

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.**

1.	BACKGROUND INFORMATION	2
1.1.	Partner country	2
1.2.	Contracting Authority	2
1.3.	Country background	2
1.4.	Current situation in the sector.....	2
1.5.	Related programmes and other donor activities	Error! Bookmark not defined.
2.	OBJECTIVE, PURPOSE & EXPECTED RESULTS	2
2.1.	Overall objective.....	2
2.2.	Purpose	2
2.3.	Results to be achieved by the Contractor.....	2
3.	ASSUMPTIONS & RISKS	3
3.1.	Assumptions underlying the project	3
3.2.	Risks	3
4.	SCOPE OF THE WORK.....	3
4.1.	General.....	3
4.2.	Specific work.....	3
4.3.	Project management.....	4
5.	LOGISTICS AND TIMING	4
5.1.	Location.....	4
5.2.	Start date & Period of implementation of tasks	4
6.	REQUIREMENTS	4
6.1.	Staff	4
6.2.	Office accommodation.....	Error! Bookmark not defined.
6.3.	Facilities to be provided by the Contractor.....	Error! Bookmark not defined.
6.4.	Equipment.....	Error! Bookmark not defined.
7.	REPORTS	5
7.1.	Reporting requirements	5
7.2.	Submission and approval of reports	5
8.	MONITORING AND EVALUATION...ERROR! BOOKMARK NOT DEFINED.	
8.1.	Definition of indicators.....	Error! Bookmark not defined.
8.2.	Special requirements.....	Error! Bookmark not defined.

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

Through videos we present the tourist features of our pilot areas; Shale and Velipoja, becoming known in the international tourist market with 8 Vox pops per partner will be produced during WP3 and WP4 activities and they'll represent the stakeholders' witnesses of project results.

2 Vox pops per partners will be produced during WP5 activities in order to witness the capitalization results

Specific objectives

- One video each for the Administrative Unit Velipoja and the Administrative Unit Shale, where in this video will be reflected the tourist opportunities of the respective units as well as a

reflection of the positive, historical sides, the possibility of increasing the number of visits by tourists.

Results to be achieved by the contractor

Once the members of the local action groups have participated in the training course, they have the appropriate skills and knowledge of the Total Quality Management TQM and sustainable tourism methodology and will be able to design and implement local action plans of sustainable tourism in their respective environments. It will also facilitate the dissemination of Total Quality Management in the private sector, promoting its application in the management of tourism companies in the pilot municipalities

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 training will be focused on:

The methodology of 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 (that is, to improve the management of companies in the tourism sector) and also for the governance of sustainable tourism.

The sustainability of tourism, singularly, in small centers or towns. The training will have to be didactic and simple as it will be applied by municipalities with limited financial and technical resources. At the same time, the training methodology will have to make reference to the principle of economic, social, environmental and cultural sustainability (4th pillar promoted by the World Association of United Cities and Local Governments - UCLG, which assumes special relevance when promoting tourism in small towns).

Geographical area to be covered

Shkodra Municipality, administrative units of Velipoja and Shala

1.1.1. Specific work

Design of the training:

External expertise to support videos production (storytelling, Vox pops and final video):

Module I: What is sustainable tourism? Sustainable tourism in the Mediterranean area of the Shkodra municipality. Relevance, trends and data.

Module II: Total quality management (TQM). Concepts and tools. Applications of TQM in the tourism sector. Practical examples; Linking the TQM with sustainable tourism (economic, social, environmental and cultural sustainability).

Products to be delivered:

Product 1: Presentation of the conceptual proposal for the Vox pops;

Product 2: Draft I - design of the videos content and applied methodology and Vox pops evaluation templates;

Product 3: Definitive version: design of the Vox pops content and applied methodology, Vox pops evaluation templates. Define material to use during Vox pops;

Product 4: On-site Vox pops in Shkoder municipality. To be carried out according to AAM indications and the proposed and validated schedule in product 1, one per each administrative units.

Product 5: Reports of the Vox pops activity and systematization of the Vox pops evaluations.

1.1.2. 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 10 September 2021 and the period of implementation of the contract will be < 2 1/2> 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 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.
- 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 trainings delivered.

Submission and approval of reports

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