**Terms of Reference**

**Organizing Logistics of 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, all transportation, as well as a guide(s)-facilitator(s) 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.

**THIS IS AN INDICATIVE TOUR PLAN. APPLICANT IS EXPECTED TO PROPOSE THEIR OWN PLAN THAT CAN DIFFER IN PARTICULAR DETAILS, BUT FOLLOW THE GENERAL LOGIC AND INCLUDE ALL THREE COUNTRIES: AUSTRIA, ITALY AND SLOVENIA:**

**Day 1 - June 25, Sunday**

Arrive in Vienna by plane from Tbilisi. Airport transfer in Tbilisi as well as Vienna.

Dinner in Vienna for 20 people.

Hotel accommodation in Vienna for 20 people.\*

**Day 2 – June 26, Monday**

Program in Vienna

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in Vienna for 20 people

Hotel accommodation in Vienna for 20 people.\*

**Day 3 – June 27, Tuesday**

Program in Vienna:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in Vienna for 20 people

Hotel accommodation in Vienna for 20 people.\*

**Day 4 – June 28, Wednesday**

Ground transportation from Vienna to land Tyrol

Program in land Tyrol:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in land Tyrol for 20 people

Hotel accommodation in land Tyrol for 20 people.\*

**Day 5 – June 29, Thursday**

Program in land Tyrol:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in land Tyrol for 20 people

Hotel accommodation in land Tyrol for 20 people.\*

**Day 6 – June 30, Friday**

Program in land Tyrol:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in Vienna for 20 people

Hotel accommodation in land Tyrol for 20 people.\*

**Day 7 – July 1, Saturday**

Groung transportation from land Tyrol, Austria to region Trentino-Alto Adige, Italy.

Program in the region Trentino-Alto Adige:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in the region Trentino-Alto Adige for 20 people

Hotel accommodation in the region Trentino-Alto Adige for 20 people.\*

**Day 8 –** **July 2, Sunday**

Program in the region Trentino-Alto Adige

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in the region Trentino-Alto Adige for 20 people

Hotel accommodation in the region Trentino-Alto Adige for 20 people.\*

**Day 9 – July 3, Monday**

Program in the region Trentino-Alto Adige:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in the region Trentino-Alto Adige for 20 people

Hotel accommodation in the region Trentino-Alto Adige for 20 people

**Day 10 – July 4, Tuesday**

Program in the region Trentino-Alto Adige:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in the region Trentino-Alto Adige for 20 people

Hotel accommodation in the region Trentino-Alto Adige for 20 people.\*

**Day 11 – July 5, Wednesday**

Ground Transportation from Italy to Slovenia.

Program in Slovenia:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in Slovenia for 20 people

Hotel accommodation in Slovenia for 20 people.\*

**Day 12 – July 6, Thursday**

Program in Slovenia:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in Slovenia for 20 people

Hotel accommodation in Slovenia for 20 people.\*

**Day 13 – July 7, Friday**

Program in Slovenia:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in Slovenia for 20 people

Hotel accommodation in Slovenia for 20 people.\*

**Day 14 – July 8, Saturday**

Ground transportation from Slovenia to land Steiermark, Austria.

Program in land Steiermark:

* Meetings with players in mountain tourism
* Mountain Tourist experiences
* Other activities related mountain tourism services

Lunch and dinner in land Steiermark for 20 people

Hotel accommodation in land Steiermark for 20 people.\*

**Day 15 – July 9, Sunday**

Ground transportation from land Steiermark to Vienna

Lunch for 20 people

Flight Vienna-Tbilisi

\*out of 20 people 6 can be accommodated in 3 twin rooms

**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, land Tyrol;

Leg 2 will cover the North Italy locations: region Trentino-Alto Adige;

Leg 3 will cover Slovenia locations: Slovenia;

Leg 4 will cover Austria locations: land Steiermark, Vienna.

**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 |  |  |  |  |  |  |  |

**25th June – 9th July 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, other mountain tourism activities etc. - food, accommodation and transportation plan and cost)
* Make all the flight ticket reservations, as well as renting of shuttles as necessary, a train or bus for internal ground transportation
* Make all the hotel bookings and lunch and dinner reservations during all days of the tour. Provide written proofs of the bookings and reservations made
* Find and hire a competent guide that will serve as the tour facilitator and interpreter as well to accompany the group during the entire tour or could be three different persons in each country: Austria, Italy, 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 as 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 20 participants of study tour, evidenced by boarding passes, invoices etc.
3. **Hotel accommodation** for 20 people 14 nights of the tour in Austria, North Italy and Slovenia,evidenced by hotel booking confirmation letters, invoices, handover etc.
4. **Internal Ground Transportation** during entire tour 15 days including 2 airport transfers – could be either public transport (train, bus, shuttle) or a private transport hired specifically for the group. , evidenced by transportation tickets or handover act with transportation company.
5. **Lunches/dinners** for the group of 20 people, total 15 lunches and 15 dinners during the entire tour, evidenced by invoices or handover acts.
6. Service of a professional **tour guide** that will serve as the tour facilitator and interpreter as well to accompany the group during the entire tour or could be three different persons in each country: Austria, Italy, Slovenia, evidenced by the contract, handover etc
7. 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, CVs | First Payment 30 % |  |
| 1. **Flight tickets** for 20 participants of study tour, evidenced by boarding passes, invoices etc. 2. **Hotel accommodation** for 20 people 14 nights of the tour in Austria, North Italy and Slovenia,evidenced by hotel booking confirmation letters, invoices, handover etc. 3. **Internal Ground Transportation** during entire tour 15 days including 2 airport transfers – could be either public transport (train, bus, shuttle) or a private transport hired specifically for the group. , evidenced by transportation tickets or handover act with transportation company. 4. **Lunches/dinners** for the group of 20 people, total 15 lunches during the entire tour, evidenced by invoices or handover acts. 5. Service of a professional **tour guide** that will serve as the tour facilitator and interpreter as well to accompany the group during the entire tour or could be three different persons in each country: Austria, Italy, Slovenia,evidenced by the contract, handover etc | Second Payment 50 %  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. Minimum two events conducted outside borders of Georgia
3. Minimum 5 years in tourism operation
4. Proven experience of working with international firms, international organizations and/or donor projects
5. Proposed detailed tour plan – description of how each day will be structured and what activities will be included in each of the activities (meetings, seminars, tourism experiences)
6. List of similar projects
7. Detailed timeframe for the implementation
8. Team composition with indication of roles and CV(s) of the project implementation team
9. CV of guide-interpreter-facilitator(s) with justification of the experience
10. Two reference letters from clients for whom the applicant organized similar tours
11. Should be a tour operator or any other form of a company that is legally allowed to organize such study tour in EU
12. **One (1) representative of the Company who will accompany the tour and provide physical logistic assistance during the entire tour (could be the same as the guide-facilitator-interpreter).**

**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**):

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

**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 20 participants of study tour,. evidenced by boarding passes, invoices etc. | flight ticket (Tbilisi – Vienna- Tbilisi) | € …………… | 20 flight tickets | € ……..……. |
| 2,2 | Hotel accommodation | Hotel accommodation for 20 people 14 nights of the tour inin nine cities of Austria, North Italy and Slovenia,. (20 people X 14 nights = 280 nights). Evidenced by hotel booking confirmation letters, invoices, proof of payment . | Night | € …………… | 280 nights | € ……..……. |
| 2,3 | Internal Transportation | Internal transportation during entire tour 15 days including 2 airport transfers - could be either public transport (train, bus, shuttle) or a private transport hired specifically for the group, evidenced by invoices, proof of payment | Internal Transportation | €/1day………. | 15 days | € ……..……. |
| 2,4 | Lunches | Lunches for the group of 20 people (15 lunches during entire tour X 20 people =  300 lunches), evidenced by invoices, proof of payment | Lunch | €/1 lunch….…… | 300 lunches | € ……..……. |
| 2,5 | Dinners | Dinners for the group of 20 people (15 dinners during entire tour X 20 people = 300 dinners, evidenced by invoices, proof of payment | Dinner | €/1 dinner ….….. | 300 dinners | € ……..……. |
| 2,6 | Tour guide(s) – facilitator(s) – interpreter(s) | Service of a professional tour guide that will serve as the tour facilitator and interpreter as well to accompany the group during the entire tour or could be three different persons in each country: Austria, Italy, Slovenia, evidenced by the contract or invoice, handover etc | Guide(s)/facilitator(s)  Interpreter(s) | €/1 guide/day ……………………… | 15 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 Email to mariam.tsereteli@ada.gv.at; before: 07.06.2023 17:00 Please indicated “CFP – Organize Logistics of 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.