

REQUEST FOR CONSULTANCY SERVICES Service Contract (SC)

“Support to international consultancy to design the DMO for Vlora region in Albania”

Project Unit: RisiAlbania – Partner for Growth
Supported by: Swiss Agency for Development and Cooperation SDC
Implemented by: HELVETAS Swiss Intercooperation and Partners Albania
Location: Home based
Estimated duration: September 4th – October 15th, 2017

Deadline to submit Application: July 14, 2017 by 11.00 AM

Interested candidate should send their individual or organization CV and a copy of the documents required to the following e-mail address: info@risialbania.al

1. Background

The RisiAlbania Project is funded by the Swiss Agency for Development and Cooperation SDC and implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania. The overall goal of the project is to contribute to an increase in employment opportunities for young women and men (age 15-29) in Albania. The goal will be achieved through (i) enhanced growth and job creation by the private sector in three selected subsectors (*agro-processing, tourism and ICT*) and (ii) improved access to job opportunities and interaction between private sector (labour demand) and young women and men (labour supply).

One of RisiAlbania’s target sectors is Tourism, for its relevance with an estimated 32,000 young employees, its growth potential and the opportunities for a compelling set of interventions. During the first phase of the project (November 2013- October 2017), the RisiAlbania Project is contributing to the competitive development of this sector through three main areas of intervention:

- Improve the quality of Albania’s tourism product offer by improving the diversity and innovation of its product offer,
- Improve the quality of tourist guiding standards by supporting the establishment of a tourist guiding system,
- Support initiatives that contribute to the improved legal framework that will enhance competitiveness of Albania’s tourism product.

2. Objective of the assignment

For the second phase of the project November 2017-October 2021, based on the comparison between 12 counties (qarks) of Albania and 4 territorial regions (each region is composed of 3 qarks), RisiAlbania decided to focus on strengthening the tourism sector in Vlora (part of region 4) in the next phase. Based on a stock taking exercise organised with various stakeholders the project plans to contribute to the

coordination of various market functions in the region of Vlora, namely information, product development, sales and promotion, and skills development (also referred to Destination Management of Organisation, DMO), as a missing function in Albania and in the region.

The project is looking to identify a local Albanian consultant to join the international expert(s) and assess the feasibility of establishing a DMO in Vlora, taking into account the Albanian context and regional conditions, and how a DMO could be implemented in practice. Specifically, the consultant will closely collaborate with the international expert(s) in:

- Analyzing and assessing the feasibility of establishing a DMO in Vlora,
- Identifying actors, namely private sector actors, governmental institutions, NGOs, associations, etc. that could be potential players in the implementation of the tourism coordination role in Vlora; identify their strengths and weaknesses as well as incentives in being part of the implementation process,
- Providing more clarity and input with regard to key activities relevant to establishing a DMO in Vlora, namely:
 - Market information: What does market information mean in this region? What kind of information is collected in the region? What is still missing? Who are the key actors working on market information?
 - Product development: What are the touristic products in the region and instruments to develop them further? What should be improved?
 - Sales and promotion: How are the region's tourism products promoted and sold? What can be improved?
 - Skills development: What are the key constraints with regard to skills development in the region's tourism sector? Who are the private skills training providers? What are their challenges?
- Developing a strong DMO business model for Vlora.

3. Expected Output:

The consultant together with the international expert(s) is expected to provide the following outputs:

- Joint report with the international expert(s) on the feasibility of establishing a DMO in Vlora region (SWOT analysis); recommendation on how to establish a DMO in Vlora region; input on which actors (whether private, public, or NGOs) could be the driver of the DMO,
- Based on the above, support the international expert(s) in developing a strong business model for DMO in Vlora.

4. Key Activities:

- Desk research on the tourism sector in Albania, and in particular for Vlora region (full documents of the tourism strategy, plans, marketing, others to be provided by the project).
- Meet key stakeholders from the Vlora private sector, local government and national key stakeholders:
 - Meeting with 10-15 tourism businesses in Vlora,
 - Meeting representatives of the Vlora Municipality,
 - Meeting representatives of the Regional Development Agency in Vlora,

- Meeting Tax Office in Vlora,
- Meeting Vlora University,
- Meeting INSTAT, Tirana,
- Meeting SAGI¹ and NAIS²,
- Meeting representatives of the Albanian Development Fund.
- Briefing and debriefing meeting with RisiAlbania's project,
- Support international consultant/expert with final report on mission findings and recommendations, including DMO business model.

5. Deliverables

The consultant/s is expected to start work not later than 4 September 2017. He/she will work closely and under the lead of the international expertise/ company, and the following deliverables are to be accomplished:

- Preparation meeting,
- Meetings/ field visits in Vlora,
- Brief presentation at the end of the mission (not later than September 30, 2017),
- Report of mission findings and recommendations, DMO concept note and the roadmap of the implementation by 14 October 2017.

6. Consultancy profile

The ideal candidate /s for this position will be assessed according to the following requirements:

- In-depth knowledge of and excellent network in the Tourism sector in Albania, both from a business perspective and from a legislative/institutional framework perspective,
- Work experience in the private sector (preferably in the tourism sector),
- Strong understanding of the DMO concept,
- Very good facilitation and organizational skills,
- Excellent communication in English, both in speaking and writing,
- Fully available during the timeframe of this mission.

7. Management and reporting

For the duration of the contract, the Consultant/s will be assisted and will report to the Tourism Intervention Manager (TM) for reporting and accountability. The TM may accompany the Consultant/s in several meetings with stakeholders and will be kept informed during the mission.

The responsible body representing RisiAlbania is the PM of the project, but the TM will be the managing partner.

1 State Authority for Geospatial Information
2 National Albanian Information Service

8. Documents to be included in the offer submission

- a) CV of the consultant/s,
- b) Financial proposal (free format). The fee proposed shall include all the taxes.

9. Candidate/s assessment and selection

The selection of the Consultant/s will be evaluated based on a cumulative analysis of the fulfillment of the evaluation criteria. The contract will be awarded to the Consultant /s getting the best technical and financial combination based on the evaluation criteria below:

Evaluation Criteria	Maximum score per requirement
In-depth knowledge of Tourism's sector developments and excellent networking among various stakeholders in the Tourism sector in Albania	30%
Considerable experience in DMO concept	30%
Analytical skills and excellent communication in English, both in speaking and writing	20%
Financial offer	20%
Total	100%