
Programme: Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC):
“Clusters4Development” Project

PN: 16.2179.6-007.00

Activity: Support for **Info Tours of Tour operators with** Kakheti & Imereti Authentic regional cluster members

Period: 10st November 2022 – 12th December 2022

Terms of Reference

1. Brief information about the project

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – C4D) is a multi-donor action funded by the EU and the German Ministry for Economic Cooperation and Development (BMZ). The project is implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

C4D is an integral part of the EU Programme “Economic and Business Development in Georgia”, Component 3: greater business sophistication, in particular, related to the strengthened policy framework to facilitate the development of SME, clusters and incubators (Result 3.1) and the development and functioning of the clustering approach in at least 5 pilot sectors in Georgian regions (Result 3.2).

In line with these results, the specific objectives of the project are: 1) Enhanced business performance of private sector actors in the construction, tourism and apparel sectors through cooperation mechanisms (Components 1-3); and 2) Improved institutional framework for cluster and business development (Component 4).

Specifically, the project is implemented across four components:

- Component 1: Development and pilot implementation of a market-oriented cluster in the construction sector.
- Component 2: Development and pilot implementation of a market-oriented cluster in the tourism sector.
- Component 3: Development and pilot implementation of a market-oriented cluster in the apparel sector.
- Component 4: Enhancement of institutional capacities for cluster and business development.

Key Implementing Partner of the project is the Ministry of Economy and Sustainable Development of Georgia (MoESD).

Context and current situation in the field of assignment

Clusters4Development project supports establishment of two market-oriented clusters in the tourism sector, one in Kakheti, one in Imereti. Each cluster is comprised of approximately 30 “core” members, with additional “potential” members during the current start-up phase. Cluster members comprise the following types of business: Craft Makers, Concept Accommodation, and Food & Wine Producers. Both clusters have the theme of “Authentic”, with members selected due to their passion and interest in promoting traditional methods of production. Clusters were established in October 2021, and await legal registration, which is scheduled for early 2023. To support the establishment of the clusters, the project has formulated several support activities, both directly to individual cluster members, as well as the clusters themselves.

This approach has been chosen to highlight the clusters as offering something diverse, authentic, and experience-based tourism offerings to the respective regions. In the long-term this will not only help cluster members themselves, but also promote tourism in Imereti and Kakheti, as well as all of Georgia.

Covid-19 has hit Georgia’s tourism sector hard, and this is felt especially in rural areas. Before the pandemic Tourism was a major contributor to Georgia’s economy. It accounted for 7.5 percent of GDP growth in 2018. Georgia received a record number of 8.7 million international visitors (tourists, transit, other) in 2018, a 10 percent increase over 2017. Supporting tourism recovery of cluster members is therefore an additional goal of the project.

Cluster members have been assessed by project experts, and capacities need to be enhanced in terms of general and facility level management, quality service and infrastructure (e.g. product diversification, new marketing approaches, sustainable product development, digitalization), quality education in tourism related specialties. This mainly refers to the significant number of small-scale, family-owned businesses in the sector, which often lack adherence to quality and standards and have limited oversight on up-coming challenges and market trends. The cluster-based approach will contribute to enhanced sector-wide capacity and quality up-grade, product diversification and market access by strengthening cooperation and capacities of market players along both horizontal and vertical value chains.

The approach in both project regions reflects the strategic policy framework, in particular the efforts undertaken by the Georgian National Tourism Administration (GNTA) in raising regional tourism profiles both nationally and internationally. The most recent marketing and branding propositions for both regions suggest building the tourism offer around “the primary wine-making region and wine destination in Georgia” in Kakheti and the “ancient, diverse and rich history, culture and food plant heritage” in Imereti.

3. Objective of the project and assignment

Main objective of the current assignment is to organize for both regions info tours with Tour Operators based on the authentic regional routes identified and of experience created. The focus of the clusters is to unite **Georgian small and medium size enterprises active in Tourism sector** and support them in their further sustainable development through networking, promotion and access to knowledge and

expertise.

The vision for the clusters is to develop a cooperative, innovative space where tourism, technology, sustainability and knowledge meet - a space where different stakeholders within Georgia's tourism industry support and collaborate with each other to build a strong image of Georgia's tourism industry both locally and internationally. **The mission** is to represent, promote and support Georgian SMEs in Tourism sector while increasing their competitiveness in the local and international market as well as providing Tourism service producers with tools and skills which allow them to be more competitive in terms of sustainability, product development, marketing, and international exposure/outreach.

In 2021 and 2022, the Project has already identified opportunities for establishing and assuring sustainability and competitiveness of a business clusters related to tourism and hospitality, with sub-clusters in Cultural Heritage in Imereti and Kakheti and identified core cluster members in both regions.

Cluster members in both Authentic Kakheti and Authentic Imereti have requested an info tour to showcase cluster-related commerce, and as a cluster-building activities that were implemented.

Clusters need to investigate appropriate partnerships from an early stage and begin offering targeted familiarization trips to potential agencies that are interested to support the development of the clusters and their members, as well as showcasing & representing them at various international exhibitions and B2B meetings, like ITB Berlin 2023, where Georgia will be a Host Country.

As such the C4D tourism project will support Info tour for Tour Operators, the focusing on Food and Wine, Concept Accommodation & Cultural Heritage, and Crafts sector in November of 2022. The event is planned as to ensure all members can engage in an appropriately focused visit for their business sectors. *

The info tour will allow time for demonstrations, participation in other member's activities, sharing of ideas, and time for reflection.

Themes for the info tour on Food & Wine and Concept Accommodation would be Bourgeois and Aristocratic experiences, incorporating accommodation settings with food and wine degustation. The Cultural Heritage and Crafts will focus on sales channels and showcasing improved quality.

Each exchange will be divided into two geographical components, Kakheti & Imereti. Each day of the exchange would begin with a briefing of activities and overview of unique selling point of the cluster members SMEs to be visited. **The info tour will include up to 25 people and will be 4 days / 3 nights. (Please see the Attached document Annex 1).**

Info Tour Dates:

Visiting Kakheti: Third week of November

Visiting Imereti: fourth week of November

Based on the overall objective of the Project, the purpose of this assignment is to help to support the development of the Authentic Kakheti tourism cluster and Authentic Imereti Tourism Cluster (one in Imereti and one in Kakheti) to realize their vision, mission and objectives conducted by the C4D project through its phases of activities. The event company, in collaboration with a C4D team shall:

- a) Together with the GIZ team go over in detail of the planned objectives and planned activities of the info tour and agree the further planning steps;
- b) Together with the GIZ team implement objectives and planned activities of the info tour according to the agreed steps;
- c) Initiate an Individual planning conversation with each info tour participating/hosting member SMEs;
- d) Together with the GIZ team inform regarding the various aspects of info tour each participating member SMEs;
- e) To showcase the event, video to cover the info tour with a travel-focused narrative that would also help highlight the C4D project, as well as development-orientated work in the regions, should be produced;
- f) Together with the GIZ team Inform / Consult the hosting cluster members in terms of the hosting requirements of the info tour in terms of products presenting, services and etc;
- g) Together with the GIZ team Provide individual consultancy to the hosting / participating members when needed;
- h) Provide the overall planning details and report on actions conducted to the GIZ team after the completion of the assignment;

All activities will be conducted in close cooperation with the project expert, local experts as well as GIZ staff.

3.1 Approach to the Implementation & Specification of Inputs and Outputs

To serve the purpose outlined in section 3, the Project seeks to contract a competent Event Organizing Company to prepare grounds for, to support and work in tandem with the team of program expert & local experts as well as GIZ staff to organize and implement the assignment.

The details of the assignment components are provided below. Please note that the foreseen implementation steps can be slightly amended during the course of the project.

3.3 Tasks to be performed by the contractor

All tasks relate only to the Info tours aspects of the clusters in the two regions

Phase / Activities	Deliverables	Amount of days
1. Preparations		
1.1. Review the Agenda prepared previously, study the objectives and planned activities	1.1.1. Inform GIZ team on planning steps of objectives & planned activities 1.1.2. Make the needed changes and mend the planned / submitted steps as necessary (agree with GIZ team)	5 days
1.2. Consult the GIZ team regarding the details during the planning process as well as during implementation phase	1.2.1. Make the requested bookings for all the exchange activities in the Agenda	
2. Transportation		
2.1. Organize the transportation for the regional exchanges and the participants (up to 25 people) in both thematic exchanges in both regions	2.1.1 Agree the transportation details with the GIZ team 2.1.2 Deliver the information regarding the transportation means and logistical details to GIZ team	4 days
3. Video		
3.1. Video to cover both the info tours	3.1.1 The videographer to accompany in each region for the info tours 3.1.2 The videographer to produce one video with a travel-focused narrative that would also help highlight the C4D project, as well as development-orientated work in the regions.	16 days

Phase / Activities	Deliverables	Amount of days
4. Implementation		
4.1 Event Organizer to support the team on each info tour in both regions	<p>4.1.1 Accompany the team during the info tours to help in case of the need, manage the bookings, transportation, timings and schedule etc. on the field</p> <p>4.1.2 Agree the changes (if such occur) with the GIZ team and respond according to communication</p>	8 Days
5. Preparing of financial documentation		
5.1 Event Organizer to prepare all the financial documentation	<p>5.1.1 Manage payments/collecting of invoices for the booked locations and activities</p> <p>5.1.2 Translate all the collected invoices in English language if needed</p> <p>5.1.3 Submit all documentation to GIZ</p>	12 days
6. Results / Implementation Report		
5.1 Provide an implementation report	Provide a small report on the conducted activities, and actions implemented	3 days
Total Number of Days		48 days

3.4 Activities, Deliverables and Due Dates

Expected deliverables and corresponding due dates are provided in the table below. Based on the still ongoing pandemic and uncertain situation, all the dates correspond to an ideal implementation of the contract and may be modified, based on the existing situation in Georgia at the time of the implementation.

Milestones	Deadline
Preparatory work conducted	November 11, 2022
Make the requested bookings for all the <u>exchange activities in the Agenda</u>	November 13, 2022
Organize the transportation	November 14, 2022
Conduct the info tours	November 30, 2022
Video to cover both the info tours	December 12, 2022
Preparing of financial documentation	December 12, 2022
Provide an implementation report	December 12, 2022

5. Coordination and Communication

The Contractor works in close cooperation with the GIZ/C4D Programme Expert, and other experts contracted by the project. The contractor will maintain an active communication with cluster members participating in info tours. Reporting is to the GIZ/C4D Programme Expert.

5.1 Visibility

Development of all products under this assignment is funded by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements for the EU and BMZ financed external actions (i.e. inclusion of logos and disclaimers).

6. Conditions and payment terms

Payments will be carried out based on the implementation of this assignment and the acceptance of all deliverables and provision of the invoices according to the following schedule:

6.1.1. Advance payment

Advance payment in up to 20 % of the contract value will be made upon the signature of the contract.

6.1.2. Final payment

The final payment of the contract value will be made upon the completion of implementation of this assignment & invoices and the acceptance of the contract implementation report.

7. Submission Requirements

The bidder shall submit technical and financial proposals to comply with the following requirements:

7.1 The **technical proposal** shall contain proposed work plan to implement the assignment, bidder Company's Profile and CVs with requested team's relevant experience;

7.2 The financial proposal shall contain all types of costs & fees to be charged to the project for implementation of this assignment, such as transportation cost and experts' fees.

Offered experts' fees should include, their transportation and Hotel accommodation fee, as appropriate, to implement Info tours.

* The budget for Hotel accommodation, meals, wine tasting, cultural tours and masterclasses for the participants is determined by the project in advance. The contractor is required to submit invoices and a report that illustrates the expenses and the result of activities mentioned above. Such costs will be reimbursed by the project based on the implementation of this assignment & the presented invoices. The budget for such activities should not be included in the financial proposal.

* Please review the assessment grid attached to this document.

8. Evaluation criteria

A technical proposal by a bidder shall be evaluated based on the assessment of: (1) proposed work plan, (2) bidder Company's Profile qualifications and experience, and (3) CVs with requested team's relevant experience;

8.1 Evaluation criteria for a technical proposal

A technical proposal shall be evaluated based on the relevance of the chapters of the work plan to include:

- a) Interpretation of objectives;
- b) Work schedule and timelines;
- c) Monitoring and evaluation concept.

8.2 Evaluation criteria for a bidder

It is envisioned that 3 positions will be needed to successfully complete the project:

Expert 1: Event Organization Manager (Team Leader)

- 5+ years of experience in event organization
- Language: Excellent business language skills in English and Georgian
- Experience in managing the group training/workshop/activities
- Specific professional experience: working with travel organizational, field trip events
- Preferable experience in promotion of the tourism / cultural heritage sector
- Development Cooperation (DC) experience: will be an asset

Expert 2: Administrative Task Manager

- 5+ years of experience in administrative tasks
- Language: Excellent business language skills in English and Georgian
- General professional experience: 2+ years' experience in managing the groups /workshops/activities
- Specific professional experience: 2 years' experience of working with the administrative / financial field

Expert 3: Videographer / visual Content Creator

- At least 3 years' experience as a photo and/or videographer in a competitive industry
- Preferable experience in promotion of the tourism sector
- Experience in working closely with tourism sector clients to produce high-quality photographic/videographic images
- Able to follow instructions clearly to achieve desired results
- Experience in using different techniques to enhance the photographs/videos as required and use manipulation software to get desired results
- Portfolio