

[Instructions for users: Ensure any applicable donor requirements are incorporated into the RFP. Complete the blue fields and delete instructions.]

Request for Proposals

Title: Konsultan Pengembangan Usaha wisata di Kampung Wisata

RFP No:: 001/VI/04/2025

Date of Issuance: 04 June 2025

1. Background (insert brief background of KI and the Program)

Raja Ampat merupakan Kawasan konservasi merupakan rumah bagi 69,21% spesies karang dunia, dimana ditemukan 553 jenis karang (Veron et al., 2009) dan dua diantaranya merupakan jenis endemik Raja Ampat dari keluarga Acroporidae yaitu *Montipora delacatula* dan *Montipora verruculosus* (DeVantier et al., 2009). Selain itu ditemukan setidaknya 41 jenis dari 90 genus karang lunak Alcyonacean dari 14 Famili (Donnelly et al., 2002). Di wilayah ini juga ditemukan 699 jenis moluska dan menjadi rumah bagi 5 jenis penyu (McKenna et al., 2002), setidaknya 1.580 jenis ikan karang (Allen dan Erdmann, 2012; update Erdmann, 2018) dan rumah bagi 15 jenis mamalia laut yang terdiri dari 14 jenis cetacean (13 jenis paus dan lumba-lumba) dan 1 jenis duyung (*Dugong dugon*) (Kahn, 2007). Salah satu pemicu keanekaragaman yang luar biasa ini adalah tingginya keragaman habitat mulai dari lamun, mangrove, terumbu karang di perairan dangkal (termasuk terumbu karang tepi, penghalang, patch dan atol) hingga celah dalam antar pulau-pulau kecil utama. Dengan tingkat keragaman hayati yang begitu tinggi, para ilmuwan menyebut Kepulauan Raja Ampat sebagai jantung Segitiga Karang Dunia.

Tingginya sumberdaya alam di Kawasan Konservasi seharusnya memberikan manfaat ekonomi bagi masyarakat yang hidup di dalamnya. Berbagai manfaat ekonomi sudah dirasakan oleh masyarakat lokal seperti dari aspek pariwisata dan perikanan. Sejak tahun 2006 Pariwisata mulai berkembang di Raja Ampat dan berkembang cukup pesat yang ditandai dengan meningkatnya kunjungan wisatawan baik mancanegara maupun nusantara. Seiring meningkatkan kegiatan pariwisata, pembangunan fasilitas pariwisata pun meningkat.

Konservasi Indonesia melihat perkembangan pariwisata dapat menjadi ancaman baru jika tidak dikelola secara berkelanjutan. Berkembangnya penginapan/homestay, resort, kapal wisata, transportasi wisata, praktek pariwisata yang tidak sesuai dengan etika berwisata dan lainnya, dapat berkontribusi pada rusaknya ekosistem sumberdaya alam yang merupakan modal penghidupan masyarakat lokal dan modal pariwisata Raja Ampat.

Selain itu distribusi manfaat ekonomi bagi masyarakat lokal atau masyarakat kampung belum terjadi secara merata masih terpusat di beberapa area atau destinasi saja. Untuk itu sangatlah perlu menyiapkan masyarakat di tingkat kampung atau ODTW untuk memiliki kemampuan dan pengetahuan melakukan kegiatan pariwisata dengan prinsip-prinsip keberlanjutan dan mengelola usaha wisata dengan baik.

2. Project Overview (Insert description of the project and assignment)

Konservasi Indonesia memberikan dukungan kepada Pemda Raja Ampat dalam memastikan implementasi Pariwisata Berkelanjutan yang memastikan keseimbangan terhadap manfaat lingkungan, ekonomi dan sosial budaya. Hasil kajian Tourism spasial plan di Raja Ampat memperlihatkan urgensinya saat ini Raja Ampat melakukan pengendalian dan

pengontrolan kegiatan pariwisata serta memastikan serta distribusi manfaat pariwisata kepada masyarakat. sehingga penyiapan di Tingkat kampung sangatlah diperlukan. Menghadapi tantangan ini, Konservasi Indonesia memandang penyiapan di tingkat kampung dan atau tingkat ODTW menjadi cukup penting. Pengelolaan pariwisata di Kampung Friwen dengan pendekatan pengelolaan usaha wisata oleh BUMKAM/BUMDES, melalui kolaborasi dengan pemerintahan kampung dan Badan Usaha Milik Desa/Kampung (BUMDES) merupakan sebuah model usaha pariwisata yang akan dikembangkan sebagai percontohan. Model ini diharapkan akan menjadi contoh pengelolaan pariwisata di pulau kecil dimana perkembangan usaha wisata memberikan kontribusi positif terhadap ekonomi seluruh masyarakat kampung (tidak hanya pemilik homestay) dan ekosistem laut.

Penyusunan rencana bisnis/usaha untuk kampung wisata Friwen ini akan melihat potensi peluang usaha dan produk yang dapat dikembangkan oleh BUMDES sesuai dengan kebutuhan, kondisi dan mengisi keterbatasan pengembangan pariwisata saat ini di kampung Friwen dan kampung sekitar.

Untuk memastikan pelaksanaan rencana usaha, pendampingan dan dukungan melalui bantuan teknis, peningkatan kelembagaan BUMDES, identifikasi produk, peningkatan kualitas dan pemasaran juga akan dilakukan.

3. Terms of Reference, Deliverables and Deliverables Schedule (This may be included here or as an attachment to the RFP, particularly if the terms of reference is quite long (See Attachment 2))

4. Submission Details

- a. Deadline. Proposals must be received no later than **June 17, 2025 + 5 pm Jakarta**. Late submissions will not be accepted. Proposals must be submitted via email to grantcontractid@konservasi-id.org and mkasmidi@konservasi-id.org. All proposals are to be submitted following the guidelines listed in this RFP.
- b. Validity of bid. 120 days from the submission deadline
- c. Clarifications. Questions may be submitted to mkasmidi@konservasi-id.org and grantcontractid@konservasi-id.org by the specified date and time in the timeline below. The subject of the email must contain the RFP number and title of the RFP. KI will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the KI website and/or communicated via email.
- d. Amendments. At any time prior to the deadline for submission of proposals, KI may, for any reason, modify the RFP documents by amendment which will be posted to the KI website and/or communicated via email.

5. Minimum Requirements

- a. Pengalaman kerja dibidang pariwisata berkelanjutan khususnya di tingkat ODTW minimal 5 tahun, lebih disukai pengalaman di kawasan Konservasi.
- b. Pengalaman melakukan perencanaan dan pengembangan usaha wisata yang dikelola oleh BUMKAM/BUMDES minimal 3 tahun.

- c. Berorientasi rinci dan mampu memprioritaskan, mengelola dan menyelesaikan tugas dan memenuhi tenggat waktu.
- d. Memiliki kemampuan yang baik bekerja sama dengan multi pemangku kepentingan dan dapat berkomunikasi dengan baik di berbagai level baik dengan masyarakat kampung, pemerintah kabupaten dan provinsi serta pemangku kepentingan pariwisata.
- e. Memiliki kemampuan bekerja secara efektif dengan tim.
- f. Pengalaman bekerja dengan sektor swasta, khususnya sektor pariwisata
- g. Pengalaman bekerja dengan pemerintah di tingkat kabupaten, provinsi dan nasional.
- h. Pemahaman tentang kebijakan terkait dengan kampung wisata, BUMDES, pemanfaatan kawasan konservasi dan lainnya.
- i. Memiliki pengetahuan dan pemahaman tentang industri pariwisata berkelanjutan.
- j. Lebih disukai memiliki pengalaman bekerja di Papua khususnya Raja Ampat dan menunjukkan pemahaman dan rasa hormat terhadap budaya dan praktik Papua.

6. Proposal Documents to Include

- a. Signed cover page on bidder's letterhead with the bidder's contact information.
- b. Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1)
- c. Technical Proposal.
 - i. Corporate Capabilities, Experience, Past Performance, and 3 client references. Please include descriptions of similar projects or assignments and at least three client references.
 - ii. Qualifications of Key Personnel. Please attach CVs that demonstrate how the team proposed meets the minimum requirements listed in section 5 (Minimum Requirements).
 - iii. Technical Approach, Methodology and Detailed Work Plan. The Technical Proposal should describe in detail how the bidder intends to carry out the requirements described in the Terms of Reference ([indicate Section 3 or Attachment 2](#)). ([Add specific requirements needed in the Technical Proposal here. Include page limit if appropriate](#))
- d. Financial Proposal. Offerors shall use the cost proposal template ([Attachment 3](#)).

7. Evaluation Criteria In evaluating proposals, KI will seek the best value for money considering the merits of the technical and costs proposals. Proposals will be evaluated using the following criteria:

(The evaluation table below is a sample only. Add to or adjust the Evaluation Criteria below and associated scoring to fit the assignment. Adjust the scoring to match your needs. It should be as detailed as needed to ensure the best proposal is selected. It may include for example, evaluation of individual personnel qualifications, specialized knowledge, etc.

Proposals will be evaluated **ONLY** against the Evaluation Criteria in the RFP (no other evaluation criteria may be considered for selection).

Kriteria Evaluasi	Score (dari 100)
Apakah pendekatan dan metodologi yang diusulkan sesuai dengan penugasan dan praktis dalam keadaan proyek yang berlaku?	30%

<i>Is the proposed approach and methodology appropriate to the assignment and practical in the prevailing project circumstances?</i>	
Apakah presentasinya jelas dan apakah urutan kegiatan dan perencanaannya logis, realistis dan menjanjikan implementasi yang efisien untuk proyek? <i>Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?</i>	15%
Apakah kinerja penawar di masa lalu menunjukkan pengalaman yang terbukti baru-baru ini melakukan pekerjaan serupa? <i>Does the bidder's past performance demonstrate recent proven experience doing similar work?</i>	15%
Apakah penawar dan personel yang diusulkan memiliki keahlian teknis khusus untuk penugasan tersebut? <i>Does the bidder and the proposed personnel have the specific technical expertise for the assignment?</i>	25%
Biaya: Biaya yang diusulkan masuk akal dan realistis, mencerminkan pemahaman yang kuat tentang penugasan. <i>Cost: Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment.</i>	15%

8. Proposal Timeline (Please add other solicitation events to this timeline if applicable such as interviews or demos).

RFP Issued Iklan di publikasikan	04 Juni 2025
Clarifications submitted to KI Klarifikasi di kirim kepada KI	09 Juni 2025
Clarifications provided to known bidders Klarifikasi kepada kandidat	11 Juni 2025
Complete proposals due to KI Proposal diterima oleh KI	17 Juni 2025
Final selection Seleksi final	27 Juni 2025

9. Resulting Award KI anticipates entering into an agreement with the selected bidder by (27 Juni 2025). Any resulting agreement will be subject to the terms and conditions of KI's Services Agreement. A model form of agreement can be provided upon request.

This RFP does not obligate KI to execute a contract, nor does it commit KI to pay any costs incurred in the preparation or submission of the proposals. Furthermore, KI reserves the right to reject any and all offers, if such action is considered to be in the best interest of KI. KI will, in its sole discretion, select the winning proposal and is not obligated to share individual evaluation results.

10. Confidentiality All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes but is not limited to price quotations, cost proposals and technical proposals. KI may, but is not obliged to, post procurement awards on its public website after the

solicitation process has concluded, and the contract has been awarded. KI's evaluation results are confidential and applicant scoring will not be shared among bidders.

11. Code of Ethics All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with KI's Code of Ethics [for GCF-funded projects only, add: "and the Green Climate Fund's [Policy on Prohibited Practices](#)"]. Konservasi Indonesia's reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, Passion and Teamwork. KI's Code of Ethics (the "Code") provides guidance to KI employees, service providers, experts, interns, and volunteers in living KI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violation of the Code of Ethics, as well as concerns regarding the integrity of the procurement process and documents should be reported to KI via its Ethics Hotline at www.ci.ethicspoint.com.

12. Attachments:

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility
Attachment 2: Terms of Reference
Attachment 3: Cost Proposal Template
[Attachment X: any other attachments]

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

RFP No. XXXXXXXX

UEI Number (if applicable): XXX-XXX-XXX

All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with KI's Code of Ethics. KI's Code of Ethics provides guidance to KI employees, service providers, experts, interns, and volunteers in living KI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violations of the Code of Ethics should be reported to KI via its Ethics Hotline at www.ci.ethicspoint.com.

KI relies on the personal integrity, good judgment and common sense of all third parties acting on behalf, or providing services to the organization, to deal with issues not expressly addressed by the Code or as noted below.

I. With respect to KI's Code of Ethics, we certify:

- a. We understand and accept that KI, its contractual partners, grantees and other parties with whom we work are expected to commit to the highest standards of Transparency, Fairness, and Integrity in procurement.

II. With respect to social and environmental standards, we certify:

- a. We are committed to high standards of ethics and integrity and compliance with all applicable laws across our operations, including prohibition of actions that facilitate trafficking in persons, child labor, forced labor, sexual abuse, exploitation or harassment. We respect internationally proclaimed human rights and take no action that contributes to the infringement of human rights. We protect those who are most vulnerable to infringements of their rights and the ecosystems that sustain them.
- b. We fully respect and enforce the environmental and social standards recognized by the international community, including the fundamental conventions of International Labour Organization (ILO) and international conventions for the protection of the environment, in line with the laws and regulations applicable to the country where the contract is to be performed.

III. With respect to our eligibility and professional conduct, we certify:

- a. We are not and none of our affiliates [members, employees, contractors, subcontractors, and consultants] are in a state of bankruptcy, liquidation, legal settlement, termination of activity, or guilty of grave professional misconduct as determined by a regulatory body responsible for licensing and/or regulating the offeror's business
- b. We have not and will not engage in criminal or fraudulent acts. By a final judgment, we were not convicted in the last five years for offenses such as fraud or corruption, money laundering or professional misconduct.

- c. We are/were not involved in writing or recommending the terms of reference for this solicitation document.
- d. We have not engaged in any collusion or price fixing with other offerors.
- e. We have not made promises, offers, or grants, directly or indirectly to any KI employees involved in this procurement, or to any government official in relation to the contract to be performed, with the intention of unduly influencing a decision or receiving an improper advantage.
- f. We have taken no action nor will we take any action to limit or restrict access of other companies, organizations or individuals to participate in the competitive bidding process launched by KI.
- g. We have fulfilled our obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country where the contract is to be performed.
- h. We have not provided, and will take all reasonable steps to ensure that we do not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitate, or participated in terrorist acts, and we are compliant with all applicable Counter-Terrorist Financing and Anti-Money Laundering laws (including USA Patriot Act and U.S. Executive Order 13224).
- i. We certify that neither we nor our directors, officers, key employees or beneficial owners are included in any list of financial or economic sanctions, debarment or suspension adopted by the United States, United Nations, the European Union, the World Bank, or General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension". [\[Include additional sanctions lists of the country of a public donor, if required by the donor.\]](#)

Name: _MEIDIART KAMSIDI_

Signature: _

Title: _Raja Ampat Program Manager_

Date: 3 Juni 2025



Attachment 2: Terms of Reference (should include Deliverables table and schedule)

No	Deliverable/Keluaran	Kegiatan	Waktu
1	Detail rencana kerja dan base line/profil Kampung Wisata Friwen berdasarkan desk study / studi literatur/data sekunder yang menggambarkan pemahaman awal konsultan kondisi Kampung Friwen baik terrestrial, pesisir dan laut, informasi zonasi dan kesesuaian perencanaan kampung wisata dalam dokumen perencanaan kampung, serta assesment cepat kelembagaan bumdes.	Penyusunan rencana kerja detail project beserta metode/pendekatan yang akan dilakukan dan dipresentasikan kepada KI.	4 Juli 2025
2.	Draft perencanaan kampung wisata dan rencana usaha kampung wisata Friwen yang akan di Kelola oleh BUMDES.	Kegiatan meliputi: . Focus Group Discussion (FGD) dengan masyarakat dan pengurus kampung serta BUMDES . Survey potensi wisata . Kajian potensial pasar untuk produk usaha wisata	4 Sept 2025
3.	Usaha kampung wisata Friwen dibentuk dan diperkuat melalui pelatihan dan pendampingan sesuai kebutuhan.	Kegiatan meliputi: . Penyiapan izin usaha/legalitas . Pembuatan platform pemasaran dan promosi melalui website yang relevan atau platform pemasaran lainnya, . penguatan jejaring dan brosur dan strategi lain yang sesuai . Pelaksanaan pelatihan sekurangnya 3 selama project yang meliputi pelatihan kelembagaan dan pengelolaan keuangan, pemasaran, pelatihan pemanduan serta simulasi produk (dapat disesuaikan dengan hasil kajian kebutuhan peningkatan kapasitas) . Pendampingan Kelembagaan yang dibutuhkan	10 Des' 2025
4.	Laporan akhir meliputi rekomendasi untuk penguatan usaha kampung wisata Friwen ke depan.	Kegiatan meliputi: . Monitoring usaha kampung wisata . Koordinasi dan komunikasi dengan pemerintah daerah dan pelaku wisata lain tentang usaha kampung wisata Friwen	20 April ' 2026

Attachment 3: Cost Proposal Template

The cost proposal must be all-inclusive of profit, fees or taxes. Additional costs cannot be included after award, and revisions to proposed costs may not be made after submission unless expressly requested by CI should the offerors proposal be accepted. Nevertheless, for the purpose of the proposal, Offerors must provide a detailed budget showing major expense line items. Offers must show unit prices, quantities, and total price. All items, services, etc. must be clearly labeled and included in the total offered price. All cost information must be expressed in [\[enter Country Currency\]](#).

If selected, Offeror shall use its best efforts to minimize the financing of any taxes on goods and services, or the importation, manufacture, procurement or supply thereof. If Offeror is eligible to apply for refunds on taxes paid, Offeror shall do so. Any tax savings should be reflected in the total cost.

Cost Breakdown by Deliverable

Deliverable	Price (Lump Sum, All Inclusive)
Insert deliverable 1 from Section 3 or attached TOR	
Insert deliverable 2 from Section 3 or attached TOR	
Insert deliverable 3 from Section 3 or attached TOR	
Insert deliverable 4 from Section 3 or attached TOR	
Insert deliverable 5 from Section 3 or attached TOR	

Cost Breakdown by Cost Component [\(example only\)](#)

Description	Unit of measure (day, month etc)	Total period of engagement	Unit cost/rate	Total Cost for the Period
Consultant 1				
Consultant 2				
Sub-total Personnel				
Travel Costs (if applicable)				
Other related Costs (please specify)				
Total Cost of Financial Proposal				