



TRIPLE P TOURISM PROJECT
Repeated Call for LOT1 and LOT2
Open Call for Consultancy Services

Adventure Tourism Development and Promotion

Familiarization Tours – Adventure Weeks in Western Balkans

TERMS OF REFERENCE:	Development of regional adventure tourism routes in Western Balkans Six and their successful promotion in international markets through both regional and international promotional and marketing efforts
Title:	Familiarization Tours – Adventure Weeks in Western Balkans for Regional Adventure Offer
RCC Department:	Programme Department Project: Triple P Tourism in SEE: Promotion, Policy and Pilots
Eligible:	Individual consultants/ legal entities/consulting companies/consortia of consulting companies
Reporting to:	RCC Secretariat
Duration:	Lot 1: 08 November 2019– 30 July 2020 Lot 2: 08 November 2019– 30 July 2020 Expected level of effort (LoE) is indicated in the text below, along with respective deliverables
Deadline for Application:	01 November 2019, at 15.00 CET
Reference number:	030-019

I. BACKGROUND

Purpose

The RCC Triple P Project foresees conducting familiarization trips to promote the attractions of traveling as adventure visitor in the WB economies.

The RCC Triple P staff, in coordination with the Consultant(s), will organise 3 (three) Adventure Travel Familiarization Tours – Weeks in Western Balkans to be held in the period from November 2019 to July 2020 in 3+ economies in the Western Balkans.

The FAM trips are to be attended by key international travel media and tour operators and to be used to promote the new regional tourism offer.

The purpose of this assignment is to provide assistance to the RCC Triple P Tourism in SEE project team and the tourism industry of the Western Balkans Six in organising the FAM Trips for promotion of the adventure tourism route of the Via Dinarica Mega Trail, its cultural corridor and other connected thematic trails. Main soft adventure activities to be proposed will include hiking, trekking, water rafting and kayaking.

The Call has two LOTs. The application may be submitted either only for LOT 1/ LOT 2 or both LOTs.

LOT 1: Preparation and oversight of implementation of FAM tour focused on **hiking** product with inclusion of other outdoor activities.

LOT 2: Preparation and oversight of implementation of FAM tour focused on **white water rafting** product with inclusion of other outdoor activities.

The FAM tours aim to:

- increase awareness of the region as adventure destination through product awareness and update;
- create a mutually beneficial business relationship between the wholesalers, agents and other travel operators;
- build confidence among the regional and international agents in selling the WB region as adventure destination.

Background information

Tourism is one of the priority sectors of the SEE 2020 Strategy, with its significant potential for regional cooperation as direct and indirect contributor to the employment, export and GDP growth. However, due to many challenges, such as sector fragmentation, underdeveloped infrastructure, burdensome administrative procedures, lack of diversified market offer, etc., the SEE economies have agreed to prioritise tourism and address those challenges through joint, regional action.

RCC's Triple P Tourism Project, a three-year initiative funded by the EU, focuses on the 6 IPA II beneficiaries in the Western Balkans. The project aims to improve the quality of the tourism offer by: creating joint offer/product(s) to foster regional integration in the tourism sector and its joint global promotion; diversifying tourism offer of the region; alleviating policy barriers to development of tourism industry and easing of administrative procedures; improving the level of services related to tourism; and supporting small-scale infrastructure projects to support the development of regional tourism offer/product.

The Project team implements the action under the supervision of the RCC Secretariat's Programme Department (Competitiveness). The coordination that guides the activities, verifies and endorses the results is achieved through the RCC Tourism Expert Group (TEG), comprised of relevant national stakeholders from the six governments, the private sector and the civil society active in tourism development and promotion. The national TEG Coordinators are also responsible for coordination of relevant stakeholders from tourism or other relevant fields within their own economies.

Product Development – Adventure

During 2018 and 2019 RCC Triple P Tourism project completed stage one of the product development that included identification and selection of the themes for the regional routes, development of key framework approach for each route/product and initial concept development for the two new themes. Through the consultative process executed with Tourism Expert Group (TEG) the following regional offers have been selected for project support:

- **Via Dinarica and spin off programmes;** Via Dinarica, as the regional mega trail, already enjoys recognition in international adventure travel market, and serves as a growth generator in remote areas of the region offering several tourism products. Trans Dinarica, a mountain bike option complementary to the Via Dinarica hiking programmes, has been recognised as the next product that is in expansion;
- Further, similar sub-programmes on **thematic full adventure regional trails** are expected to be defined and promoted during the implementation period.

II. DESCRIPTION OF RESPONSIBILITIES

Objectives and scope of the assignment:

The Via Dinarica Mega Trail is a long distance hiking trail that stretches nearly 2,000 kilometres and extends the entire length of the Dinaric Alps, connecting Slovenia and Croatia with the Western Balkans economies: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro and Serbia, including the initiative to also link the Sharr Mountain at the border between Kosovo* and Republic of North Macedonia.

The Via Dinarica corridor has three trails: the White, Green and Blue, each offering hikes of varying difficulty for nature lovers and adventurous minds. In the last two years a sister trail has emerged exploring the Dinaric Alps by bike – the Trans Dinarica.

The genesis of the Via Dinarica dates to 2009-2010 with the pilot portion of the trail connecting Sutjeska National Park in Bosnia and Herzegovina and Durmitor National Park in Montenegro. In 2013, the route was charted from Slovenia to the border of Kosovo*, Albania, and Montenegro. One wing of trail goes beyond the Dinaric Alps and on to the Sharr Mountain at the border between Albania and Republic of North Macedonia. During the period from 2014 to 2018 a major investment was made with the support of USAID and UNDP during which the Via Dinarica white trail was fully developed through Bosnia and Herzegovina, while during the same time a cross-border initiative supported by EU developed sections of the trail connecting Montenegro and Kosovo¹ and Albania. Further trail development support is projected for the upcoming period, again focusing on specific segments of the trail.

From the market perspective Via Dinarica has already gained recognition as well. In 2014, American adventure magazine [Outside](#) named the Via Dinarica the world's best new hiking trail. In 2015, [Paste](#) magazine did the same. [Wanderlust](#) travel magazine and [The Guardian](#) shortlisted the trail as a must-do adventure stop for 2016. [National Geographic Traveller](#) magazine named the trekking route one of its "Best of the World" destinations for 2017. The Via Dinarica has also been covered by *Vogue* magazine, [Wizz](#) Airlines in-flight magazine, and [Lonely Planet](#) and more than 100 articles have been published in the travel media.

The Consultant(s) **will be expected to assist in preparation and provision of options for the tailored itineraries and places to visit, as well as selection of main foreign tour operators (EU countries) and regional operators and service providers.** Each FAM visit is expected to last up to a maximum 6 days.

The assignment is divided in 2 lots:

- LOT 1: Preparation and oversight of implementation of FAM tour focused on **hiking** product with inclusion of other outdoor activities
- LOT 2: Preparation and oversight of implementation of FAM tour focused on **white**

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

water rafting product with inclusion of other outdoor activities

Through these activities the following objectives will be met:

1. To increase awareness and mobilise foreign tour operators and main bloggers and journalists to visit Western Balkans in the Western Balkans Adventure Weeks – powered by RCC;
2. To create a mutually beneficial business relationship between the wholesalers, agents and other operators and service providers;
3. To indirectly entice the tourists to come and visit the Western Balkans;
4. To fast-track the promotions of WB as an adventure destination to their respective country;
5. To create tour package for them to sell in their respective country.

Duties

The services under this assignment include the following key duties:

1. Conduct comprehensive desk research to gather information on existing multinational skiing and respective sports, hiking, walking, trekking, river rafting, water kayaking, and other adventure trails ready to be part of regional trails for further promotion in the FAM Trip;
2. Conduct an analysis of existing international markets - EU countries (travel agencies present, their interest, etc.) and existing regional tourism promotional initiatives identifying and proposing more advantages and opportunities to be used;
3. Develop recommendations for organisational and co-finance share contribution that would require cooperation of service providers and tour operators from the WB economies and facilitate participatory consultations with them. The participating regional operators and service providers must have a professional track record in handling international groups in the last five years.

In all their stages, the deliverables will be developed in close consultation with the RCC Triple P Tourism in SEE project team.

In the first stage when a detailed outline and methodology of work are to be developed in cooperation with the RCC Triple P Tourism Project, and in coordination with the Consultant(s), a preparatory meeting of the consultant(s) will be held in Sarajevo.

Deliverables

The following deliverables will be produced and transferred to the RCC Triple P Tourism project during the course of the assignment, in the following timeline:

LOT 1: Preparation and oversight of implementation of FAM tour focused on **hiking** product with inclusion of other related outdoor activities

Deliverable	Deadline	Expected Level of Effort (LoE) days
Attendance at the preparatory meeting in Sarajevo	11 November 2019	6
Research on the adventure itineraries/routes – hiking, cycling and other adventure thematic trails to be part of FAM trips	22 November 2019	
Analysis of existing international markets - EU countries (travel agencies present, their interest, etc.) and existing regional tourism promotional initiatives	22 November 2019	
List of potential foreign tour operators and bloggers, journalist and media	25 November 2019	6
List of potential regional service providers and travel agencies – possible cost-sharing with them	25 November 2019	
Draft programme of FAM Trips including the timeframe for the delivery	25 November 2019	
Interim reports on organisation of FAM trips – per trip as they occur	1 st interim report to be submitted by December 03, 2019, dates for remaining ones are to be based on the delivery timeframe	3
Final report providing overview of the full preparation process and delivery of the FAM trips, with recommendations for follow-up actions	30 July 2019	

Reference document: Industry Assessment Study on Adventure Tourism

LOT 2: Preparation and oversight of implementation of FAM tour focused on **white water rafting** product with inclusion of other outdoor activities

Deliverable	Deadline	Expected Level of Effort (LoE) days
Attendance at the preparatory meeting in Sarajevo	11 November 2019	6
Research on the adventure itineraries/routes – hiking, cycling and other adventure thematic trails to be part of FAM trips	22 November 2019	
Analysis of existing international markets - EU countries (travel agencies present, their interest, etc.) and existing regional tourism promotional initiatives	22 November 2019	
List of potential foreign tour operators and bloggers, journalist and media	25 November 2019	6
List of potential regional service providers and travel agencies – possible cost-sharing with them	25 November 2019	
Draft programme of FAM Trips including the timeframe for the delivery	25 November 2019	
Interim reports on organisation of FAM trips – per trip as they occur	1 st interim report to be submitted by December 03, 2019, dates for remaining ones are to be based on the delivery timeframe	3
Final report providing overview of the full preparation process and delivery of the FAM trips, with recommendations for follow-up actions	30 July 2019	

Reference document: Industry Assessment Study on Adventure Tourism

Methodology

The Consultant(s) is expected to propose the best methodological approach for undertaking this task. However, the following guiding principles should be taken into consideration:

- Desk research of primary and secondary information;
- Communication with private sector, academia, CSOs, and relevant regional and international organisations;
- Any other methods applicable.

Lines of Communication

The Consultant(s) will work in close coordination and under guidance of the RCC Triple P Tourism in SEE project Adventure Tourism Expert and the Project Leader, and RCC Secretariat.

Each deliverable will be sent within the set deadlines. RCC Triple P Tourism in SEE project will conduct a quality assessment and approval of each deliverable.

Timeframe

The engagement is expected to start on 08 November 2019 and end on 30 July 2020.

Lot 1: 08 November 2019– 30 July 2020

Lot 2: 08 November 2019– 30 July 2020

III. COMPETENCES

Where available and appropriate, more than one consultant for respective categories of adventure tourism either individual or team of experts might be selected to assist in design of itineraries and organisation of FAM Tours. It will indeed be considered an asset if an applicant can clearly demonstrate s/he has the necessary knowledge and skills to undertake more than one FAM tour divided by products (hiking, trekking, water sports, etc.).

However, given the diversity of skills requested, applications from group of experts acting as a team will be taken into consideration.

The selected experts will work as part of a team to allow for knowledge exchange and complementary product development in line with specific requirements and needs of each specific site and attraction.

The expert team will be coordinated by the Triple P Tourism team and in particular by the Expert on Adventure Tourism and the Project Leader, and guided by the decisions endorsed by the RCC TEG.

Education and Experience

Requirements concerning work experience and skills must be relevant to the specific assignment, but as a general rule, candidates with the following experience (as a minimum) are encouraged to apply:

Education:	Advanced degree in tourism management or a related field, i.e. economics, business, community development or other areas directly related to the subject of work.
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Experience:	• At least 7 years of demonstrable work experience in tourism development or a related field (corresponding to the selected area); • Practical experience in designing and implementing similar actions, i.e. FAM tour organisation, development of itineraries and related products, including experience in business support and partnerships and promotion; • Proven analytical skills; • Proven communication and presentation skills and ability to work in an environment requiring liaison and collaboration with multiple actors including businesses, communities, local authorities and other stakeholders; • Excellent and demonstrable drafting and formulation skills, with a track record of producing and publishing reports or papers/studies in specified areas; • Knowledge of the SEE region and experience in working in the region is considered an advantage.
Language requirements:	• Fluency in English, as the official language of the RCC; • Knowledge of other RCC languages is an advantage.
Other:	• Familiar with MS Office applications.

Core Values

- Demonstrates integrity and fairness by modelling RCC values and ethical standards;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Core Competencies

- Possesses strategic vision, understanding of fundamental concepts and principles of a professional discipline or technical specialty;
- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Strong analytical capabilities and writing skills; Result-oriented; plans and produces quality results to meet the set goals, generates innovative and practical solutions to challenging situations;
- Communication: Excellent communication skills, including the ability to convey complex concepts and recommendations clearly;
- Team work: Ability to interact, establish and maintain effective working relations in a culturally diverse team and with a multitude of diverse stakeholders; flexibility to change and openness to receiving/integrating feedback;
- Ability to establish and maintain productive partnerships with regional and national partners and stakeholders.

IV. QUALITY CONTROL

The expert should ensure internal quality control during the implementing and reporting phase of the assignment. The quality control should ensure that the draft reports comply with the above requirements and meet adequate quality standards before sending them to stakeholders for comments. The quality control should ensure consistency and coherence between findings, conclusions and recommendations. It should also ensure that findings reported are duly substantiated and that conclusions are supported by relevant judgment criteria.

The views expressed in the report will be those of the expert and will not necessarily reflect those of the Regional Cooperation Council. Therefore, a standard disclaimer reflecting this will be included in the report. In this regard, the expert may or may not accept comments and/or proposals for changes received during the above consultation process. However, when comments/proposals for changes are not agreed by the expert, he/she should clearly explain the reasons for his/her final decision in a comments table.

V. APPLICATION RULES

The application needs to contain the following:

For individual consultants:

- Letter of Interest specifying the Consultancy under which the application is made (max one A4 page);
- CV including relevant knowledge and experience;
- An action plan, up to 1 page, for each Lot, indicating the individual tasks to be undertaken against a timeframe;
- A concept note, up to 2 pages, elaborating proposed methodology for addressing and undertaking individual consultancy tasks; an additional page can be included, where relevant, indicating key stakeholders to be included in the proposed approach;
- Reference list including contact details (e-mail addresses) of at least 3 referees;
- Application Submission Form, Annex I;
- Financial offer, as per Budget Breakdown, Annex II.

When preparing the financial offer, the applicant should take into account the following:

- The proposed budget should be stated as a lump sum and broken down by key tasks;
- Costs of travel within the WB6, if planned and proposed, should be budgeted and borne by the consultant;
- The fee rates should be broadly consistent with the EU framework rates for these types of professional services for international and national consultants.

For companies and consortia:

- Company/institution profile including a brief description (up to 2 pages) about the company (in case of a bidding consortium, only the lead member should submit the profile);
- Copy of Company's/Institution's Registration Certificate (in case of a bidding consortium, only the lead member submits the Registration Certificate);

- Financial records - company's/institution's balance sheet and profit-and-loss statement for the past 2 years (in case of a bidding consortium, only the lead member should submit the financial records);
- CV of key members of the project team, outlining relevant knowledge and experience as described in Terms of Reference, along with contact details of referees;
- An action plan, up to 1 page, for each Lot, indicating the individual tasks to be undertaken against a timeframe;
- A concept note, up to 2 pages, elaborating proposed methodology for addressing and undertaking individual consultancy tasks (one concept note per consultancy Lot); an additional page can be included, where relevant, indicating key stakeholders to be included in the proposed approach;
- List of references for relevant activities implemented over the past 5 years demonstrating relevant experience in the subject matter;
- Application Submission Form ([Annex I](#));
- Financial offer, as per Budget Breakdown ([Annex II](#));
- Signed Statements of Exclusivity and Availability ([Annex III](#)).

Applications need to be submitted via e-mail to ProcurementforRcc@rcc.int by 01 November 2019, 15.00 CET.

When applying, please identify your submission as response to this call by naming the subject line of your message as:

RCC Triple P Tourism – 030-019 (stating the reference number and LOT title of the consultancy you are applying for).

VI. EVALUATION AND SELECTION

The assignments will be awarded to the highest qualified applicant based on the skills, expertise, and the quality of the concept note(s) and the cost-effectiveness of the financial offer.

Applications will be evaluated on the basis of the profile and competencies of the candidate and the responsiveness to the terms of reference of Consulting Services.

The best value for money is established by weighing technical quality against price on a 80/20 basis.

The applications are evaluated following these criteria:

EVALUATION GRID	Maximum Score
A. Technical Offer (A.1+A.2+A.3)	100
A.1. Work experience, references list: Relevant work experience; evidence of other contracts of the nature comparable to that of the Call; experience with clients comparable to the Contracting Authority.	35
A.2. Quality and professional capacity of the consultants: CVs satisfy the criteria set forth in the ToRs, education and experience demonstrates professional capacity and experience required.	35
A.3 Quality of the concept note and Action Plan: Relevance and applicability within the WB6 regional framework; methodologically sound concept/plan, achievable within the defined timeframe	30
B. Financial Proposal/ lowest price has maximum score	100

Score for offer X =

A: [Total quality score (out of 100) of offer X / 100] * 80

B: [Lowest price / price of offer X] * 20

Information on selection of the most favourable bidder

The RCC Secretariat shall inform candidates and bidders of decisions reached concerning the award of the contract as soon as possible, including the grounds for any decision not to award a contract for which there has been competitive tendering or to recommence the procedure.

Standard letter of thanks for participation to unsuccessful bidders shall be sent within 15 days after the contract is signed with the awarded bidder.

The candidates and bidders wishing to receive a feedback may send a request within 15 days after receipt of the standard letter of thanks.

The request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
Bosnia and Herzegovina

Appeals procedure

Bidders believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 15 days of receipt of the complaint.

The appeal request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
Bosnia and Herzegovina

ANNEX I:**APPLICATION SUBMISSION FORM****Open Call for Consultancy Services: Familiarization Tours – Adventure Weeks in Western Balkans for Regional Adventure Offer;****REF: 030-019****One signed copy** of this Call for Consultancy Submission Form must be supplied.

1 SUBMITTED by:

Name	
Address	
Telephone	
Fax	
e-mail	

2. STATEMENT

[Name of the Authorised person representing the Entity]_____ hereby declares that we have examined and accepted without reserve or restriction the entire contents of the Open Call for Experts, Grounds for Exclusions and Conflict of Interest as such:

Grounds for exclusion

Candidates or bidders will be excluded from participation in a procurement procedure if it is known that:

- (a) They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (c) They have been guilty of grave professional misconduct proven by any means which the Contracting Officer can justify;

- (d) They have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the Contracting Officer or those of the country where the contract is to be performed;
- (e) They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity.

Contracts may not be awarded to candidates or bidders who, during the procurement procedure, are:

- (a) Subject to a conflict of interest;
- (b) Guilty of misrepresentation in supplying the information required by the Contracting Officer as a condition of participation in the contract procedure or fail to supply this information.

Conflict of Interest

- a) The Contractor shall take all necessary measures to prevent or end any situation that could compromise the impartial and objective performance of the contract. Such conflict of interests could arise in particular as a result of economic interest, political or national affinity, family or emotional ties, or any other relevant connection or shared interest. Any conflict of interests which could arise during performance of the contract must be notified in writing to the Contracting Authority without delay.
- b) The Contracting Authority reserves the right to verify that such measures are adequate and may require additional measures to be taken if necessary. The Consultant shall ensure that their staffs, including its management, are not placed in a situation which could give rise to conflict of interests. The Consultant shall replace, immediately and without compensation from the Contracting Authority, any member of its staff exposed to such a situation.
- c) The Contractor shall refrain from any contact which would compromise its independence or that of its personnel. If the Contractor fails to maintain such independence, the Contracting Authority may, without prejudice to compensation for any damage which it may have suffered on this account, terminate the contract forthwith.
- d) The Contractor shall, after the conclusion or termination of the contract, limit its role in connection with the project to the provision of the services. Except with the written permission of the Contracting Authority, the Contractor and any other contractor or supplier with whom the Contractor is associated or affiliated shall be disqualified from the execution of works, supplies or other services for the project in any capacity, including tendering for any part of the project.

- e) Civil servants and other agents of the public administration of the RCC Participants, regardless of their administrative situation, shall not be recruited as experts in contracts financed by the RCC Secretariat.
- f) The Contractor and anyone working under its authority or control in the performance of the contract or on any other activity shall be excluded from access to RCC Secretariat financing available under the same project unless they can prove to the Contracting Authority that the involvement in previous stages of the project does not constitute unfair competition.

We offer to provide the services requested in the Terms of Reference on the basis of supplied documentation subject to this Open Call for Consultancy Services, which comprise our technical offer, and our financial offer.

This Open Call for Consultancy Services is subject to acceptance within the validity period stipulated in the Terms of Reference.

Name	
Signature	
Date	

ANNEX II: BUDGET BREAKDOWN

REF: 030-019

Use a free format for the Budget providing the lump sum for the services to be provided.

NOTE:

When preparing the financial offer, the applicant should take into account the following:

- Price ceiling: up to EUR 6,500.00 per LOT. Bids indicating a price above this threshold shall not be considered.
- The offer should also include the costs of travel to the Beneficiaries if required by Terms of Reference, providing it as a separate budget line.
- The expert fees should be consistent with those applicable in the region.

ANNEX III: STATEMENT OF EXCLUSIVITY AND AVAILABILITY

REF: 030-019

By representing the Entity_____we agree to participate exclusively in the above-mentioned tender procedure. We further declare that we are able and willing to work for the period(s) foreseen for the position for which our CVs have been included in the event that this tender is successful, namely:

Full Name	Available from (Date)	Available until (Date)	Acceptance by signature	Number of man-days associated to each task from the ToR