard, a total of approximately one hundred and forty (140) vendors participated in the training.

2. Introduction

By all accounts, the introductory workshop held with the vendors was an excellent activity. This conclusion is based on reviews submitted by participants via evaluation forms. Most of the participants found the workshop useful, with 77% scoring the overall experience as excellent. All (100%) of the vendors reported that they would recommend the workshop to other colleagues. In their assessment of the facilitator, 89% scored his engagement with them as excellent; and 85% found his knowledge of the topics to be excellent. Most of the vendors (85%) found the topics and content of the workshop to be excellent.

A survey was also administered to vendors to collect data, prior to the execution of interventions with the market vendors (under the ORTCP) in order to establish a baseline on demographics, and vending operations (including customer

profiles, income, source markets) and perceptions relevant to plans for an upgraded market. Some of the key conclusions based on the survey results indicate that:

1. Although most vendors have long-standing experience vending at the Castries Market, their earnings remain at an all-time low, with fluctuations in and out of the tourist season;
2. Most of the products sold by vendors are not only locally sourced, but also locally made, and are also, the most sought after, by consumers;
3. Vendors show steadfast commitment to their trade, and a willingness to learn new techniques in order to take advantage of any new opportunities to increase sales;
4. An overwhelming majority (92) % of vendors show interest in selling more local products, which they report to be their biggest sellers to both locals and tourists;
5. The majority (94%) of vendors who participated in the survey and workshop show eager support for an upgraded Castries Market, which they believe will help boost sales and improve their earnings.

The specific objectives of the workshop were met, as the ORTCP team acquired a deeper understanding, appreciation and insight on vendor issues, requirements, and perceptions which will help inform future interventions. Vendors were also sensitized about the ORTCP; the importance of proper standards required for offering goods and services to customers; good customer relations; visitor travel trends, interests, demands and spending patterns.

Additionally, given that vendors wanted implement some changes recommended during the workshop and identified the need for financing opportunities, the Department also invited the James Belgrave Micro Enterprise Development Fund Inc. (*Belfund*) to provide information and advice in this regard.

Whilst the workshop included a session of customer service lasting no more than two (2) hours, the need for more in-depth training focused primarily on enhancing customer service has been identified. In his training report, the facilitator of the introductory training highlighted a number of recommendations one of which included additional training in customer relations.

The Vendor Support Strategy developed under the ORTCP in July 2019 also highlight that: “Enhancing customer service skills will be highly beneficial for vendors to be better able to cater to their customer’s needs. Delivery of a basic customer service training workshop to cover at minimum 2-3 days that vendors will be required to attend is highly recommended.”

3. Objectives

The main objective of this assignment is to train at least thirty (30) vendors who serve and interact directly and regularly with visitors at the Castries Central market (including vendors at the Arcade). To achieve, this, the Ministry of Tourism, Information and Broadcasting, Culture and Creative Industries under the ORTCP is seeking to engage the services of a training facilitator with proven track record of providing effective, impactful training with grassroots, community-based groups, with the aim of improving the quality of services and products offered to visitors, in order to ultimately increase visitor spending.

More specifically the training intervention should achieve the following:

- i. Develop the human resource capacity in the local Tourism sector to provide high quality service to visitors; and
- ii. Encourage and foster more enriching and engaging interactions between customers and vendors.

4. Scope of Services

The Consultant will be expected to undertake the following tasks, inter alia:

1. Review available reports relevant to ORTCP vendor support interventions implemented in 2018 including:
 - i. Tourism Training Facilitator's Reports on Training of Market Vendors;
 - ii. ORTCP Supplementary Reports on Training of Market Vendors; and
 - iii. Reports on Findings of Baseline Survey Administered to Vendors.
 - iv. 2019 Strategy to Provide Support to Vendors at the Castries Market.
2. Assess reviews of the Castries Market/Vendors on major international Social Media Platforms including Trip Advisor.
3. Conduct a thorough site inspection of the Castries Market (including the Arcade), taking particular note of key factors including *inter alia*, vending operations; relations/interactions between vendors and customers etc.
4. Facilitate a training workshop in a relaxed, comfortable, interactive learning environment. During the workshop, the facilitator is expected to:
 - i. Discuss and recommend effective customer service practices and techniques that are likely to result in increased sales;
 - ii. Use audio-visual tools/aids in executing training;

- iii. Facilitate role play sessions; and
- iv. Encourage extensive participation and contribution by all participants.

5. Duration

The Consultant will be contracted for twelve (12) days during the period May 15 – June 30, 2020. The schedule will be s follows.

Activity	Number of Days
Review Reports and Online Platforms	2
Prepare Training Plan	2
Site Visit/ Inspection	2
Training Sessions	3
Report Writing	3

6. Expected Deliverables

The deliverables include:

- i. Training Plan based on assessment/review undertaken during 4 A above. This report should include a work plan for implementing assignment to comprise that main topics to be discussed and the attendant instructional modalities; and
- ii. The Consultant will be expected to deliver a workshop report. A **draft report** comprising the following will be submitted to the Ministry of Tourism via the ORTCP Project Manager, for review:
 - Main approach to engagement
 - Key Issues raised and noted
 - Key Recommendations
 - Constraints and Challenges
 - List of participants
 - Training materials (including all handouts)

The Client will review the report within ten (10) business days, and submit feedback to the Consultant who will be responsible for revising the report accordingly. The final report should be submitted no later than five (5) business days following receipt of comments from the Client.

All reports and documents (including hand-outs and training manuals) should be prepared in English and shall be the property of the Government of Saint Lucia.

7. Terms and Conditions

Responsibilities of the Consultant

The Consultant shall deliver the training professionally, ethically and in an orderly manner. He/she is expected to adopt an informal yet orderly structure and style of engagement, designed to challenge the group as much as possible, by promoting the use of common sense and lateral thinking that is necessary to demystify the effective management and operations of a Tourism business. The design of the sessions and the style of engagement should support and enhance the group as a whole, as well as individual business persons. He/she should:

- i. Arrive on site on time;
- ii. Be responsive to queries that arise;
- iii. Be flexible in addressing and responding to persons of varying skills, capacities and educational levels;
- iv. Be able to present material clearly, correctly and adequately;
- v. Ensure completion of the scheduled training scope in the allotted time;
- vi. Encourage and ensure interaction with and among participants.

During the site visit to the Market, the Consultant will:

- iii. Be respectful and courteous to vendors respecting their business space; and
- iv. Seek to avoid disruption to vendor transactions and/or sales.

Responsibilities of the Client

The Client will be responsible for the following:

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- i. Officially inform the CCC of this activity and their requirement to engage inform and invite vendors;
- ii. Collaborate with the CCC to agree on an appropriate time to undertake this assignment;
- iii. Share relevant available reports and participants lists with the Consultant;
- iv. Arrange logistics relating to workshop;
- v. Arrange for breaks and lunch (if required) for participants;

- vi. Reserve workshop venue, and make available materials for participants (notepads, pens); and
- vii. Assist the Facilitators with making copies of workshop material.

8 Qualifications Requirements

General Qualification Criteria

- The Consultant should have at least seven (7) years' facilitating/delivering training in Customer Service.
- Education and training in the field of Education, Business Development, Marketing, or related field (at least a BSc.)

Specific Qualification Criteria

Documented evidence demonstrating:

- Proven experience in conducting training and business development support to grassroots persons;
- Work on at least three (3) assignments/projects relevant to the Tourism sector;
- Minimum five (5) years' experience in conducting similar trainings with at least five (5) different groups;
- Experience in conducting similar assignments in Saint Lucia and/or other territories in the OECS;
- Exposure to tourism source markets in the region and internationally; and
- Ability to speak and understand creole would be an advantage.