



EUROPEAN UNION'S CROSS BORDER COOPERATION PROGRAMME

Terms of Reference for Sustainable Tourism Experts

Position: Sustainable Tourism Expert

Project Description	
Background information	<p>The EU funded project “Struga & Pogradec for promoting tourism and cultural heritage - COOLTOUR” commenced in January 2022 and has a duration of 36 months. It aims to stimulate a balanced, inclusive and sustainable socio-economic development in the cross-border area and, at the same time to develop the potential of tourism by promoting cultural heritage and values in both Municipalities of Struga and Pogradec. The lead applicant of the project is Municipality of Struga, and the co-applicants are Municipality of Pogradec, “Citizens organization for Ecologic and Sustainable Development Green Institute” (in North Macedonia) and IRD&ET (in Albania).</p> <p>The project has the following three focuses:</p> <ul style="list-style-type: none"> • To empower the capacities of touristic service providers and operators in Struga and Pogradec. • To plan and improve the public tourism infrastructure in terms of upgrading of facilities for environment friendly touristic activities, pollution reduction and sustainable development. • To promote and increase the “Ohrid Lake” Joint touristic offers from Struga and Pogradec in terms of common cultural heritage and values.
Project objectives, activities and expected results	<p>The overall objective of the project is to stimulate a balanced, inclusive and sustainable socio-economic development in the cross-border area, at both the municipality of Struga and municipality of Pogradec</p> <p>The project is implemented through three work packages that contain the following activities:</p> <p>Work Package 1: Empowerment of the capacities of touristic service providers and operators in Struga and Pogradec.</p> <ul style="list-style-type: none"> • Activity 1.1: To create a team of experts composed by both Albanian and North Macedonian experts. • Activity 1.2: To organize 10 specific capacity building trainings organized for both Albania and North Macedonia touristic service providers and operators. • Activity 1.3: To establish New Joint Touristic Association of Struga & Pogradec. <p>RESULTS:</p> <ul style="list-style-type: none"> • Result 1.1: 1 team of sustainable tourism experts composed of international and local experts. • Result 1.2: 10 trainings to touristic service providers and operators organized. • Result 1.3: 1 Joint Touristic Association Struga & Pogradec established. <p>Work package 2: Upgrading of public tourism infrastructure in terms of upgrading of facilities for environment friendly touristic activities, pollution reduction and sustainable development.</p> <ul style="list-style-type: none"> • Activity 2.1: To design a Plan and intervention in the touristic infrastructure of Struga & Pogradec. • Activity 2.2: To Improve the energy consumption of touristic business providers promoting green energy, installation PV. • Activity 2.3: To interevent and mitigate human activities impact on the environment.





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	<p>RESULTS:</p> <ul style="list-style-type: none"> • Result 2.1: 4 actions designed and implemented to improve touristic infrastructure. • Result 2.2: 40 PV of ST plants installed to touristic businesses reducing the environmental impact. • Result 2.3: waste collection improved in 40 heritage sites and along the lake edges. <p>Work Package 3: The promotion of “Ohrid Lake” Joint touristic offers from Struga and Pogradec is increased in terms of common cultural heritage and values.</p> <ul style="list-style-type: none"> • Activity 3.1: To create a map of touristic places around Struga and Pogradec on the two sides of Ohrid and along the border NMK and ALB belonging to common heritage and anthropologic study on common heritage and values between the two sides. • Activity 3.2: To create a web page and Electronic Touristic Terminals of “Struga & Pogradec side of Ohrid Lake”. • Activity 3.3: To create channels to promote JTA network and Cross Border values. • Activity 3.4: To create 1 Video Promotion & 1 Documentary Movie <p>RESULTS:</p> <ul style="list-style-type: none"> • Result 3.1: CBC touristic map, including integrated touristic offers, created and introduced in Struga and Pogradec sides of Ohrid Lake. • Result 3.2: Electronic Touristic Terminals installed in Struga and in Pogradec. • Result 3.3: 6 JTA and CBC events implemented. • Result 3.4: 1 Video Promotion & 1 Documentary
<p>Geographical area to be covered</p>	<p>Municipality of Struga Republic of North Macedonia, Municipality of Pogradec Republic of Albania</p>
<p>Project Stakeholders and project beneficiaries</p>	<p>Municipality of Struga and Municipality of Pogradec relevant departments: 30 public employees and officers. 80 businesses and associations and 240 workers operating in touristic sector.</p> <ul style="list-style-type: none"> - 1 Tourism University in Struga - At least 67 accommodation providers from Struga - At least 63 restaurants along the Ohrid Lake Struga - At least 75 accommodation providers from Pogradec - At least no 85 restaurants cross the Ohrid Lake Pogradec - Community living in Struga Region - Community living in Pogradec Region - At least 280.000 tourist annually - Public officers and public employees of the Municipality of Struga and Municipality of Pogradec.
<p>Profile of the Experts</p>	<p>The project intends to recruit at least 9 experts (both international and national experts (from Albania and North Macedonia)) for the whole duration of the project. The experts will be intended to help the project team with the project activities and will be based on 3 profiles (according to the needs of the project).</p> <ol style="list-style-type: none"> 1. Sustainable Tourism Experts (4 Experts will be chosen with a total of 84 working days) 2. Promotion/Marketing Experts (3 Experts will be chosen with a total of 77 working days) 3. Cultural Experts (2 Experts will be chosen with a total of 39 working days) <p>The most qualified and experienced of the selected Sustainable Tourism Experts will be expected to undertake the role of Team Leader. The project allocates 10 days during the whole duration of the project. The team leader coordinates the experts and preforms a quality check of the deliverables.</p>





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Sustainable Tourism Experts	
Scope of the work	
General description	<p>Activity 1.1: To create a team of experts composed by both Albanian and North Macedonian experts.</p> <p>The aim of the assignment is to establish a team of experts in sustainable tourism development. Experts may be single persons or touristic agencies from North Macedonia and Albania, which will be selected according to PRAG rules by the NGO Green Institute. Evaluation Committee of the received offers will be composed by Green Institute, Municipality of Struga, Municipality of Pogradec and IRD&ET. Tenderers may also propose the inclusion of an international expert. This last will be an added value in evaluating the offers.</p> <p>Job description for experts: identification natural, historical, cultural sites in Struga and Pogradec areas; touristic map drafting and development; identification of touristic businesses to be included in the JTA (activity 1.3); design of JTA brand (activity 1.3); elaboration of JTA promotion strategy (activity 1.3); designing, developing and promoting joint tourism products and services in Struga and Pogradec; organizing trainings for touristic service providers and operators (activity 1.2); support the project team in designing cross-border cultural events and identification of fairs and international events to be attended by the JTA. There will be 5 experts engaged for the duration of the project.</p> <p>The purpose of the assignments is to increase the tourism capacity and infrastructure of both municipalities, and to develop and implement sustainable tourism methods. In order to reach the desired results, the experts for sustainable tourism along with the project team will work on several of the project's activities. Main tasks include:</p> <ol style="list-style-type: none"> 1. Based on the activity 1.2 the expert's tasks will include mapping the organizations/entities active that can be activated in tourism sector in the two Municipality areas with the potential to bring an added value to the touristic offer. (Lead) 2. Based on the activity 1.3 the experts along with the project team will create a workshop where they will formulate all the pieces to creating a sustainable touristic agency (Lead). 3. Based on the activity 3.1 The team of experts will be engaged to design a map of touristic places: cultural, historical and natural heritage sites, emphasizing the cultural and historical sites which belong to similar or common roots, values and tradition of the two population. The activity will be implemented in synergy with activities 2.1 (rehabilitation of cultural and historical sites in Struga and Pogradec and creation of environment friendly hubs) and 2.3 (removal of informal dumpsites nearby cultural, historical). In addition to this information team of tourism and archeological experts will work on concepts of culture and identity, anthropology will be engaged in doing ethnography in heritage sites and on cultural objects and their relations with issues such as memory, belonging, identity. This part will enrich information's and content of the touristic map including archeological heritage. 4. Based on activity 3.2 the expert's will be included in the creation of a web page for the newly formed JTA. They will figure out a modern and visually appealing





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	<p>way to present the touristic offers and locations. This webpage will be used in the touristic terminals that will be built in both municipalities (one in Struga and one in Pogradec)</p> <ol style="list-style-type: none"> Based on activity 3.3 A group of the 6 local tourism promoters of Struga and Pogradec will be selected and trained from the tourism marketing expert's team in order to get best practices how to promote touristic offers in the International Market. The experts will also help in organizing promotional events, carnivals, fairs, competitions in order to promote the project activities. (Lead) According to activity 3.4 The team of the experts for the marketing and promotion of the touristic places will be engaged to produce attractive advertisement to promote project and Struga & Pogradec touristic offer. The advertise will be produced in three languages (, Albanian, Macedonian, English) and can be used also on promotion of the Struga & Pogradec in International fairs. The advertisement is planned to be broadcasted in TV and social media. The team of the experts for documentary movies in cooperation with experts from both sides of the border will produce a documentary movie describing Struga & Pogradec through their history and cultural attractions interviewing experts from different profiles, documentary movie will be produced in three languages (Albanian, Macedonian, English) is planned to be broadcasted in TV and social media.
Tasks:	<p>Based on the activity 1.2 the experts will be tasked to:</p> <ul style="list-style-type: none"> Development of a Methodology and Implementation Plan (including timeline). (Approximately 5 working days) To set criteria to identify and map out the associations and businesses of interest that would benefit the most from the trainings. (Approximately 1 working days) To prepare a public call for any businesses and associations that are interested to undergo the capacity building trainings. (Approximately 2 working days) To select Maximum 80 organizations/entities 240 participants (45% or more of whom will be woman) together with the Project team and other experts engaged on similar tasks. (Approximately 5 working days) To create 2 questionnaires (pre-assessment and post -assessment) in line with the training plan (Approximately 1 working days) To coordinate with 3 other experts to design training plan methodology and agenda on sustainable tourism development and to provide 5 training sessions of the duration of 2 days each envisaged in Struga and in Pogradec. Each session will be attended by approx. 24 participants. (10 days of training in Struga and 10 days of training in Pogradec). (Approximately 26 working days) <p>Based on the activity 1.3 the experts will be tasked to:</p> <ul style="list-style-type: none"> To contribute in the development of a market analysis on the touristic services in the area to figure out what assets and locations are underutilized and can be used in promoting cultural and eco-friendly touristic activities. (Approximately 5 working days) To create a business plan for the Joint Touristic Association, decide what approach to take and what offers to promote in order to reach sustainable





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	<p>tourism. (Approximately 5 working days)</p> <p>Based on the activity 3.1 and 3.2 the experts will be tasked to:</p> <ul style="list-style-type: none"> To create a touristic map (based on existing GIZ maps) that will contain 3 cross-border roads, 1 main road for vehicles, one pedestrian walkway along the lake boarders, and one bicycle track. (Approximately 5 working days) To identify all the local service providers and sites of interest (via questionnaires or similar) such as restaurants, bars, cafes, beaches, hotels, lodgings, and parks to be added in the touristic map and website. (Approximately 7 working days) <p>Based on the activity 3.3 the experts will be tasked to:</p> <ul style="list-style-type: none"> To develop an analysis of the current situation and determine the best time, opportunity and ways to publicly promote the project activities with promotional campaigns. (Approximately 2 working days) To develop the project campaigns to be implemented. (Approximately 5 working days) To assist the Project Team in organizing promotional events (carnivals, fairs, competitions). (Approximately 3 working days) <p>Based on the activity 3.4 the experts will be tasked to:</p> <ul style="list-style-type: none"> To select content related to documentary movie describing Struga & Pogradec through their history and cultural attractions. (Approximately 5 working days) <p>Quality check of all outputs/deliverables *Please note that one of STE will be appointed as team leader responsible for this assignment (Approximately 16 working days)</p>
Outputs/deliverables	<ol style="list-style-type: none"> <ul style="list-style-type: none"> - Methodology developed (content related to the topic) - Businesses and associations of interest located and a public call created for those eligible to participate in the CBT. - Requests for participation evaluated and chosen with the help of the project team - Creation of questionnaires for before and after the training is concluded - Creation of a training plan, methodology and agenda, 5 capacity building trainings lasting for 2 days each organized for both Albania and North Macedonia touristic service providers and operators (according to the training plan) - Set criteria and evaluate candidates that will become formal candidates to become part of the network of service providers and producers promoted by the JTA <ul style="list-style-type: none"> - Assisted in the creation of a market analysis on the touristic services in the area





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	<ul style="list-style-type: none"> - Business plan created for the newly formed JTA formed - Promotional strategy for the JTA created - Assisted in the creation of a plan for promoting of international touristic offers through cultural heritage <p>3.</p> <ul style="list-style-type: none"> - Mapped locations of particular relevance with natural/cultural/historical heritage sites <p>4.</p> <ul style="list-style-type: none"> - Touristic map created of all touristic locations of interest, in the municipalities and the shores of the Ohrid lake (containing 3 cross boarder roads, 1 vehicle, 1 bicycle, 1 pedestrian) <p>5.</p> <ul style="list-style-type: none"> - Promotional events organized including 2 informational events - 1 cultural event organized - Number of fairs organized 2 <p>6.</p> <ul style="list-style-type: none"> - Assisted in the documentary movie developed
<p>Project management Responsible body</p>	<p>Management structure</p> <p>NGO Green Institute act as manager of the action and responsible for the contracting of the different consultancy firms or consultants.</p> <p>Municipality of Struga and Municipality of Pogradec will act as key facilitator for the action towards the Touristic community. Moreover, Municipality of Struga and Municipality of Pogradec will be members of the Steering Committee in terms of supervision of the adherence of the action the Local Action Plan for Tourism and respect of municipal laws.</p> <p>Contact address: Association of environmentally sustainable development Green Institute – Skopje Boulevard Koco Racin 20/23 Skopje Email: project@greeninstitute.mk</p>

Logistics and timing	
Location	The operational base of the project will be in the Municipality of Struga, the Republic of North Macedonia and Municipality of Pogradec (Republic of Albania).
Start date & Implementation Period	The assignment will commence only after the EUD approval preferably at the beginning of June 2022 - and the period of implementation of the assignments will be through April 2023.
WDs per output	<p>The experts must be independent and free from any conflict of interest.</p> <p>Total number of working days allocated under this ToR are based on framework contact upon request.</p>





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Expert profile and selection criteria											
Qualifications and Skills:	<ul style="list-style-type: none"> University degree in the field of social science or any other field related to the project. In the absence of a university degree, equivalent professional experience of at least 2 years in addition to the requirement of at least five (5) years of general professional experience; Outstanding communication and interpersonal skills Excellent spoken and written English Excellent writing and analytical skills Computer literacy (command of Microsoft Office (Word, Excel, PowerPoint, etc.) and the Internet) 										
General professional experience:	<ul style="list-style-type: none"> Minimum five (5) years of professional working experience in the field of social science or any other field related to the project 										
Specific professional experience:	<ul style="list-style-type: none"> At least three (3) years of professional experience in the field related to a sustainable environment and/or tourism and hospitality. Knowledge of the legislation and policies in targeted countries related to on Environmental Protection is desirable. 										
Evaluation criteria	<p>The following grid will be conducted during the evaluation process:</p> <table border="1"> <thead> <tr> <th>Requirements</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Qualification and Skills</td> <td>20</td> </tr> <tr> <td>General professional experience</td> <td>30</td> </tr> <tr> <td>Specific professional experience</td> <td>50</td> </tr> <tr> <td>Total</td> <td>100</td> </tr> </tbody> </table>	Requirements	Score	Qualification and Skills	20	General professional experience	30	Specific professional experience	50	Total	100
Requirements	Score										
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Specific professional experience	50										
Total	100										

Reporting	
Language	All reports and outputs must be delivered in English
Reporting requirements	<p>Monitoring of the work and Reporting to the project management responsible body Green Institute on relevant issues in internal project meetings and reporting in writing as presented below:</p> <p>The expert will provide at the start of the assignment and following that 1 week before the start date of the upcoming month, a Methodology and Implementation Plan.</p> <p>A Monthly Report with all related outputs and together with the experts Time Sheet shall be delivered for review and approval to the Green Institute at the end of each month, no later than by the 3rd of the month for review, and subsequently revision by the expert/approval by the Green Institute.</p> <p>Final Report, with all related outputs, shall also state observations on problems/ risks encountered and recommendations for improvements/additional activities/risks mitigation actions shall be delivered with the last Time Sheet of the mission. The experts will send her/his report to the Green Institute together with a timesheet, no later than 5 days following the end date of the assignment.</p>





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Submission & approval of reports	The Mission Reports and Time Sheets of the expert are subject to approval by the Green Institute.
Performance indicators	The indicators reflecting the performance of the expert are defined as follows: <ul style="list-style-type: none"> timely presentation of outputs, as defined in the Methodology and Implementation Plan quality of the outputs

Application and Selection process:

Candidates can apply by submitting:

- 1) one-page cover letter stating why they are interested in this position, and information on past similar experiences to the desired position
- 2) updated CV to project@greeninstitute.mk by 16:00 hrs. **10th May 2022**, with the Lot in the subject line.
- 3) Act of Engagement (Please fill all requested data in this document and tick the box under which LOT(s) each expert expresses an interest.

The applicants can apply for one or more lots if they have the required qualifications.

The selection process is conducted in two phases. The first selection round will be based on CVs and cover letter assessments. The second selection round is based on the interviews planned for the middle of May 2022. The selection panel is made of 3 members of the project partners. The final decision will be made by mid of May 2022 and the selected experts will be expected to start immediately after contract signature.

