**Terms of Reference**

**Studying New Hiking Trails Using Specialized Equipment Training Course**

**(including** **procurement and delivery of specialized equipment to Svaneti DMO)**

**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 training firm or an individual expert to conduct the following professional trainings courses for Svaneti DMO “ShanLand”.

All trainings will be conducted physically in Mestia, Georgia.

The responsibility with selection and renting of the training venue, as well as providing all necessary study materials rests with the service provider and should be envisaged in the budget.

**Studying New Hiking Trails Using Specialized Equipment Training Course (including** **procurement and delivery of specialized equipment to Svaneti DMO, under the responsibility of Service Provider) content:**

1. How to Study Hiking Trails
2. How to Use Specialized Equipment
3. How to create general masterplan of all hiking trails in Upper and Lower Svaneti

**Practical course outcomes:**

* Trainees will strengthen theoretical and practical knowledge of researching/studying new hiking trails using specialized equipment and how to apply lessons learned in their practical work.
* Trainees are aware of international and national standards in trail research and trail marking.
* Trainees improve their personal skills in trail study in field, as well as working on with specialized equipment.
* Trainees are able to draft general masterplan of all hiking trails in Upper and Lower Svaneti. The general masterplan is drafted.

**Structure:**

The course will be divided into **THREE** modules.

For **each module** the following information should be provided:

* Objective(s)
* Duration
* Contents
* Objective/aim
* Lessons (average duration of each lesson)
* Exercise
* Learning outputs
* Structure
* Methodology
* Initial survey
* Final survey
* Outline

For each module included in the course it will be necessary to prepare and submit the detailed curriculum according to the **format below**. Each module will have a separate teacher. CV of each teacher should be included in the application package. **The bidders are requested to fill in the template below and NOT to use any other template.**

**MODULE 1. How to Study Hiking Trails**

**The objectives of the training are:**

* Help the trainees …………………………………
* Provide the trainees with relevant knowledge on ……………………….
* Provide the trainees with relevant attitude, knowledge, and skills for implementing …………………………………

The **aim** of this module is to ………………………………… and is split in the following lessons and exercises:

**Lessons:**

………………………….

……………………………

………………………….

**Exercises:**

………………………….

……………………………

………………………….

**Module learning outputs**

By the end of the module the following outputs should be achieved:

……………………………………….. explained

……………………………………………….. described

……………………………………………. illustrated

**MODULE 2. How to Use Specialized Equipment**

**The objectives of the training are:**

* Help the trainees …………………………………
* Provide the trainees with relevant knowledge on ……………………….
* Provide the trainees with relevant attitude, knowledge, and skills for implementing …………………………………

The **aim** of this module is to ………………………………… and is split in the following lessons and exercises:

**Lessons:**

………………………….

……………………………

………………………….

**Exercises:**

………………………….

……………………………

………………………….

**Module learning outputs**

By the end of the module the following outputs should be achieved:

……………………………………….. explained

……………………………………………….. described

……………………………………………. illustrated

**MODULE 3. How to create general masterplan of all hiking trails in Upper and Lower Svaneti**

**The objectives of the training are:**

* Help the trainees …………………………………
* Provide the trainees with relevant knowledge on ……………………….
* Provide the trainees with relevant attitude, knowledge, and skills for implementing …………………………………

The **aim** of this module is to ………………………………… and is split in the following lessons and exercises:

**Lessons:**

………………………….

……………………………

………………………….

**Exercises:**

………………………….

……………………………

………………………….

**Module learning outputs**

By the end of the module the following outputs should be achieved:

……………………………………….. explained

……………………………………………….. described

……………………………………………. illustrated

**Structure and methodology**

The training lasts **20 days divided in 3 modules**. The modules include lectures and working groups, which are held in plenary. The thematic lessons are carried out with presentations and opportunities are created for the exchange of questions and answers between the trainer and the trainees. The working groups are structured to guide the exchange through questions that facilitated the process of individual reflection and group dynamics. The methodology is participatory, participant-centered and designed to encourage exchange among the participants. An **initial and a final survey are developed and distributed to monitor the learning process of the participants.** The results of the surveys are presented in the following modules. The **initial survey** assesses participants' expectations, motivations and knowledge of different topics. At the end of the training, a survey is conducted to evaluate: **satisfaction of expectations**, **fulfillment of the training's objective**, the instruments used, the contents and their usefulness. Additionally, through a self-assessment, **the knowledge acquired is estimated**, considering the degree of knowledge previously expressed in the initial survey. **Attendance Register**  (sign-up sheet) is provided to the participants to be filled in and signed.

**Duration:**

Module 1: minimum 5 training days, 15 hours (15 lessons)

Module 2: minimum 5 training days, 15 hours (15 lessons)

Module 3: minimum 10 training days, 30 hours (30 lessons)

**Average duration of each lesson**: Each lesson is estimated to take 60 minutes

**Language**: The training is conducted in Georgian.

**Target group (trainees):** Svaneti DMO and stakeholder involved in Sustainable Mountain Tourism. Maximum 20 participants per module. Participants should be experienced professionals or practitioners with 2 years of working experience in the fields of Mountain Tourism.

**Resource persons:** consultant experts in studying/identifying new hiking trails, using specialized equipment and in drafting general masterplan of in mountain areas.

**Training methods:** Self-introductions, interactive plenary presentations and discussions

**Training materials required and provided by the Consultant:** projector, paper, marker pens, whiteboard, etc.

**Outline:**

Each of the **3 modules** has the same outline consisting of seven parts. These parts are:

* Introduction to the module - context and background to training needs, knowledge and skills gaps being addressed
* Module learning outputs - what trainees are expected to learn
* Module target group - trainee categories
* Module duration - minimum number of hours of exposure to materials
* Module summary - sequence of lessons, training methods, materials and duration
* Facilitators’ guideline - detailed sessions, training methods, materials and session guides
* Module evaluation.

**Steps:**

* Select an appropriate location with training facilities
* Open and maintain a register with lists of trainees/resource persons making sure that the number of trainees per session would not exceed 20
* Prepare sets of brochures covering the thematic areas for distribution among interested parties at the end of the module
* Appoint 1 facilitator for each module
* Arrange meeting(s) between the consultant expert and the facilitators prior to the training programme to agree on the training objectives and the contents
* Prepare budget(s) for the training programme (including estimated cost of refreshments, and printing of documents, handouts, brochures, and stationery, required for the training activities)

**Timeframe:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Studying New Hiking Trails Using Specialized Equipment Training Course | Hours | location | W1 | W2 | W3 | W4 | W5 | W6 | W7 | W8 | W9 | W10 | W11 | W12 |
| Module 1: How to Study/Identify Hiking Trails |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Module 2: How to Use Specialized Equipment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Module 3: How to create general masterplan of all hiking trails in Upper and Lower Svaneti |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**The training course must be completed by the end of July 2023**

**Tasks to be conducted:**

Under this TOR the service provider should conduct **three training modules**. 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 curricula for each of the courses to be conducted separately; the CVs attached for the trainers for each course
* Desk research to familiarize themselves with current status and activities of Svaneti DMO. The service provider will be requested to read the relevant documents provided by GRETA as well as conduct an introductory meeting (could be online) to better understand the needs and capacity of members of Svaneti DMO
* To conduct the training course according to the Curriculum approved by GRETA.
* After completion of the course submit the narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, certificates awarded if any, as well invoice for service reimbursement by GRETA

**Deliverables:**

1. **Inception report** that includes detailed plan of action and timeline, as well as selected training participants additional to 5 DMO staff members. The inception report should include the curricula for each of the courses to be conducted separately (How to Study Hiking Trails; How to Use Specialized Equipment; How to create general masterplan of all hiking trails in Upper and Lower Svaneti); as well as CVs attached for the trainers of each course, should be submitted 5 days after signing the contract.
2. Conduct the training course in **How to Study/Identify Hiking Trails** (minimum 5 training days, 15 hours). This will be evidenced by the submission of the narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, pre and post evaluation tests, certificates awarded if any, as well invoice for service reimbursement by GRETA (In coordination with GRETA project, integrate visibility materials during the entire training process)
3. Conduct the training course in **How to Use Specialized Equipment** (minimum 5 training days, 15 hours). This will be evidenced by the submission of the narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, pre and post evaluation tests, certificates awarded if any, as well invoice for service reimbursement by GRETA (In coordination with GRETA project, integrate visibility materials during the entire training process)
4. Conduct the training course in **How to create general masterplan of all hiking trails in Upper and Lower Svaneti** (minimum 10 training days, 30 hours). This will be evidenced by the submission of the narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, pre and post evaluation tests, certificates awarded if any, as well invoice for service reimbursement by GRETA (In coordination with GRETA project, integrate visibility materials during the entire training process). A masterplan must be drafted.
5. After completion of the courses submit the **final narrative report** with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, certificates awarded if any, as well invoice for service reimbursement by GRETA

**Payment Schedule:**

|  |  |  |
| --- | --- | --- |
| **Deliverable** | **Payment** | |
| Inception report with action plan, timeline, curricula, CVs | **First Payment 30 %** |  |
| Course in How to Study/Identify Hiking Trails Closed | **Second payment 40%** |  |
| Course in How to Use Specialized Equipment Closed |  |
| How to create general masterplan of all hiking trails in Upper and Lower Svaneti Closed | **Final payment 30%** |  |
| Final narrative report |  |

**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:

**The TECHNICAL PROPOSAL should comprise of:**

1. Business Profile;
2. Training Curriculum for each subject offered, filling in the **format/template above**;
3. Detailed course plan – description of how each course will be structured and what subjects will be included in each of the training courses, filling in the **format/template above**;
4. Any accreditation of the Ministry of Education, Science, Culture and Sport
5. List of similar projects;
6. Detailed timeframe for the implementation;
7. Team composition with indication of roles and CV(s) of the project implementation team;
8. List of teachers with justification of the experience and CVs attached.

**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.** **The bidders are requested to fill in the budge template below (including the table of equipment) and NOT to use any other template.**

**Budget template to be submitted:**

**Budget Template /Deliverables**

**Budget /Deliverables**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| # | Deliverable | Description of the deliverables | Quantity | Cost net EUR | Total EUR |
| Phase 1 – Inception Report | | |  |  |  |
| 1,1 | Desk research and selection of the training participants | Desk research to familiarize themselves with current status and activities of Svaneti DMO the service provider will be requested to read the relevant documents provided by GRETA as well as conduct an introductory meeting (could be online) to better understand the needs and capacity of members of Svaneti DMO  Besides 5 staff of Svaneti DMO select up to 15 tourism professionals resident in Upper and Lower Svaneti | **1** |  |  |
| 1,2 | Inception Report | Inception report that includes detailed plan of action and timeline; The inception report should include the curricula for each of the modules to be conducted separately (How to Study/Identify Hiking Trails; How to Use Specialized Equipment; How to create general masterplan of all hiking trails in Upper and Lower Svaneti); as well as CVs attached for the trainers of each course, should be submitted 5 days after signing the contract. | **1** |  |  |
| Subtotal - Phase 1 | | | | |  |
| Phase 2 – Conduct trainings of Module 1 and 2 | | |  |  |  |
| 2,1 | How to Study/Identify Hiking Trails | Conduct the training course in **How to study/identify hiking trails** (minimum 5 training days, 15 hours). This will be evidenced by the submission of the narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, pre and post evaluation tests, certificates awarded if any, as well invoice for service reimbursement by GRETA (In coordination with GRETA project, integrate visibility materials during the entire training process). Lectures delivered in Mestia, including: Lecturers flight from Tbilisi to Mestia and back; Lecturers accommodation and full board meals in hotel during stay; Conference hall in Mestia; Coffee break for trainees; Providing lectures; Certificates | **1** |  |  |
| 2,2 | How to Use Specialized Equipment (**including** **the purchase, delivery and distribution of equipment as listed below)\*\*\*** | Conduct the training course in **How to Use Specialized Equipment** in order to create general masterplan of all hiking trails in Upper and Lower Svaneti (minimum 5 training days, 15 hours). This will be evidenced by the submission of the narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, pre and post evaluation tests, certificates awarded if any, as well invoice for service reimbursement by GRETA (In coordination with GRETA project, integrate visibility materials during the entire training process) Lectures delivered in Mestia, including: Lecturers transportation from Tbilisi to Mestia and back; lecturers accommodation and full board meals in hotel during stay; Conference hall in Mestia; Coffee break for trainees; Providing lectures; Certificates | **1** |  |  |
| Subtotal - Phase 2 | | | | |  |
| Phase 3 – Conduct trainings of Module 3 and write the Final Narrative Report | | | | |  |
| 3,1 | How to create general masterplan of all hiking trails in Upper and Lower Svaneti | Conduct the training course in **How to create general masterplan of all hiking trails in Upper and Lower Svaneti** (minimum 10 training days, 30 hours). This will be evidenced by the submission of the narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, pre and post evaluation tests, certificates awarded if any, as well invoice for service reimbursement by GRETA (In coordination with GRETA project, integrate visibility materials during the entire training process) Lectures delivered in Mestia, including: Lecturers transportation from Tbilisi to Mestia and back; lecturers accommodation and full board meals in hotel during stay; Conference hall in Mestia; Coffee break for trainees; Providing lectures; Certificates.  **Master plan must be drafted**. | **1** |  |  |
| 3,2 | Final Narrative Report | Final narrative report with the detailed description of actions taken and progress made. Attach signed attendance lists, photo/video proofs, certificates awarded if any, as well invoice for service reimbursement by GRETA | **1** |  |  |
| Subtotal - Phase 3 | | | | |  |
| Grand total in EURO without VAT | | | | |  |
| **No expense verification documents will be requested  for any budget line** | | | | | |

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

\*\* Financial proposal should include all respective expenses of the training. The participants of the training will not be paid for participation and no expense for students’ travel, food, accommodation and transportation will be covered (as opposed to teachers, that are fully covered).

**\*\*\* The purchase, delivery and distribution of equipment as listed below for hiking trails study and measurements to be transferred to Svaneti DMO “Shanland. The following equipment will be purchased and transferred to Svaneti DMO “Shanland” by the service provider after the successful completion of the training course 2.2 as evidenced by the handover act signed by Svaneti DMO and photo materials:**

|  |  |  |
| --- | --- | --- |
| **Item** | **Quantity** | **Estimated price in EURO (excluding VAT)** |
| **GPS device** | **2 pieces** | **Up to** |
| **Laptop computer with outdoor protection case** | **1 piece** | **Up to** |
| **GIS – 1 software program** | **1 program** | **Up to** |
| **Projector** | **1 piece** | **Up to** |
| **TV Screen** | **1 piece** | **Up to** |
| **Hard Disk (Auxiliary Winchester for data storage)** | **1 piece** | **Up to** |
| **Drone quadcopter** | **1 piece** | **Up to** |
| **Walkie Talkie** | **3 pieces** | **Up to** |

**During the competitive selection, the applicants must estimate the price of the abovementioned items (providing proforma invoices is optional).**

**The winner applicant will be obliged to submit to GRETA project three quotations/offers for each item as evidence of “value for money” purchase (mandatory).**

**Evaluation:**

|  |  |  |
| --- | --- | --- |
| **CRITERIA** | **DESCRIPTION** | **RATING** |
| **Quality of Personnel to be assigned to the project** | Team composition, Pool of Experts, teachers | **30%** |
| **Expertise and Capacity of the bidder** | Proven track record of training experience  In the specified subject matter | **30%** |
| Adequate manpower to carry out the project |
| **Project management Plan** | Operational plan | **20%** |
| Team structure/roles and responsibilities |
| Timeframe |
| Reporting |
| **Financial Offer** | Financial proposal should indicate professional  fees, including professional level of people  and number of days and out of pocket costs  like travel, per diems, etc. As well as costs of printing materials, renting spaces for workshops, hotel nights, etc | **20 %** |
| **TOTAL** | | **100%** |

Non-binding offer free of charge in the English language should be submitted via Email to [**greta@ada.gv.at**](mailto:greta@ada.gv.at)

before: **23.06.2023 17:00** Please indicated “**CFP – Studying New Hiking Trails Using Specialized Equipment Training Course (including procurement and delivery of specialized equipment to Svaneti DMO)**” in the subject line.

**Applicants submitting proposal via Cloud Base sources (e.g Wetransfer) will not be considered eligible for evaluation process.**