

ANNEX II: TERMS OF REFERENCE

How to complete these standard terms of reference:

Please insert the information requested between the <> brackets, as appropriate for each tender procedure. Square brackets [] and parts shaded in grey indicate options to choose: they should be included when applicable. All other text should only need to be amended in exceptional cases, depending on the requirements of specific tender procedures. **In the final version of each set of terms of reference, please remember to delete this paragraph, any other text with yellow highlighting, and to suppress all brackets.**

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BACKGROUND INFORMATION

Partner country

Albania

Contracting authority

Association of Albanian Municipalities

Country background

Good weather, favorable geographic position and available natural and cultural resources are an opportunity for tourism development during the whole year, positioning Med small towns as attractive tourist destinations. The strategic tourism plans generally consider that a touristic place will continue to be an attractive destination going into the future. However, there are several touristic destinations that suddenly enter into decline from which it is very hard to come out and stakeholders become aware only too late to react in order to avert such decline.

Tourism was selected as an important sector with great relevance to the Albanian economy and to employment as well as for its growth forecasts. The contribution to GDP, also includes interconnected activities of restaurant and leisure industries, which thrive and are supported by tourists and which increasingly play a bigger role in the Albanian economy as source of income and employment.

The expected growth will consolidate Tourism as a growing industry with important contributions to employment and income generation.

Current situation in the sector

However, the sector suffers from several constraints such as lack of infrastructure, lack of market information, poor customer care, lack of agreed upon standards, poor marketing and a touristic product that often falls short of customers' expectations. These shortcomings have stunted the arrivals of tourists and have resulted in a short touristic season and a short time of stay of foreign tourists in Albania. The Tourism sector is complex with a wide value chain that involves many interconnected sectors through its supply, activities, transportation, etc. This means that any improvements in the sector will have an impact also on many other interconnected industries that support tourists in Albania.

OBJECTIVE, PURPOSE & EXPECTED RESULTS

Overall objective

Prepare local action plans for sustainable tourism in the pilot administrative units of Velipoja and Shala, in Shkodra Municipality, ensuring the participation of local action groups and applying the methodology developed by the SuSTowns project.

Specific objective

- Provide the tourism community of administrative units of Velipoja and Shala in Shkodra Municipality, with respective tourism action plans that are sustainable and, therefore, respectful of the local environmental and cultural heritage, from which to develop specific tourism products for subsequent dissemination..

Results to be achieved by the contractor

Once prepared, the local action plans will be the subject of a MoU (Memorandum of Understanding) with the local authorities of the pilot units of Velipoja and Shala in Shkodra Municipality, to guarantee their effective implementation.

ASSUMPTIONS & RISKS

Assumptions underlying the project

Detailed planning and division of responsibilities for the implementation of each of the project activities and detailed planning of the project costs in budgets of each partner institution.

Risks

Change of policies in partner countries

Alteration of legislative regulations or policies which are of significance for the project activities in some of the partner countries are possible. This might affect the change of management principles and general priorities of the partner institutions, and as well have impact on potential delays of activity implementation.

SCOPE OF THE WORK

General

Description of the assignment

The target audience will be represented by the local action groups formed within the framework of the project in the two units of Velipoja and Shala in Shkodra Municipality. In particular, the plans are aimed at: local public authorities, private sector companies, tour operators and civil society organizations (tourism field).

Approaches

The sustainable tourism action plans will be focused on:

Total quality management. The SuSTowns project envisages the application of TQM as an innovative element. This methodological option is based on considerations related to the characteristics of the TQM, which makes it a useful approach for the management of sustainable tourism and also for the governance of sustainable tourism.

Participatory approach. The preparation of local action plans should be carried out with the active participation of local stakeholders interested in and affected by said plans (local action groups).

Preparation methodology and minimum content of the plan:

In the elaboration of local action plans in sustainable tourism, the “Methodology to apply the total quality management approach to the total quality management in the pilot units of Velipoja and Shala shall be applied, duly adapted and adjusted. The methodology describes the steps that will be taken to prepare local action plans to promote sustainable tourism in the pilot municipalities of the SuSTowns project (18 municipalities in 7 countries, in total). Likewise, the methodology describes the contents of the plans and provides methodological tools to stimulate workshops with local action groups, which are to participate in preparing the plans. The methodology is participatory.

Geographical area to be covered

Shkodra Municipality, administrative units of Velipoja and Shala

1.1.1. Specific work

For the preparation of local action plans for sustainable tourism in the pilot units in Shkodra Municipality it will be mandatory to carry out and document by preparing a report on the workshop, at least two (2) participatory workshops in each pilot (4 workshops in total, 2 in Velipoja and Shale in Shkodra Municipality, with the local action groups previously formed by the MUSOL Foundation in each pilot municipality. The number of 2 participatory workshops is a minimum number. The consultant may propose additional participatory workshops to reinforce the participatory nature of the plan development process. All the participatory workshops, the obligatory ones and any additional ones, must be documented with a descriptive report of the workshop.

Output 1: For each of the two local action plans for the promotion of sustainable tourism, presentation of: index of the action plan; workplan; methodology; proposed schedule of activities.

Output 2: Dynamization of the first meeting with the local action groups of the two pilot units and presentation of the report on the meeting (1 per pilot, 2 reports in total).

Output 3: First draft of the action plan for each of the two pilots (1 per pilot, 2 drafts of local action plans for the promotion of sustainable tourism in total).

Product 4: Dynamization of the final meeting with the local action groups for the return of the results and the presentation of the action plans (1 meeting per pilot, 2 meetings in total) and presentation of the report on said final meeting (1 report per pilot, 2 reports in total).

Products 5: Presentation of the final version of the action plans for the promotion of sustainable tourism in the 2 pilot municipalities (1 per pilot, 2 in total).

Project management

Responsible body

Project manager Agron Haxhimali.

LOGISTICS AND TIMING

Location

Albania, Velipoje and Shale

Start date & period of implementation of tasks

The intended start date is 27 October 2020 and the period of implementation of the contract will be < 5> months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

REQUIREMENTS

Staff

The reference period which will be taken into account will be the last three years from submission deadline.

Professional criteria for tenderer:

- is currently working/has worked during the past 5 years in leading positions in fields related to this contract;
- has proven experience in drafting local action plans during the last 5 years;
- has excellent knowledge on local planning with focus on tourism in Albania;
- is acquainted with local government system in Albania;
- has excellent knowledge of the pilot administrative units;
- be fluent in Albanian and English.

Technical capacity of candidate. The reference period which will be considered will be the last five years from submission deadline.

Technical criterion for tenderer:

- the tenderer has worked successfully on at least 3 projects in fields related to this contract in the past five years.
- the tenderer has worked successfully in leading positions in the fields related to this contract in the past three years.
- Previous experience which would have led to breach of contract and termination by a Contracting Authority shall not be used as reference.

REPORTS

Reporting requirements

The contractor will submit the following reports in English in one original. Final report of the preparation of local action plans and the draft action plans.

Submission and approval of reports

The reports referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.