**Terms of Reference**

**Study Tour for Svaneti DMO to Austria, North Italy and Slovenia**

**Introduction**

The Austrian Development Agency (ADA), with the financial support from the Delegation of the European Union (EU), Government of Sweden and the Federal Government of Austria, implements the “Green Economy: Sustainable Mountain Tourism and Organic Agriculture (GRETA)” project. The project implements activities to [1] Improve the business environment for organic agriculture and mountain tourism; [2] create new and improved income opportunities in sustainable mountain tourism and organic agriculture and [3] strengthen the capacity of stakeholders active in these sectors. GRETA is implemented between 2019 and 2023 in selected regions of Georgia covering the Mestia, Lentekhi, Tsageri, Oni, Ambrolauri, Sachkhere, Chiatura and Tkibuli municipalities.

**Problem Identification**

Tourism utilizes both public and private sector resources. For an inclusive and sustainable form of tourism within a destination area, both the public and private sector need to work together to develop tourism in a meaningful way. This cooperation and coordination are important in areas that are popular with tourists (critical mass), have a diverse natural & cultural resource base, growing number of enterprises and substantial income from and employment in, the tourism sector. The coordination between public and private sector stakeholders is even more important when environmental and climate change pressure starts to occur for which mountain areas are vulnerable.

Key issues for the growth and effective management of tourism in a specific destination are therefore:

* Operation/Brand: The destination should be recognized as a single entity operating under specific values and approach reflected in a unique brand/value proposition.
* Information/ Promotion: The destination should communicate a common message to both its residents and industry stakeholders as well as (potential) visitors about the diversity, quality and value of tourism.
* Livelihood coordination: Recognizing that tourism is not the only livelihood activity of residents in the area, but that it most likely effects and impacts all residents, there need to be coordinated efforts that safeguard the livelihood of all.

To address and overcome these multi-disciplinary challenges, it is a growing global practice for relevant stakeholders to come together as a **Destination Management Organization (DMO).**

The stakeholders in such an organization should comprise of:

* Government – as custodian of the mountains, rivers, forests, etc. in the public domain and with a mandate to create enterprise & employment opportunities as well as creating economic linkages along the value chain, establish a tax base, provide adequate services and ensure the welfare and wellbeing (safety) of residents and visitors;
* Tourism Entrepreneurs and SMEs – who seek income and a fair competition with clear rules & regulations (medium-long term) to enable their operation as well as support infrastructure of the right capacity and reliable service delivery like water and electricity (at fair rates).

The stakeholders should recognize the expectations of residents – who seek jobs and jobs/ income generating opportunities, as well as (potential) visitors, as target audience looking for a quality experience in a safe and secure destination that offers value for money and is easily accessible.

**Purpose of the Assignment**

The purpose of the assignment is for a tour agency or a concierge company to organize and conduct a study tour of 15 days (14 nights) in Austria, Italy and Slovenia for the members Svaneti DMO “Shanland” and other stakeholders of ADA/GRETA Project.

The study tour will encompass three European countries with which Svaneti DMO already has established contacts: Austria, Italy and Slovenia.

The responsibility with selection and renting of the hotel rooms, lunch venues, dinner venues, bus for touring, as well as guides and necessary accompanying tour technical staff, flight tickets, shuttle tickets, all museum and planned venues’ entry tickets, rests with the service provider and should be envisaged in the budget.

**Itinerary of the study tour:**

**Day 1 - June 4, Sunday**

Arrive in Vienna by plane. Transfer from airport to hotel for 15+10 people.

Dinner in Vienna for 15+10 people.

Hotel accommodation in Vienna for 15+10 people.

**Day 2 – June 5, Monday**

Program in Vienna

* Meeting with Tourism School

Lunch in Vienna for 15+10 people

Program in Vienna:

* Visit to ADA HQ
* Meeting with Austrian Tourism Board

Dinner in Vienna for 15+10 people.

Hotel accommodation in Vienna for 15+10 people.

**Day 3 – June 6, Tuesday**

Program in Vienna

* Meeting with Mountain Club (Gebirgsverein)

Lunch in Vienna for 15+10 people

Program in Vienna:

* Visit to one of the mountain trails maintained by Gebirgsverein

Dinner in Vienna for 15+10 people.

Hotel accommodation in Vienna for 15+10 people.

**Day 4 – June 7, Wednesday**

Bus transfer from Vienna to Salzburg

Lunch in Salzburg for 15+10 people

Program in Salzburg:

* DMO of Salzburg
* Tourism School

Dinner in Salzburg for 15+10 people.

Hotel accommodation in Salzburg for 15+10 people.

**Day 5 – June 8, Thursday**

Bus transfer from Salzburg to Innsbruck through Rosenheim, Germany.

Lunch in Innsbruck for 15+10 people

Visit the trails.

Dinner in Salzburg for 15+10 people.

Hotel accommodation in Innsbruck for 15+10 people

**Day 6 – June 9, Friday**

Program in Innsbruck – meetings, seminars

* Alpine Club (Alpenverein)
* University of Innsbruck

Lunch in Innsbruck for 15+10 people

* Alpine Fair (Alpinmesse) organizing group
* DMO of Tyrol

Dinner in Innsbruck for 15+10 people

Hotel accommodation in Innsbruck for 15+10 people

**Day 7 – June 10, Saturday**

Bus transfer from Innsbruck, Austria to Bolzano, Italy.

Lunch in Bolzano for 15+10 people

Hotel accommodation at “Red Rooster” farm holiday accommodation near Bolzano for 15+10 people

* Farm activities

Dinner in “Red Rooster” guesthouse for 15+10 people

**Day 8 – June 11, Sunday**

Program in Bolzano:

Lunch in Bolzano for 15+10 people

* Visit the trails

Dinner in Bolzano for 15+10 people

Hotel accommodation in Bolzano for 15+10 people

**Day 9 – June 12, Monday**

Program in Bolzano:

* DMO of South Tyrol
* The South Tyrolian Observatory for Sustainable Tourism

Lunch in Trento for 15+10 people

Bus transfer from Bolzano to Trento

Program in Trento:

* DMO of Trento

Dinner in Trento for 15+10 people.

Hotel accommodation in Trento for 15+10 people

**Day 10 – June 13, Tuesday**

Program in Trento

* Visit DMO of Madonna Di Campiglia

Lunch in Trento for 15+10 people

Dinner in Trento for 15+10 people

Hotel accommodation in Trento for 15+10 people

**Day 11 – June 14, Wednesday**

Bus transfer from Trento to Ljubljana.

Lunch in Venice for 15+10 people.

Dinner in Ljubljana for 15+10 people.

Hotel accommodation in Ljubljana.

**Day 12 – June 15, Thursday**

Program in Ljubljana

* Meeting with Slovenian Tourism Board

Lunch in Ljubljana for 15+10 people

Program in Ljubljana

Dinner in Ljubljana for 15+10 people

Hotel accommodation either in Ljubljana for 15+10 people

**Day 13 – June 16, Friday**

Bus transfer to Triglav National Park.

Program at Triglav National Park.

Lunch in Bled for 15+10 people.

Dinner in Bled for 15+10 people.

Hotel accommodation in Bled.

**Day 14 – June 17, Saturday**

Bus transfer from Bled to Graz.

Visit Tourism School at Villach Village

Lunch in Villach for 15+10 people

Program in Graz:

* DMO of Steiermark

Dinner in Graz for 15+10 people

Hotel accommodation in Graz for 15+10 people

**Day 15 – June 18, Sunday**

Bus transfer from Graz to Vienna

Lunch in Vienna for 15 people

Flight Vienna-Tbilisi

**Practical outcomes of the study tour:**

* Participants will strengthen theoretical and practical knowledge of the DMOs functioning in European countries (Austria, Italy, Slovenia)
* Participants will acquaint themselves with the best practices of destination planning and destination management from the host countries and destinations
* Participants are aware of international destination management standards
* Participants will acquaint themselves with the trails building and maintenance best practices from Austria, Italy and Slovenia and come up with the workable idea transfers to Georgian reality
* Participants improve their personal and professional skills in presentation, negotiation and networking.

**Structure:**

The study tour will encompass three countries: Austria, Italy and Slovenia.

The study tour will consist of four legs. Leg 1, leg 2, leg 3, leg 4.

Leg 1 will cover Austria locations: Vienna, Salzburg, Innsbruck;

Leg 2 will cover the North Italy locations: Bolzano, Trento;

Leg 3 will cover Slovenia locations: Ljubljana, Bled, Triglav National Park;

Leg 4 will cover Austria locations: Villach, Graz, Vienna.

For each leg included in the study tour it will be necessary to prepare and submit the detailed plan according to the **format below**. Each leg will have a separate **tour guide specking local languages, plus English. In total 4 guides/interpreter.** CV of each guide should be included in the inception report.

**Timeframe:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Study Tour to Austria, Italy and Slovenia | Hours | locations | W1 | W2 | W3 | W4 | W5 |
| Leg 1: Austria A |  |  |  |  |  |  |  |
| Leg 2: North Italy |  |  |  |  |  |  |  |
| Leg 3: Slovenia |  |  |  |  |  |  |  |
| Leg 4: Austria B |  |  |  |  |  |  |  |

**4th June – 18th June 2023**

**Tasks to be conducted:**

Under this TOR the service provider should prepare, organize and conduct **two-week long study tour to Austria, Italy and Slovenia**. The following tasks should be fulfilled:

* To prepare an inception report and present detailed plan of action and timeline; The inception report should include the detailed itinerary with the indication of hotels for overnighting and lunch, dinner venues in each location and transportation (including sightseeing - i.e.: museums tickets, trails, etc. - food, accommodation and transportation plan and cost)
* Make all the flight ticket reservations, as well as renting of shuttles as necessary, a bus for the entire tour
* Make all the hotel bookings and lunch and dinner reservations in nine cities throughout the tour. Provide written proofs of the bookings and reservations made
* Find and hire a competent guide to accompany the group in Austria
* Find and hire a competent guide to accompany the group in North Italy
* Find and hire a competent guide to accompany the group in Slovenia
* After completion of the study tour submit the narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, as well invoice for service reimbursement by GRETA.

**Deliverables:**

1. **Inception report** that includes detailed plan of action and timeline; The inception report should include the detailed itinerary with the indication of hotels for overnighting and lunch/dinner venues in each location.
2. **Flight tickets** for 25 participants of study tour. Evidenced by boarding passes, invoices etc.
3. **Hotel accommodation** for 25 people 14 nights in nine cities of Austria, North Italy and Slovenia. Evidenced by hotel booking confirmation letters, invoices, handover etc.
4. **Bus transfers** during entire tour 15 days including 2 airport transfers. Evidenced by contract with bus company.
5. **Lunches/dinners** for the group of 25 people, total 15 lunches in nine cities. Evidenced by invoices or handover acts.
6. Service of a professional **tour guide** for the first leg of the tour, will serve as a interpreter for the respective country during all meetings. Evidenced by the contract, handover etc
7. Service of a professional **tour guide** for the second leg of the tour, will serve as a interpreter for the respective country during all meetings. Evidenced by the contract, handover etc
8. Service of a professional **tour guide** for the third leg of the tour, will serve as a interpreter for the respective country during all meetings. Evidenced by the contract, handover etc
9. Service of a professional **tour guide** for the fourth leg of the tour, will serve as a interpreter for the respective country during all meetings. Evidenced by the contract, handover etc
10. Final **narrative and financial report** with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, as well invoice for service reimbursement by GRETA.

**Payment Schedule:**

|  |  |  |
| --- | --- | --- |
| Deliverable | Payment | |
| 1. Inception report with action plan, timeline, curricula, CVs | First Payment 20 % |  |
| 1. Flight tickets for 25 participants of study tour. Evidenced by boarding passes, invoices etc. 2. Hotel accommodation for 25 people 14 nights in nine cities of Austria, North Italy and Slovenia. Evidenced by hotel booking confirmation letters, invoices, handover etc. 3. Bus transfers during entire tour 15 days including 2 airport transfers. Evidenced by contract with bus company. 4. Lunches/dinners for the group of 25 people, total 15 lunches in nine cities. Evidenced by invoices or handover acts. 5. Service of a professional tour guide for the first leg of the tour, will serve as a translator interpreter for the respective country during all meetings. Evidenced by the contract, handover etc 6. Service of a professional tour guide for the second leg of the tour, will serve as a translator interpreter for the respective country during all meetings. Evidenced by the contract, handover etc 7. Service of a professional tour guide for the third leg of the tour, will serve as a translator interpreter for the respective country during all meetings. Evidenced by the contract, handover etc 8. Service of a professional tour guide for the fourth leg of the tour, will serve as a translator interpreter for the respective country during all meetings. Evidenced by the contract, handover etc | Second Payment 60 %  Third Payment 20% |  |
| 1. Final narrative and financial report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, as well invoices for service reimbursement by GRETA. |  |

**Criteria and Documents to be submitted:**

Any Individual or institution/company interested in this task should provide us with the non-binding offer with following documents/information. Please provide the full list of required documentation in the format specified. If any of the required documents will not be submitted or will not be put in required format (e.g. budget proposal) such application will be automatically disqualified:

**1.** **The TECHNICAL PROPOSAL should comprise of:**

1. Business Profile;
2. Audit reports for past five years from a licensed auditing company
3. Minimum two events conducted outside borders of Georgia
4. Minimum 7 years operation in Georgian market
5. Proven experience of working with international firms, international organizations and/or donor projects
6. Detailed tour plan – description of how each day will be structured and what activities will be included in each of the training courses
7. List of similar projects
8. Detailed timeframe for the implementation
9. Team composition with indication of roles and CV(s) of the project implementation team
10. List of guide-interpreters with justification of the experience and CVs attached
11. Two reference letters from clients for whom the applicant organized similar tours abroad
12. Should be a tour operator for incoming as well as outbound tours
13. **One (1) representative of the Company who will accompany the tour and provide physical logistic assistance during the entire tour (included in the 25 persons travelling).**

**2. The FINANCIAL PROPOSAL in EUR (excluding VAT\*) \*\*:**

Should comprise of a detailed breakdown of fees per person

Should you/your organization/company be interested in this assignment, we would invite you to fill in the budget template as below (**please do not use any other format for budget or your application will not be considered**):

**Budget template to be submitted:**

**Budget Template /Deliverables**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Deliverable | Description of the deliverables | unit | Unit cost net EUR | Number of units | Total cost net EUR |
| Phase 1 – Pre-study Tour | | | | | | |
| 1,1 | Inception Report and Timeline | The inception report should include the detailed itinerary with the indication of hotels for overnighting and lunch venues in each location | inception report | € …………… | 1 | € ……..……. |
| **Subtotal - Phase 1** | | | | | |  |
| Phase 2 – During Study Tour | | | | | | |
| 2,1 | Flight tickets | Flight tickets for 25 participants of study tour. Evidenced by boarding passes, invoices proof of payment | flight ticket (Tbilisi – Vienna- Tbilisi) | € …………… | 25 flight tickets | € ……..……. |
| 2,2 | Hotel accommodation | Hotel accommodation for 25 people 14 nights in ten cities of Austria, North Italy and Slovenia. (25 people X 14 nights = 350 nights). Evidenced by hotel booking confirmation letters, invoices, proof of payment . | Night | € …………… | 350 nights | € ……..……. |
| 2,3 | Bus transfers | Bus transfers during entire tour 15 days including 2 airport transfers. Evidenced by invoices, proof of payment | Bus renting  with driver | €/1day………. | 15 days | € ……..……. |
| 2,4 | Lunches | Lunches for the group of 25 people (15 lunches in nine cities X 25 people = 375 lunches). Evidenced by invoices, proof of payment | Lunch | €/1 lunch….…… | 375 lunches | € ……..……. |
| 2,5 | Dinners | Dinners for the group of 25 people (15 dinners in nine cities X 25 people = 375 dinners. Evidenced by invoices, proof of payment | Dinner | €/1 dinner ….….. | 375 dinners | € ……..……. |
| 2,6 | Tour guide – leg 1 | Service of a professional tour guide for the first leg of the tour, will serve as a translator for the respective country during all meetings. Evidenced by invoices, proof of payment | Guide/  interpreter | €/1 guide/day ……………………… | 6 days | € ……..……. |
| 2,7 | Tour guide – leg 2 | Service of a professional tour guide for the first leg of the tour, will serve as a translator for the respective country during all meetings. Evidenced invoices, proof of payment | Guide/  interpreter | €/1 guide/day ……………………… | 4 days | € ……..……. |
| 2,8 | Tour guide – leg 3 | Service of a professional tour guide for the first leg of the tour, will serve as a translator for the respective country during all meetings. Evidenced by invoices, proof of paymentby the contract, | Guide/  interpreter | €/1 guide/day ……………………… | 3 days | € ……..……. |
| 2,9 | Tour guide – leg 4 | Service of a professional tour guide for the first leg of the tour, will serve as a translator for the respective country during all meetings. Evidenced by invoices, proof of paymentby the contract, | Guide/  interpreter | €/1 guide/day ……………………… | 2 days | € ……..……. |
| **Subtotal - Phase 2** | | | | | | **€ …………….** |
| Phase 2 – Post Study Tour | | | | | | |
| 3,1 | Final narrative and financial report | Final narrative and financial report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, as well invoices for service reimbursement by GRETA. | Final narrative and financial report | € …………………. | 1 | € ……..……. |
| |  |  | | --- | --- | | **Subtotal - Phase 3** | **€€…….** | | | | | | | **€ …….……..** |
| Administrative costs\*\*\*  %(Subtotal - Phase 1 + Subtotal - Phase 2 + Subtotal - Phase 3) | | | | | ……. % | **€ …………..** |
| **Grand total in EURO without VAT** | | | | | | **€ ………….** |

\* You can check the VAT exemption status effective within Georgia at RS.GE (ID: 205305560);

\*\* Financial proposal should include all respective expenses of the deliverables of the tour.

\*\*\*The percentage of the administrative costs must be applied to the sum as follows: (**Subtotal - Phase 1 + Subtotal - Phase 2 + Subtotal - Phase 3)**

**Organization Identification Number**

**Evaluation:**

|  |  |  |
| --- | --- | --- |
| CRITERIA | DESCRIPTION | RATING |
| Quality of Personnel to be assigned to the project | Organizing team (minimum 2 persons) | 30% |
| Team composition - Pool of Experts, travel planners, guides (CVs) |
| Expertise and Capacity of the bidder | Proven track record of tour planning experience in the specified subject matter | 30% |
| Project Management Plan | Operational plan | 20% |
| Team structure/roles and responsibilities |
| Timeframe |
| Reporting |
| Financial Offer\* | Value for money | 20% |
|  | | 100% |

\* Utilizing budget template

Questions for clarification should be directed to:

1. **Content – Irakli Kutsia (Sustainable Mountain Tourism Project Manager)** [**irakli.kutsia@ada.gv.at**](mailto:irakli.kutsia@ada.gv.at)
2. **Document submission: Mariam Tsereteli (Procurement and Grants Officer)** [**mariam.tsereteli@ada.gv.at**](mailto:mariam.tsereteli@ada.gv.at)

Non-binding offer free of charge in the English language should be submitted via E-mail to **mariam.tsereteli@ada.gv.at**; before: **18.05.2023 09:00** Please indicated “CFP – Study Tour to Austria, Italy and Slovenia” in the subject line.

**Processing of Personal Data**

During initiation and performance of contracts, ADA may process personal data of natural persons that are collected by ADA or transferred or disclosed to ADA by prospective contractors or third parties under their instruction, e.g., personal data of employees, legal representatives, agents or other partners of the prospective contractors or such third parties.

By submitting information to ADA, you, as a prospective contractor, acknowledge:

* to have taken note of ADA’s Privacy Notice https://www.entwicklung.at/en/media-centre/privacy-notice (’ADA Privacy Notice’);
* to ensure that each direct or indirect transfer or disclosure of personal data to ADA during the initiation or performance of a contract is lawful pursuant to applicable data protection law;
* to ensure that all persons, whose personal data are transferred or disclosed to ADA, were promptly and demonstrably provided the ADA Privacy Notice; and
* that if a contract is concluded and in accordance with its terms, ADA publishes, in particular on the ADA website, information about the contract and the contracting parties.