**Technical Questionnaire for ITT to Development of a Tourism Strategy for Montserrat**

Please provide responses to the questions in the sections marked Bidder’s response.

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| **EXPERIENCE (55%)** |
| **Question 1.** (10%)  What do you understand eco-tourism to mean? Please describe your capacity in providing technical advice related to ecotourism with links to eco-friendly projects. |
| ***Bidder’s response:*** |
| **Question 2:** (10%)  Specify your experience in social media platforms and integrated marketing efforts? |
| ***Bidder’s response:*** |
| **Question 3:** (15%)  Outline methodology and approach to designing a Strategy and Delivery Plan suited for a small island jurisdiction, with staffing and other resource constraints. |
| ***Bidder’s response:*** |
| **Question 4** (10%)  Tell us the importance of industry standards for the tourism sector. |
| ***Bidder’s response:*** |
| **Question 5 (**10%)  Whom do you consider to be the key tourism stakeholders? How would you involve them in developing the Strategy? |
| ***Bidders Response*** |
| **EXPERTISE (45%)** |
| **Question 6 (10%)**  How do you propose to balance an increase in tourist arrivals, with the management of the fragile natural resources? |
| ***Bidder’s response:*** |
| **Question 7:** (5%)  What are some of the key areas of focus to improve visitor experience? |
| ***Bidder’s response:*** |
| **Question 8 *(10%)***  Highlight the implications for diversifying the tourism product offerings. |
| ***Bidder’s response:*** |
| **Question 9 (10%)**  Outline the benefits of sustainable tourism for Montserrat. |
| ***Bidder’s response:*** |
| ***Question 10 (10%)***  *How has the global tourism industry changed and how can Montserrat benefit from these trends?* |
| ***Bidder’s response:*** |