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# BACKGROUND INFORMATION

## Partner country

Republic of North Macedonia

## Contracting authority

Municipality of Resen

Square Car Samoil no.20

7310 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. Digitalization of tourism leads to creativity and innovation in tourism, • Facilitates increased customization of visitor experiences, • Enhances visitor satisfaction • Contributes to new destination configurations, • Inspires new business models, new value chains, new business ecosystems, Opens up new roles for consumers and producers (i.e. prosumers), • Prompts new roles for DMOs to support SMEs

## 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.

Tourism is an activity that involves movement in space and, thus, requires knowledge of the space that is traversed. Maps have always served as important pieces of information for travellers but have traditionally been limited in terms of what they could display and how. Through advanced digital maps, tourists are now able to learn and experience travel destinations virtually.

One of the most important tools in promoting tourism is tourism map. Tourism mapping is important to provide guidance to tourists in identifying and finding the best tourism spots in the area. Maps are essential tools for providing information about tourism destinations to tourists. With the emergence of digital maps, more and more destination websites use various forms of digital maps to help tourists orient themselves before they even reach the destination.

Tourist maps provide visual information for anyone to find out the tourism spots in the area. Tourist maps have been known to play vital roles in identifying and locating tourist attractions and has essential roles to play in the effective and efficient management of tourism resources is an ineluctable fact.

## 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 digitalization in tourism through preparation of digital tools for promotion.

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective (Impact) to which this action contributes is :

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 touristic 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.

## Specific objective(s)

The purpose of this contract is to create ( design and print) of map Guide for the HOLY WATER trial located in the Municipality of Resen, which will provide information of tourist interest mainly.

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

### Developed, designed and printed promotional material

### Map Guide for the HOLY WATER trial with following specifications should be developed:

* Quantity : 5000 pieces
* Dimensions : A3 format , folded several times to A6 format,
* text and photos
* color printing on both sides,
* two languages ( Macedonian and English )

The contractor should use data (text and photo) from the existing Digital Map. [**https://play.google.com/store/apps/details?id=appholywaterresenonline.wpapp**](https://play.google.com/store/apps/details?id=appholywaterresenonline.wpapp)

[**https://www.holywater-resen.online/**](https://www.holywater-resen.online/)

**Right to use data**

All data, information, photos and the whole designed material should be sent to the Contracting authority in electronic version on CD in appropriate format for future usage of promotional materials. Contracting authority can use them for its own needs, free of charge and without 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
* Constant and timely support from the Project team;

## Risks

* Low level of communication among the project stakeholders
* Failure to comply with the respective deadlines for completion and launching of the tender procedures;

# SCOPE OF THE WORK

## General

### Description of the assignment

Municipality of Resen in the frame of the project intends to hire contractor for project promotion consisted of printed materials that will helps to coordinate partnership and support the achievement of planned outputs.

The contractor should be obligated to develop, design and print the following multilingual promotional materials:

For this purpose Map Guide with following specifications should be developed:

* Quantity : 5000 pieces
* Dimensions : A3 format , folded several times to A6 format,
* text and photos
* color printing on both sides,
* two languages ( Macedonian and English )

The contractor should use data (text and photo) from the existing Digital Map. [**https://play.google.com/store/apps/details?id=appholywaterresenonline.wpapp**](https://play.google.com/store/apps/details?id=appholywaterresenonline.wpapp)

[**https://www.holywater-resen.online/**](https://www.holywater-resen.online/)

Contractor should send to contracting authority, prepared and designed materials for approval. The contracting authority should secure approval on designed materials by the Managing bodies of the Project HOLY WATER and The cross-border programme “Interreg IPA Cross-border Cooperation Programme Greece- Republic of North Macedonia 2014-2020".

After received approval by the Management bodies of the Project and IPA II Programme, contractor should proceed with printing of promotional materials. Printed materials should be delivered to contracting authority.

All data, information, photos and the whole designed material should be sent to the Contracting authority in electronic version on CD in appropriate format for future usage of promotional materials. Contracting authority can use them for its own needs, free of charge and without payment for copyrights.

Contractor should deliver final promotional materials to:

Municipality of Resen, Square Car Samoil no. 20, 7310 Resen

### Geographical area to be covered

Republic of North Macedonia, Municipality of Resen

### Target groups

Local population, small tourism businesses, local authorities, domestic and foreign tourists, visitors and guests.

## 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 the following activities:

* **Designing draft promotional materials for the HOLY WATER trial**

The Contractor should implement this task in close relations with the Municipality of Resen. All promotional must include printed logo of the project and other obligatory text according to the manual. 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>. Municipality of Resen will secure text and other needed data for quality of the design.

The contractor should use data (text and photo) from the existing Digital Map. [**https://play.google.com/store/apps/details?id=appholywaterresenonline.wpapp**](https://play.google.com/store/apps/details?id=appholywaterresenonline.wpapp)

[**https://www.holywater-resen.online/**](https://www.holywater-resen.online/)

For this purpose Map Guide with following specifications should be developed:

* Quantity : 5000 pieces
* Dimensions : A3 format , folded several times to A6 format,
* text and photos
* color printing on both sides,
* two languages ( Macedonian and English )
* **Approval on promotional materials design**

Contractor should send to contracting authority, prepared and designed materials for approval. The contracting authority should secure approval on designed materials by the Managing bodies of the Project HOLY WATER and The cross-border programme “Interreg IPA Cross-border Cooperation Programme Greece- Republic of North Macedonia 2014-2020".

* **Printing and delivery of promotional materials**

After received approval by the Management bodies of the Project and IPA II Programme, contractor should proceed with printing of promotional materials. Printed materials should be delivered to contracting authority.

An electronic version of final design of MAP GUIDE should be sent to Contracting Autority , with appropriate format for future use of design.

## Project management

### Responsible body

The Contracting Authority for the contract is 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 Holy WATER, 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

Municipality of Resen , Republic of North Macedonia

## Start date & period of implementation of tasks

The intended start date is 26.08.2022 and the period of implementation of the contract will be till the end of project HOLY WATER implementation ( 03.10.2022). 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

N/A

### 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

Office accommodation for each expert working on the contract is to be provided by the contractor.

## 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.

The contractor should use data (text and photo) from the existing Digital Map. [**https://play.google.com/store/apps/details?id=appholywaterresenonline.wpapp**](https://play.google.com/store/apps/details?id=appholywaterresenonline.wpapp)

[**https://www.holywater-resen.online/**](https://www.holywater-resen.online/)

## 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 Final report in English in 1(one) original.

The final report must be provided along with the corresponding invoice.

## 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.

## Special requirements

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>