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# BACKGROUND INFORMATION

## Partner country

Republic of North Macedonia

## Contracting authority

Municipality of Resen

## Country background

Tourism is one of the most important socio-economic fields in function of local, regional, national and global level development. Tourism takes an important part in almost every country where natural, cultural, economic, social and environmental resources are identified as potentials that may contribute to national economy through tourism development. The Republic of North Macedonia, located in the central part of the Balkan Peninsula, has a great potential for tourism development as one of the key pillar in economy development. Tourism in North Macedonia, in the past ten years, has been on the rise and has seen an increase of about 140%. It promoted the country as an interesting destination in the Balkans and aroused interest for quests from several countries in the world to visit it. These data indicate that in the country, a new approach has been established towards tourism activities, the goal of which is to maximize the contribution to the general economic development of the country. In the past years, the emphasis in tourism development in putted on alternative forms of tourism development, like rural, mountain, eco -tourism, adventurism and other forms depending on resources in different parts in the country. One of the most important parts of tourism development and improvement is its marketing and promotion. There are different tools and ways to promote tourism destinations and products. One of the traditional and most used tool is tour guiding.

As a network, tourism industry requires collaboration and mutual trust to exchange information. Tourism is an industry which utilizes information intensively, where activities such as seeking for information concerning bookings—transportation, accommodation, and tourism destination—inquire traditional role of producers or suppliers, intermediaries, and customers each of whom uses their own specific information-system in accordance with their needs.

## Current situation in the sector

The importance of the tourism sector is emphasized in national and regional strategies, yet there is a need for better dialogue and public sector coordination in implementation. The sector’s policy framework comprises the National Strategy for Tourism Development 2016-2021 (and its thematic sub strategies), the Law and other legislation for support of tourism development.

Municipality of Resen is situated in south western part of the Republic of North Macedonia in Prespa Valley, divided between three countries: North Macedonia, Albania and Greece. On its territory there are rich natural and cultural heritage, which can be used in sustainable development of the area. Having in mind the competences of the local self- government as well as the municipal role, given with the Law for local self- government, there are wide possibilities and challenges for investments and development of local economy through tourism development. Tourism development is defined as one of the main pillars in economic development of Resen Municipality , which is elaborated in Strategy for Development of Resen municipality 2016-2021 year as well as Local Strategy for tourism development in Resen 2018-2023 year. Strategy for tourism development will contribute to creation of the region as attractive and desired tourism destination, which will contribute towards increased number of tourism capacities, tourism offer and economic development in Resen and Prespa Region. We expect, in near future, Resen to be attractive tourism destination on the level of direct competitors in the region. One of the tourist products which will be created with the Project Holy Water is walking trial Holy Water, which connects rural settlements and monasteries in the slopes of Baba Planina and NP Pelister.

Generally, the network of tourism industry consists of parties whose main concern is distributing tourism products—private sector, public sector, carriers, constructed attractions, accommodations, tour operators and brokers, travel agents, and tourist itself. The distribution chain of tourism products from producer to customer is always interceded by intermediaries, e.g. wholesalers and retailers. Though producers can directly sell their products to customers—the tourists—they can also offer their products indirectly through tour operators or travel agents. Tourist guiding is a very critical component of the tourism value chain.

Guides are tourism professionals that lead their guests through the most interesting parts of their region. It is their task to entertain visitors to their region and to help them to interpret the sights that they are visiting. They help tourists to have a positive experience and take care of their guests as good as they can.

Guides have a multitude of options. They might want to work in a museum, a castle or in a comparable object. Alternatively, they can also work outdoors as a nature guide, archaeology guide or city guide. In all this functions guides are responsible for planning and organizing tours. Communication is their most important tool to ensure a fantastic experience for their guests. It is important to be aware of cultural differences between visitors and to know about possible sources of noise that might disturb the interaction with guests. Amuse visitors by telling interesting and funny stories and respond in a proactive way to their complaints and requests. Guides have to be sure that they have enough information and knowledge about the subject of your tour and ensure the safety and happiness of guests.

The role and function of a guide is to organise, inform and entertain. Guides are mainly freelance and self-employed. Work is often seasonal and ​may involve working during unsociable hours. Work is usually obtained through direct contact with tour operators and other agencies and therefore, guides must be self-sufficient and be able to market themselves.  The manner in which tourist guides interact and treat tourists is very important because it gives a lasting impression about the country in general. The number of tourist guides in Resen and Prespa is very small. Foe the needs of tourists, the services of tourist guides are used outside the municipality.

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The tourist path Holy Water is new created tourism product which strengthen tourism opportunities and offer which should be available on tourism market. The path is located under NP Pelister territory in the slopes of Baba Mountain in Resen Municipality and it stretches in the following rural settlements: Podmochani, Grnchari, Kurbinovo, Slivnica and other nearby settlements. The total length of the path is around 9.000 km. On the path there are 5(five) monasteries, which are connected with the path. Nearly the path there is NP Pelister and rich Biodiversity of Baba Mountain with mountain peak Pelister . On the other side, Prespa region and Municipality of Resen has a great potentials (natural and cultural heritage), as well as lots of attractive places and rare attractions. According to this new created path Holy Water should take great part of local tourist offer from Prespa – Resen as well as in the tourist offer on national level.

## Related programmes and other donor activities

The project refers to the area of Prespa Park, the first protected cross-border (CB) area in the Balkans. Prespa Park was founded in 2000 in a Joint Statement by the Prime Ministers of Greece, Albania and FYROM. Following the foundation of the Park, the Prime Ministers of the 3 states met in Prespa and agreed to sign an International Agreement on the Protection and Sustainable Development of the Prespa Park Area. In February 2010 the International Agreement was signed by the 3 states and the Union. Meanwhile, at local level, in 2007 a Protocol of Cooperation was signed by the Municipalities of Presres (Greece), Resen (FYROM) and Liqenas (Albania) to set common goals related to the protection and the promotion of natural environment and the cultural heritage, to the human resource development and to the undertaking of actions for the touristic and economic unity of the CB area of Prespa.

Local and Regional Competitiveness Project (LRCP) is a four-year investment operation financed with a grant from the European Union (IPA II), implementing in Republic of North Macedonia. LRCP is based on a holistic approach to tourism development and destination management providing investment funding and capacity building to support sector growth, investment in destinations, and specific destination prosperity. The project defines 10 (ten) destinations on the whole country territory. Municipality of Resen is a part of Tourist Destination Ohrid, Struga, Prespa and their surroundings. The project supports foundation of Destination management organizations for development and promotion of Prespa region as destination.

Resen Municipality prepared Strategy for tourism promotion and marketing. One of the planed actions is organizing training actions for tourist guides. The expected result is increased number of guides for Resen- Prespa Region.

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

The overall objective of the project of which this contract will be a part is as follows:

The overall objective of the project is the organisation of all the cultural, environmental and touristic information concerning the cross-border area of Prespa with the use of new technologies. Through this, the project intends to: • organise the cultural, environmental and touristic information addressed to the visitors of the cross-border area, • give to the visitors the possibility to follow specific and suggested thematic routes or to make their own visiting schedule to the monuments and the visiting places in the area,• develop a network of new services for the visitors and to reinforce the producers of local products that can address to the visitors for their selling, • electronically ‘’restore’’ the form of important monuments, in order to give to the visitors the full picture of the monuments, • unify the touristic product of the cross-border area in an electronic platform, which will assist the exploitation of the brand name of Prespa that – despite its power – has not been exploited at cross-border level and beyond.

Other important objectives are: • To create new thematic paths, like the footpath connection of the monasteries in Resen region, which contributes to the touristic and cultural exploitation of the cultural monuments of the area, • To reinforce the touristic product of the area with the creation of new visiting spaces , • To exploit the cultural heritage providing information about the monuments of the area (also for disabled people), the collection of byzantine icons and the visits to the monasteries in Resen region, • To create a new tourist wave in the sector of environmental tourism, inviting expertise tour operators. • Promotion of local products through cultural events promoting beans. • To boost and further develop environmental and religious tourism in the area of Prespa.

## Purpose

The purpose of this contract is to prepare and implement training for guides on tourist path Holy Waterlocated in the Municipality of Resen, in order to raise the capacities of tourist guides as a major promoter of tourist attractions of the region, especially the large number of tourist guides who have minor or no experience in the field.

## Results to be achieved by the contractor

The contractor should achieve following results:

1. Prepared training for guides on tourist path Holy Waterlocated in the Municipality of Resen. In frame of this result, training curricula, training programme, and materials for training will be prepared.
2. Implementation of training for guides on tourist path Holy Waterlocated in the Municipality of Resen.
3. Trained minimum 10 candidates – participants on training for guides on tourist path Holy Water.
4. Evaluated gained knowledge of the participants by appropriate and proposed tests.

4**. Right to use data**

All data, information, photos and similar inserted in the mobile application should be open source and contracting authority can use them for its own needs, free of charge and withput payment for copyrights.

**General obligation:** The activities by the contractor must comply with the rules lay down in the Communication and Visibility Manual for EU External Actions published by the European Commission. <https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en>

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

Good cooperation between all parties involved in the project

## Risks

Low level of communication among the project stakeholders

# SCOPE OF THE WORK

## General

### Description of the assignment

The Contactor should develop, prepare and implement training for guides on tourist path Holy Water, , in order to raise the capacities of tourist guides as a major promoter of tourist attractions of the region, especially the large number of tourist guides who have minor or no experience in the field. The project will be arranged on the route connecting Prespa Cross and the church of St. Peter and Paul in the village of Podmocani, the church of St. Petka in the village of Podmocani, St. Elijah in the village of Grnchari, monastery of St. George in the village of Kurbinovo and the monastery of the Holy Mother of God in the village of Slivnica.

The path is located under NP Pelister territory in the slopes of Baba Mountain in Resen municipality and it stretches in the following rural settlements: Podmochani, Grnchari, Kurbinovo, Slivnica and other nearby settlements. On the path there is a rich cultural and natural heritage, significant landscapes, attractive locations and similar.

Trainings should be organized for a minimum 10 participants.

Workshop should consist of theoretical and practical part with duration of three days.

Having in mind the existing pandemic situation, the accommodation of participants shouldn’t be foreseen.

The contractor should secure catering services for participants and coffee- breaks as well as travel costs for experts.

### Geographical area to be covered

Republic of North Macedonia, Municipality of Resen

### Target groups

Young unemployed people interested to work as guides on Holy Water path and licensed tour guides, Municipality of Resen

## Specific work

Under the direct supervision of the project coordinator and in cooperation with the Municipality of Resen staff (Sector for urbanism, communal affairs, local economic development and cross border cooperation and other project experts) the contractor will be responsible to carry out following activities:

* + - 1. To prepare a programme for organization and implementation of training for tourism guides on Holy Water path. The contractor should develop training curricula as well as training sessions of competency modules developed, including preparation of materials etc.
      2. To prepare training materials (presentations, theoretical and practical part) of cultural and natural heritage, risk management while on tours, organization of tourist tours, safety and standard operative procedures on tours.
      3. Assessment of the gained knowledge – The applicant should evaluate gained knowledge of the participants
      4. Submission of Final Training report;
      5. Other tasks mutually agreed in line with this assignment.
* **To prepare a programme for organization and implementation of training for tourism guides on Holy Water path. The contractor should develop training curricula as well as training sessions of competency modules developed, including preparation of materials etc.**

The contractor will be obligated to develop and to implement trainings on following topics:

1. **Cultural heritage of Prespa Region** (with special focus to the sacral and profane architecture on the path Holy Water). The subject of cultural heritage of Prespa will enable the candidates to acquire the necessary knowledge in the field of art history in regional frames, movable and immovable cultural heritage, protected and unprotected cultural monuments and monuments, spiritual heritage and customs, ethnology, protection of cultural heritage through the prism of tourist guides.
2. **Natural heritage of Prespa Region, Pelister National Park**. During this course, the candidates will gain basic knowledge of the geography of Prespa Region, relief features, geology, hydrography, flora and fauna, as well as the geographical location of the tourist region within the country and attractions on the territory.
3. **Tour guiding basics** (general knowledge of tour guiding tasks, assignments, tourist groups management, space and time orientation, SOP –standard operation procedures while guiding and risk assessment).

**NOTE:** The key topics of the training should be adequately presented on the training.

* **To prepare training materials**

In the function of the training the Contractor should prepare training materials (presentations, theoretical and practical part) of cultural and natural heritage, risk management while on tours, organization of tourist tours, safety and standard operative procedures on tours.

Working language on the training and training materials should be Macedonian.

Appropriate training methodology, methods and techniques should be implemented by the Contractor (exam: Combined teaching method with conversation and discussion, simulation and similar)

In preparing this section, focus should be placed on ensuring the sustainability and dissemination of project results. The contractor must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See <https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en>.

* **Assessment of the gained knowledge – The applicant should evaluate gained knowledge of the participants**

The Contractor should implement assessment of the gained knowledge. There are various for assessing the knowledge and the Contractor should use the most appropriate to implement this activity.

The contractor should secure photo documentation as well as written tools to prove that the training was successfully conducted.

All participants, at the end of the training, should obtain a certificate for successfully/unsuccessfully attended training.

* **The contractor must comply with the latest Communication and Visibility Manual for EU External Actions** concerning acknowledgement of EU financing of the project. (See <https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en> .

Visibility should be applied on all produced materials.

### Responsible body

Municipality of Resen

### Management structure

The Contracting Authority is unit of local self-government. Its competences are implemented in line with Local self-government law as well as other legislation. The Contracting Authority is consisting of decision makers and administration. There are two bodies of decision maker: Mayor and Council of Resen Municipality. Two bodies are elected, by the population, on local municipal elections, which are organized every four years. The Council of municipality is consisting of 15 members. One member is appointed as President of the municipal Council. The project ″ **Enhancement of cultural touristic product of the cross border area of Prespes through the promotion of the natural and cultural heritage – Holy Water**″ is a partner project implemented by 5 (five) partners in Republic of Greece and Republic of North Macedonia, financed by INTERREG IPA Cross Border Programe Greece - R of North Macedonia 2014-2020. The Mayor of Resen municipality with Decision appointed project team which is obligated to implement all project activities. The Project team has 8(eight) members (one project manager and one financial manager). During the project implementation, all needed decisions shall be signed by the Mayor as authorized person for project implementation.

### Facilities to be provided by the contracting authority and/or other parties

The Contracting Authority will provide all available information and will fully co-operate with the contractor in order to achieve the best results. Technical information and access to the existing records, any useful information and/or documentation which may be relevant to the performance of the Contract will be provided upon request.

# LOGISTICS AND TIMING

## Location

Republic of North Macedonia, Municipality of Resen, Resen city and rural settlements:Podmocani, Grnchari, Rajca, Kurbinovo , Pretor and Slivnica.

## Start date & period of implementation of tasks

The intended start date is 31.07.2021 year and the period of implementation of the contract will be 2(two) months. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are defined and they must submit CVs and signed statements of exclusivity and availability.

1. For the implementation of the teaching and examination part of the program for training of tourist guides, teachers / trainers must be hired from the respective field to which the listed subjects belong. Trainers should be experts in the relevant field.

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the key experts for this contract are as follows:

* + - 1. **Team leader/ Expert on Tour guiding basics :**
      2. **Expert on cultural heritage**
      3. **Expert on natural heritage**

**Qualifications and skills**

Minimum Bachelor in relevant fields, tourism or other similar education

**General professional experience**

At least 3 years’ experience in the field of trainings in tourism area, tour guiding trainings or similar projects related to tourism and hospitality and relevant fields, with a complexity similar to this Contract

**Specific professional experience**

Record of at least 1(one) relevant completed project connected with tour guiding, tourism and hospitality trainings (in relevant fields) or similar, with a complexity similar to this Contract

**Evidence to be provided (per expert) :** CV, Diplomas, certificates, List of minimum 1(one) finished relevant project, including budget, contracts authority and implementation period.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

n/a

## Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in English in 2 (two) originals:

Interim and Final report

## Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

# MONITORING AND EVALUATION

## Definition of indicators

All activities for monitoring and evaluation, which will be a part of this Contract, will be realized according to the planned time and measures of progress towards expected results. The main indicator should be developed and implemented training on tourist path Holy Water for at least 10 participants.

## Special requirements

n/a