

## INVITATION TO TENDER

for

### Consultancy services for Tourism Strategy and Action Plan for implementation for the Biosphere Reserve Ohrid-Prespa, Albanian side

**From:** Transboundary Biosphere Reserve Prespa Project- Albania (Phase II)  
Prespa-Albania:  
BMZ 2013.66.830  
GFA Consulting Group GmbH  
Rruga Kristaq Floqi 18, 7001 Korçë  
**On behalf of National Agency of Protected Areas (NAPA)**  
e-mail: [Info.Prespa@gfa-group.de](mailto:Info.Prespa@gfa-group.de)

**Date:** 10.06.2020

**Assignment Title:** Participatory preparation of a tourism strategy for the Biosphere Reserve Ohrid-Prespa, Albanian side and a detailed action plan for Implementation /Prespa Region

**Reference No.:** BMZ- N- S -19

### 1. Background

The “Transboundary Biosphere Reserve Prespa” Project is a German Financial Development Cooperation Project funded by KFW Development Bank on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The Phase II of this project will last three years, from May 2018 to April 2021. The purpose of this phase of the project is the reduction of the pressure on natural resources as well as the contribution to poverty reduction in the Albanian part of the Ohrid- Prespa Biosphere Reserve. This is to contribute to conserve the biodiversity and to improve the living conditions of the population in Prespa National Park and in the Albanian part of the Biosphere Reserve.

The Project Executing Agency (PEA) of the project is the Ministry of Tourism and Environment (MoTE) of Albania. MoTE is therefore in charge of the overall supervision of the project implementation.

The Project Implementing Agency (PIA) is the National Agency of Protected Areas (NAPA). NAPA has the responsibility of steering the PIU and giving conceptual, logistical and informational support to the project. NAPA is approving the investments of the projects as well as its progress reports.

The Project Implementation Unit (PIU) is the Regional Agency for Protected Areas (RAPA) in Korca, with the responsibility of planning and leading the implementation of project measures at local level as well as establishing links with local stakeholders.

The Consultant (GFA Consulting Group GmbH and Institute for Nature Conservation Albania) supports RAPA, NAPA and the MoTE to effectively manage this project through technical assistance, as well as managerial, logistical and administrative support.

Based on consultant TOR's, one of the Transboundary Biosphere Reserve Prespa Project outputs wants to develop basic planning documents for the Biosphere Reserve and strengthen the

management capacities for the BR. A management plan for the OPTBR has been developed in the frame of the project “Ecosystem Protection of the Ohrid-Prespa Transboundary Region” funded by EU, which document contains a vision and a mission statement as defined in the terms of reference and in support of filling the document with substance, the Project wants to support a tourism strategy development on Qark Korce level. Municipality of Korce just initiated a tourism working group with the objective of widening the tourism offers in the region. This is seen as a good entry point to support promoting the Biosphere Reserve as regional development concept as well as linking Prespa National Park as touristic destination with the wider area and the already developed touristic centres of Pogradec and Korca. During implementation of the strategy, special attention will be paid to promote the Biosphere Reserve idea and communicating it proactively as a unique opportunity for the region. The Municipalities within the boundaries of the Biosphere Reserve should take common action and make use of the natural and cultural potentials this Biosphere offers.

For the **Participatory preparation of a Tourism Strategy** at Qark level broken down in an **Action Plan** for implementation at municipality level to support sustainable nature-based tourism development in the Albanian part of the Transboundary Ohrid-Prespa Biosphere Reserve with the aim of improving the tourism services and to increase revenues from the sector as defined in Annex 2 of ToRs, the PRESPA project is seeking consultancy firms or pools of experts to fill the following consultancy as defined in the Terms of References attached to this invitation:

- **Key Expert 1: Senior Tourism Expert / Team Leader**
- **Key Expert 2: Tourism Expert (or Pool of Experts)**

## 2. Subject of Tender

The project PIU now invites eligible consulting firms or teams of experienced professionals meeting the minimum requirements as defined in the qualification criteria to apply as defined in this tender within **22/06/2020**.

**NB: Only tax registered individuals can be contracted, thus any professional has to be registered as tax payer latest upon taking contract.**

## 3. Conditions to Tender

Interested professionals should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services as defined in the Terms of References and will accept following conditions:

- The Consultants / Tourism Strategy Experts will be selected in accordance with the **National Competitive Bidding (NCB)** method set out in the KfW “Guidelines for the Assignment of Consultants in Financial Cooperation with Partner Countries”, August 2016.
- **Further information** on the tender procedure and tender documentation templates, can be obtained at the e-mail address mentioned above ([Info.Prespa@gfa-group.de](mailto:Info.Prespa@gfa-group.de)).
- The language of the documents should be **English**.
- The currency of the quotation is in **Euro**.
- The quotations **should not include the VAT amount**, the evaluation of the quotations should be done net of VAT amount.
- The validity of the price quotations should remain up to **July 31, 2020**.
- The bid for services and the price quotations must be sent or hand delivered in written form in **one package** containing **two separate sealed envelopes**, each of them named with the respective content to the following addresses **alternatively**:

The Project Office,  
Transboundary Biosphere Reserve Prespa Project- Albania (Phase II)  
Rruga Kristaq Floqi, Lagjja Nr. 18, 7001 Korçë,  
Albania

or

National Agency of Protected Areas (NAPA),  
Bulevardi “Dëshmorët e Kombit” Nr.1, 1001, Tiranë.  
Attn: Transboundary Biosphere Reserve Prespa Project- Albania (Phase II)

The package shall display the following information:

- Address of sender (applicant) and recipient (Project)
- Title of the Invitation to tender
- The deadline for the submission of the tender documents should be by **June 22, 2020 – 16.30 hrs.** All the documentation submitted **after the deadline** and **not compliant** to the requirements, will not be taken into consideration for evaluation and will be excluded from the tender.
- Eligible candidates to apply should be regularly registered in the Tax Authority or will be registered when the contract is awarded.
- The tender document templates are available at the annexes attached to this invitation (*Please refer to: (i) Terms of Reference (ToRs); (ii) Service Form; (iii) Quotation Form; (iv) Contact form, (v) Contract form including Annex 2 Declaration of Undertaking, for the preparation of your tender documents) vi) CV form, for the preparation of your tender documents, vii) Technical Proposal Structure, for the preparation of your tender documents.*)
- The service form, the contact form, declaration of undertaking and other technical supporting documents (compare Annex 7) which serve to fulfil the criteria for the evaluation, should be delivered in **one** separate envelope and named “**Technical proposal**”; while the Quotation form (Annex 3) should be in another separate envelope and named “**Financial proposal**”. In cases when the above rule will not be respected, the documents received will not be taken into consideration for the tender evaluation.
- The **technical evaluation** is conducted as first step and in case will not pass (fulfil) the criteria, the financial proposal will not be considered for evaluation.
- The **evaluation criteria and the respective weight** for evaluation procedure, are as follows:
- The **applicant must meet minimum criteria of personnel as set out in the TOR (Annex 1) to be considered on further evaluation stage:**

Key Expert 1: Senior Tourism Expert / Team Leader – estimated 30 Working Days

- University Degree or higher in tourism development, business administration / small – and medium enterprise, marketing, or equivalent. • At least 10 years of relevant professional experience
- At least 5 years relevant experience in tourism development and marketing including nature-based tourism development and strategic planning
- Experience with Protected Area Management and their authorities in Albania
- At least two assignments in eco-tourism development in Protected Areas
- Environmental Education Product Development for Protected Areas is an asset
- Excellent command of both English and Albanian languages (written and oral), Macedonian language is an asset
- Good communication and reporting skills in word and in writing in English language

In his application, the applicant (Key Expert 1 / Senior Tourism Expert / Team Leader) shall indicate a Key Expert 2 (National Tourism Expert or pool of experts) with whom he/she intends to collaborate in the framework of this assignment. The Key Expert 2 must meet the following minimum criteria in order for the application to be considered for further evaluation:

Key Expert 2: Tourism Expert (or Pool of Experts) – estimated 45 Working days

- University Degree or higher in tourism, marketing, rural development, small- and medium enterprise development, or equivalent.
  - At least 5 years of experience in tourism development and marketing
  - Practical experience in tourism product and business development in Albania
  - At least one assignment in eco-tourism development
  - Desirable at least two assignments in eco-tourism development in PAs
  - Good knowledge of Albanian tourism market actors
  - Good communication and reporting skills in word and in writing in English and in Albanian language
- **Documents for verification of qualification of applicant (Compare service form in Annex 2):** The Applicant shall submit a list of completed projects for verification of his/her qualification. Information must contain short descriptions of implemented similar works, implementation period, and budget and achieved results. The Applicant must submit together with the above mentioned information a description of experience (list of completed projects) of the National Tourism Expert (or Pool of Experts) named by Applicant (Senior Tourism Expert/Team Leader).
  - **One offer principle:** One Applicant can apply with one offer only, regardless if it is submitted individually by the applicant or jointly with others. In case when one applicant has submitted more than one offer, all offers submitted by this applicant are disregarded.
  - **Evaluation of Technical Proposal:** The Technical Proposals will be opened on the tender commission meeting. Financial Proposals remain sealed until the technical evaluation is completed. The quality of each technical proposal will be evaluated on a scale of 0 to 100 points, according to the criteria given below, which will be examined in accordance with the requirements as indicated in the Terms of Reference (Annex 1) and the Technical Proposal structure (Annex 7).

If there are minor omissions in relation to the TOR points will be deducted. Omissions that restrict comparison with other tenders can lead to the exclusion of the applicant. Tenders are also rejected if the declarations required in Annex 5 have not been submitted.

The technical evaluation will be made using the following criteria and maximum points

<b>1. Concept and methodology</b>	<b>40 Points</b>
1.1. Critical analysis of the TOR	12 points (30 %)
1.2. Proposed concepts and methods	24 points (60 %)
- Conceptual and methodological approach	10 points
- Working programme	8 points
- Staffing schedule	6 points
1.3. Clarity and completeness of the tender	4 points (10 %)

<b>2. Qualifications of proposed staff</b>	<b>60 Points</b>
1.4. Senior Tourism Expert	30 points (50 %)
1.5. Tourism Expert (or Pool of Experts)	30 points (50 %)
<b>Total</b>	<b>100</b>

- **Evaluation of Financial Proposal:** After evaluation of the Technical Proposal, the Financial Proposals of those Applicants will be opened whose technical Proposal achieved a minimum score of 70 points.
- **Final Evaluation:** For the purpose of a combined evaluation the Technical Proposal of a Tenderer will be weighted 70 % as follows:

$$P_T = 70 * T/T_0, \text{ with}$$

$P_T$  = attributed score for Technical Proposal,  
 $T$  = Applicant's score in the technical evaluation,

$T_0$  = highest 'technical' score of all Applicants.

The Financial Proposal of an Applicant will be weighted 30 % as follows:

$$P_F = 30 * C_0/C, \text{ with}$$

$P_F$  = attributed score for the Financial Proposal (points),

$C$  = Applicant's corrected price of the Financial Proposal,

$C_0$  = lowest corrected Financial Proposal. The total score of the

Applicant is  $P = P_F + P_T$ .

The Applicant who submitted the proposal with the highest total score will be invited for contract negotiations (Contract form in Annex 5). The negotiations will cover the Technical Proposal and acceptable alternatives of implementation or staffing and payment pattern, but not the unit rates and prices that were taken into account in assessing the price. If the negotiations with the Applicant having the highest score will not be successful, negotiations with the Applicant placed next will be undertaken until an agreement will be reached.

- In case of contract award, the **service will start immediately** after the contract signature by both parties.
- **Unsuccessful Tenderers:** After the evaluation of the Technical Proposals, Applicants that have not achieved the minimum required score will be notified in writing. After the winning Applicant has been notified of the award of Contract, the remaining Applicants will be informed in writing about the rejection of their proposals.
- **Cancellation of Tender:** The tender procedure may be cancelled, prior to awarding the Contract, without thereby incurring any liability to the Applicants, and notwithstanding the stage in the procedures leading to the conclusion of the Contract, if,
  - The Project has been cancelled;
  - Circumstances underlying the invitation to tender have changed materially;
  - No Applicant satisfies the criteria for the award of the Contract;
  - Competition was inadequate;

- Conditions for a fair competition have not been implemented;
- The price quotations are obviously unreasonable and/or exceed the financial resources earmarked for the contract. In this case, the Employer may, as an alternative to re-tendering, enter into negotiations with the winning Tenderer to try to obtain a satisfactory offer. In the event of cancellation of the Tender procedure, Applicants shall be notified thereof by the Employer.

**Respectfully yours,**

GFA Consulting Group GmbH

On behalf of National Agency for Protected Areas

### **List of Annexes**

**Annex 1:** Terms of Reference

**Annex 2:** Service Form

**Annex 3:** Quotation form

**Annex 4:** Contact form

**Annex 5:** Contract form including Declaration of Undertaking (Contract Annex 2)

**Annex 6:** CV form

**Annex 7:** Technical Proposal Structure

## Annex 1 TERMS OF REFERENCE

<b>Project Title:</b>	“Transboundary Biosphere Reserve Prespa” (PRESPA-Albania)
<b>Project:</b>	BMZ-N° 2013.66.830
<b>Budget Source:</b>	Disposition fund
<b>Budget code:</b>	1.1 Support strategic development and management planning for the Ohrid - Prespa Transboundary Biosphere Reserve (Albanian part)
<b>Task of Expert:</b>	Participatory preparation of a tourism strategy for the Biosphere Reserve Ohrid-Prespa, Albanian side and a detailed action plan for implementation
<b>Timeframe:</b>	June- October 2020 (up to 4 months)
<b>Input:</b>	Estimated 30 days for a senior expert/45 days for additional expert (s)
<b>Type of contract:</b>	Lump-sum contract, up to EUR 15.000; including minimum two field missions to the Biosphere reserve
<b>Duty station:</b>	Home based with field work in Biosphere Reserve Ohrid-Prespa, Albanian side
<b>Reports to:</b>	Team Leader and National Coordinator

### 1. Background:

The “Transboundary Biosphere Reserve Prespa” Project is a German Financial Development Cooperation Project funded by KFW Development Bank on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The Phase II of this project will last three years, from May 2018 to April 2021. The purpose of this phase of the project is the reduction of the pressure on natural resources as well as the contribution to poverty reduction in the Albanian part of the Prespa Biosphere Reserve. This is to contribute to conserve the biodiversity and to improve the living conditions of the population in Prespa National Park and in the Albanian part of the Biosphere Reserve.

The Project Executing Agency (PEA) of the project is the Ministry of Tourism and Environment (MoTE) of Albania. MoTE is therefore in charge of the overall supervision of the project implementation.

The Project Implementing Agency (PIA) is the National Agency of Protected Areas (NAPA). NAPA has the responsibility of steering the PIU and giving conceptual, logistical and informational support to the project. NAPA is approving the investments of the projects as well as its progress reports.

The Project Implementation Unit (PIU) is the Regional Agency for Protected Areas (RAPA) in Korca, with the responsibility of planning and leading the implementation of project measures at local level as well as establishing links with local stakeholders.

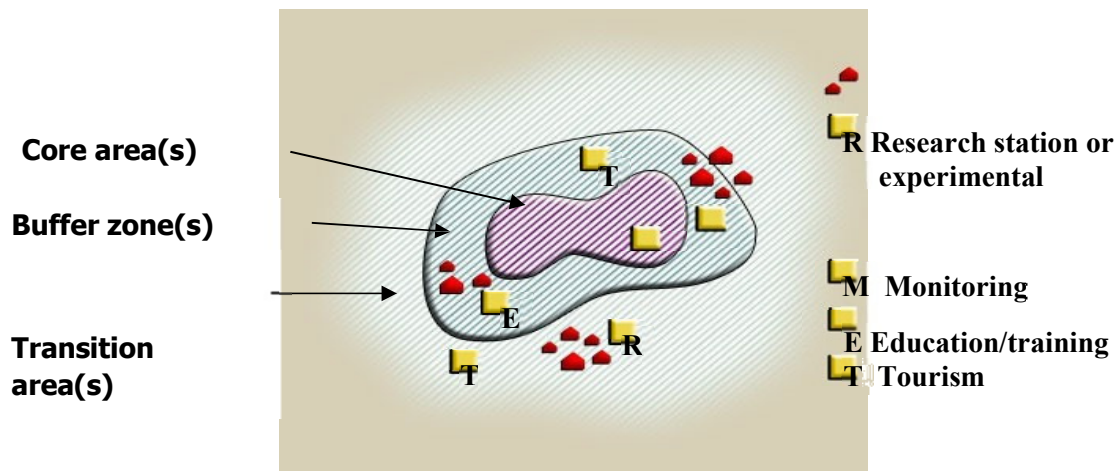
The Consultant (GFA Consulting Group GmbH and Institute for Nature Conservation Albania) supports RAPA, NAPA and the MoTE to effectively manage this project through technical assistance, as well as managerial, logistical and administrative support.

### 2. Overall Objective of the assignment:

Biosphere Reserves are no classical „Nature Conservation Areas“ as one could assume from the name “Reserve”. Different from the concept of National Parks, which focuses on protection of natural processes, the concept of Biosphere reserves puts the interaction of people and nature in the centre. This corresponds to UNESCO’s “Man and Biosphere (MAB) programme” under which the world network of Biosphere Reserves is established and promoted.

Biosphere Reserves thus usually protect natural and semi-natural ecosystems and landscapes rather than pristine nature, and aim at Protection of Natural and Cultural Diversity through three core functions:

- **Sustainable Development:** Biosphere reserves want to be model areas for ecologically and socio-culturally sustainable use of natural resources, i.e. by developing nature-based tourism, regional value chains of local production, and supporting a regional identity that is built on the natural values that the specific reserve entails.
- **Education and Communication:** In order to make the public aware of the natural and cultural values of their region, environmental education, awareness raising and communication plays an important role in Biosphere Reserves,
- **Research and Monitoring:** in support of the model character of the biosphere reserve regions research and monitoring play an important role. Through applied research the interlinkage between ecologic, social and economic factors is being studied, and used for later upscaling of the best practices for sustainable development in the Biosphere reserves.



**Figure 1: Schematic zoning of a Biosphere Reserve (UNESCO, MAB Programme).**

The strong focus of the Biosphere Reserve concept on development is also reflected in the zoning concept (see Figure 1). Internationally, the core zones, which focus on nature conservation and put strong use restrictions on the local population of Biosphere Reserves, only make up 10% of the protected area. The buffer zones (approx. 30%) focusing on sustainable land use with certain use limitations in order to maintain ecological integrity of the core zones, together with the transition areas (~ 60%), that can be economically developed for tourism, agriculture and/or industry, of the Biosphere reserve, make up the vast majority of the respective region.

### **Transboundary Biosphere Reserve Ohrid- Prespa**

Considering the above, the designation of the Ohrid-Prespa Region as a Transboundary Biosphere Reserve can be considered as an opportunity for regional development of the area rather than a limitation for economic growth. The Transboundary Biosphere Reserve Ohrid-Prespa (OPTBR) has been established in 2014 with a bilateral agreement between NorthMacedonia and Albania of 2004, and recognized by UNESCO. The Protected Area (PA) category of a BR was integrated by the new law on Protected Areas of 2017 providing a legal base in the Albanian framework. The Albanian part of the BR includes territory of the municipalities of Pogradeci, Maliqi, Korca, Pusteci and Devolli. The Albanian part comprises ten PAs of different categories, which are all located in the core and buffer zones of the area and conserve the ecosystems of the ecologically interlinked Prespa and Ohrid lakes. Their ecosystems and habitats



form part of the wider Mediterranean global hotspot of biodiversity, are considered among the most important sites of freshwater biodiversity in Europe.

A map and some data on the OPTBR can be found in Annex 1.

One of the PRESPA project outputs wants to develop basic planning documents for the Biosphere Reserve and strengthen the management capacities for the BR. A management plan for the OPTBR has been developed in the frame of the project “Ecosystem Protection of the OhridPrespa Transboundary Region” funded by EU. The document contains a vision and a mission statement for the OPTBR:

Vision: “The Ohrid-Prespa Transboundary Biosphere reserve is a unique place where people enjoy a high quality life within the Carrying Capacity of its ecosystem services. This is achieved through common objectives, strong involvement of stakeholders, cooperation, education and responsibility towards the natural and cultural values.”

Mission: “to ensure a balance between biodiversity conservation and services provided by the ecosystems, promote economic and touristic values of TBR based on sustainable use of natural and cultural resources and by increasing the cross-boarded collaboration between all stakeholders.”

In support of filling the document with substance, the Project wants to support a tourism strategy development on Qark Korca level. Municipality of Korca just initiated a tourism working group with the objective of widening the tourism offers in the region. This is seen as a good entry point to support promoting the Biosphere Reserve as regional development concept as well as linking Prespa National Park as touristic destination with the wider area and the already developed touristic centres of Pogradec and Korca.

During implementation of the strategy, special attention will be paid to promote the Biosphere Reserve idea and communicating it proactively as a unique opportunity for the region. The Municipalities within the boundaries of the Biosphere Reserve should take common action and make use of the natural and cultural potentials this Biosphere offers.

### **Overall Objectives:**

The overall objective of the consultancy is to support sustainable nature-based tourism development in the Albanian part of the Transboundary Ohrid-Prespa Biosphere Reserve via providing a tourism strategy at Qark level. The strategy is to be broken down in an action plan at municipality level with the aim of improving the tourism services and to increase revenues from the sector.

This consultancy should firstly assess the existing situation and the potential of specific tourism product development in the context of regional tourism (Qark level) attraction setting, the potential visitor market and relevant target groups. The consultancy should consider the National Tourism Strategy, Management Plan of the Biosphere Reserve Prespa, the National Park of Prespa, and other documents developed for Region of Korca as a base for assessments and recommendations. A set of background documents will be made available to the Consultant in electronic format at the beginning of the assignment.

Secondly, this consultancy is to develop an effective, practical and feasible sustainable and nature-based tourism strategy that is uniquely tailored to the Biosphere Reserve.

The primary goal is to assist the qark of Korca and its municipalities of Ohrid Prespa Biosphere Reserve in the preparation of a Tourism Strategy with suitable detailed actions for several key projects in keeping with the cultural, social and economic aspirations for the tourism sector in Biosphere Reserve. This will contribute to improving tourism sustainability

in general and economic benefits for the population in particular, with focus on developing sustainable and nature based Tourism in a Protected Area.

### Scope of Work:

- 1) **Tourism Situation Analysis:** to assess the existing tourism situation and tourism market as well the management capacities of the municipalities of Korca, Pogradec, Devoll, Maliqi and Pustec, Regional Protected Area administration, other stakeholders. Special attention shall be paid to the consequences of the Covid-19 pandemic and how to cope with them in the tourism sector.
- 2) **Establishment of a Tourism Development Strategy (TDS), including a detailed Action Plan:** to analyse the tourism potential and develop a tourism development strategy including appropriate and feasible investment suggestions and management recommendations for the Municipalities in the Biosphere Reserve and regional Protected Area Administration.
- 3) **Prioritize the recommendations in a stakeholder consultation process.** The draft TDS and the assessment should be presented at meetings/workshops for relevant stakeholders including Municipalities of the Biosphere Region, tourism association, committees, PA administration and Regional Advisory Group of Prespa, and based on this consultation process, finalize the TDS.

Final result is a Tourism Strategy and Action Plan that demonstrates a practical, realistic and achievable path to a self-sustaining, economic development model which will focus on a time bound plan of activities which will span over 5 years, which can be realistically implemented with appropriate resources, staff and available skill set. The strategy shall integrate the natural and cultural attractions of the region and link the already developed touristic centers with the protected areas, and especially the Prespa National Park.

### Specific tasks:

#### Main Duties and Deliverables - Outcomes of the services

- 1) **Tourism Situation Analysis:** assess the existing tourism situation and tourism market as well the management capacities of the municipalities of Korca, Pogradec, Devoll, Maliq and Pustec, Protected area administration, other stakeholders.  
Special attention shall be paid to the consequences of the Covid-19 pandemia and how to cope with them in the tourism sector.

The situation assessment includes the following tasks:

- a) Review and analyse the current documents, reports and analyses in relation to the Biosphere Reserve and Tourism Policy, together with any other tourism-related documents with a view to preparing a detailed medium-term Tourism Strategy and Action Plan.
- b) Assess the situation in each of municipalities, part of the Biosphere Reserve in terms of offered tourism products and services, facilities, visitor numbers, visitor satisfaction, revenues, etc.
- c) Conduct detailed SWOT analysis for tourism development for each of the Municipalities with a participatory approach and include recommendations and ideas of relevant actors gathered in stakeholder consultations;
- d) Assess the tourism market and target groups for different tourism categories / tourism activities in PAs and surrounding areas and the overall expenditure (for accommodation, food & bev, transport, activities, guiding, souvenirs). This should be based on stakeholder

consultations (not only on available statistical data) and comparison with similar international experiences, where appropriate;

- e) Assess the constraints and opportunities of existing regulations of PAs related to tourism product development and marketing (e.g. related to the sale of products, operation of shop/café, management of activities and maintenance of tourism infrastructure); assess the capacity of staff (using also previous assessments) and analyse the challenges to employ qualified additional staff (regulations, financing of salaries, staff quota, availability of qualified tourism / marketing staff). Make appropriate recommendations to overcome the challenges;
- f) Digital files of proposed tourist routes, GPS tracks, coordinates of proposed infrastructure (including information marks on routes), touristic routes descriptions. Spatial information must be provided in GPX or KML file formats. Each spatial object should contain the following minimum information in data base: name, unique code, information on this object.

## 2) Development of the Tourism Development Strategy and Action Plan for the Region of Korca as a Biosphere Reserve.

- a) Elaborate the **Vision for Tourism Development** for each of the Municipalities and for the Biosphere Reserve (region of Korca) as a whole.
- b) Develop the **priority list of potential eco-tourism products and services**, and assess the development potential for each of them individually;
- c) Highlight the importance of industry regulations and provide a clear picture of **skills training requirements** for the sector. Focus should not only be placed on the training interventions identified but a more unique approach to training and retaining staff should be demonstrated. Additionally, recommend ways to educate the locals and residents of their individual roles in tourism which should aid at improving visitor experience
- d) Conduct a **financial assessment** of needs and potential income generation for the proposed nature-based tourism activities, including but not limited to the current availability of resources, from state, NGO, bilateral and/or multilateral donors, private sector, others as appropriate. The financial assessment shall include a brief cost benefit analysis of the planned activities and infrastructures, including maintenance costs and an outlook of realistic envisioned financing from various sources in the near future, as well as a proposal for a commercially sound and robust pricing policy (entrance fees, activity fees, etc.)
- e) Provide technical advice related to **ecotourism** with links to **eco- friendly projects** as identified from different projects implemented in the municipalities of the Biosphere Reserve and the opportunities to be derived from these projects. Focus should be given to the link of the two touristic well developed municipal centres of Pogradec and Korca with the Biosphere, the protected areas within and especially Prespa National Park.
- f) In an effort to increase **environmental awareness**, propose an Environmental Awareness Campaign to include but not limited to, the media, publications, promotions, institutions, the public. Additionally, propose ways to encourage stakeholders to adopt environmentally friendly practises which can enhance visitor experiences.
- g) Develop a **Programmatic Action Plan (PAP)** for the required investments for the Biosphere Reserve including infrastructure, capacity building, marketing needs, with specific activities and products to be implemented by the PA administration and the municipalities. Focus should be given to the link of the two touristic well developed municipal centres of Pogradec and Korca with the Biosphere, the protected areas within and especially Prespa National Park.

Additional consultancy requirements shall also be proposed where applicable. A budget estimate for each activity shall be given.

- h) Develop detailed and feasible **investment proposals** for priority eco-tourism infrastructures and products based on the results / decisions of the workshops. The investment proposals will include as a minimum:
- description of facilities,
  - suggestion of locations,
  - responsibilities for implementation
  - equipment needs
  - capacity development (training needs, target groups, etc.)
  - marketing and PR-Strategy and -Materials including concrete suggestions or examples
  - estimated overall budgets
  - brief Cost-Benefit Assessment
  - clarification of Responsibilities for implementation
  - opportunities for public-private partnerships

Recommend ways to monitor and evaluate the suggested strategies.

- 3) **Presentation of Programmatic Action Plan at stakeholder workshops** including Municipalities of the Biosphere Region, tourism association, committees, PA administration and Regional Advisory Group of Prespa.

#### 4. Time Period

- The activities are to be implemented during the period June – September 2020.
- Estimated 30 days for a senior expert/45 days for additional expert (s)

#### 5. Coordination:

- Close coordination of activities with PRESPA-Albania and RAPA/NAPA
- Communication of work progress and consultations using all possible means (e-mail, phone, meetings)

#### 6. Reporting and tentative timing:

1. Inception Report describing detailed methodology, stakeholder analysis, proposed agenda and timeline of the assignment – two weeks after signing the contract.
  2. Draft TDS Report (Tentative Structure in Annex 2) including situation analysis, ecotourism development potential for the Biosphere Reserve including priority eco-tourism products and investment ideas (gathered in a consultative process with selected stakeholders) – 3 months after signing the contract.
  3. Final Report including comments on Draft TDS Report– 4 months after signing the contract.
- Reports are to be prepared in Albanian and English languages in parallel.

## 7. Expert Profile General requirements:

- Present the project with dignity internally and to outsiders
- Cooperate with the other team members for the interest of the work if needed
- Manage the project means with responsibility
- Maintain good relationships with national and international partners, with the clients of the project and public authorities
- Pursue professional development opportunities within the scope of the project.

### Qualifications required:

Key Expert 1: Senior Tourism Expert / Team Leader	
- Education	- University Degree or higher in tourism development, business administration / small – and medium enterprise, marketing, or equivalent field related to the subject of the assignment.
- Experience	- At least 10 years of relevant professional experience
	- At least 5 years relevant experience in tourism development and marketing including nature-based tourism development and strategic planning
	- Experience with Protected Area Management and their authorities in Albania
	- At least two assignments in eco-tourism development in Protected Areas
	- Environmental Education Product Development for Protected Areas is an asset
	- Professional demeanour and appearance
- Competences	- Excellent command of both English and Albanian languages (written and oral), Macedonian language is an asset
	- Good communication and reporting skills in word and in writing in English language

Key Expert 2: Tourism Expert (or Pool of Experts)	
- Education	- University Degree or higher in tourism, marketing, rural development, small- and medium enterprise development, or equivalent.
- Experience	- At least 10 years of relevant professional experience
	- At least 5 years of experience in tourism development and marketing.
	- Practical experience in tourism product and business development in Albania.
	- At least one assignment in eco-tourism development
	- Desirable at least two assignments in eco-tourism development in PAs
	- Professional demeanour and appearance
- Competences	- Good knowledge of Albanian tourism market actors
	- Good communication and reporting skills in word and in writing in English and in Albanian language

*The rate between the technical evaluation and financial evaluation is 70% to 30% respectively.*

**NB: Only tax registered individuals can be contracted, thus any professional has to be registered as tax payer latest upon taking contract,**

### 8. Payment Terms

Payment will be made against each approved deliverable/service based on a certificate of payment and against regular invoice.

Annex 1 to The ToR

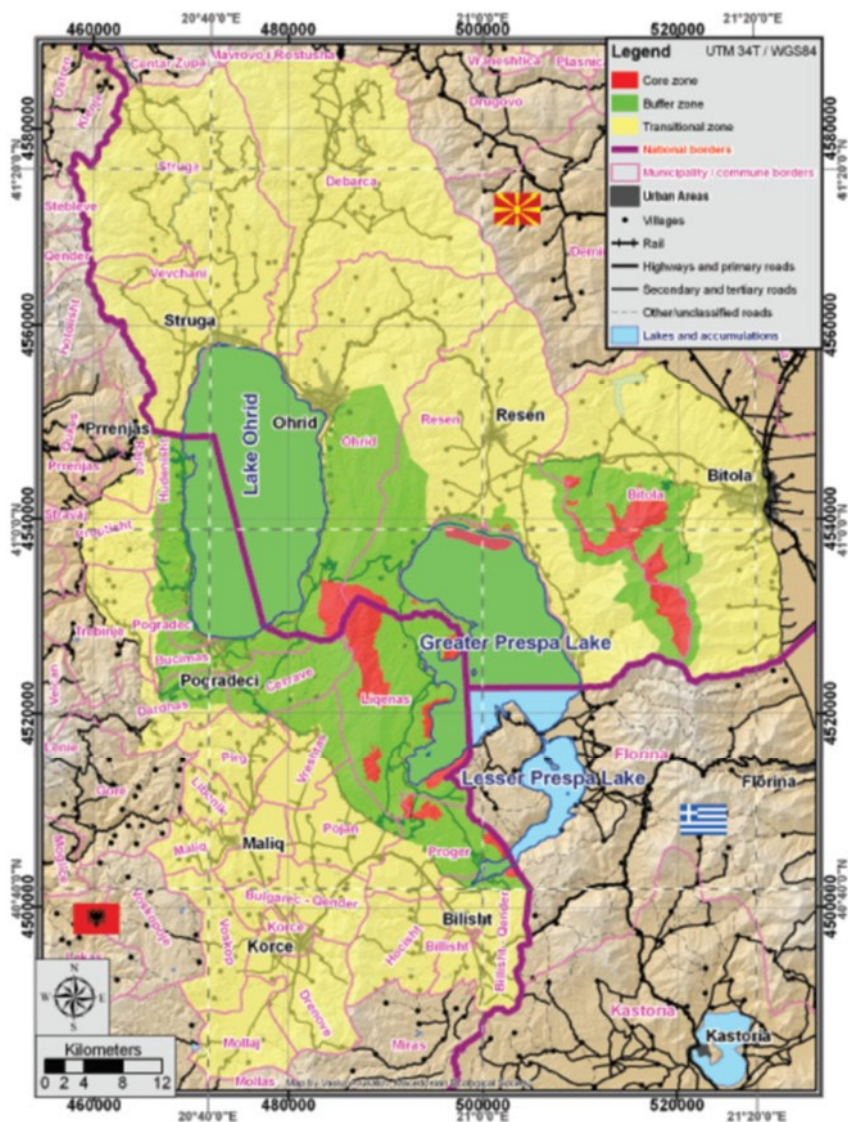


Figure 2: The Ohrid- Prespa Biosphere Reserve. Map including zonation. (UNESCO MAB Nomination Form).

**Table 1. Ohrid - Prespa Transboundary Biosphere Reserve (Albanian Part). Facts and Figures.**

<b>Foundation</b>	2014
<b>Status</b>	UNESCO Biosphere Reserve
<b>Managing body</b>	Ohrid Watershed Management Committee, Secretarial function of RAPA Korçë
<b>Area</b>	1,665 km <sup>2</sup>
<b>Population</b>	~142, 000 inhabitants (permanently), ~250,500 inhabitants (seasonally)
<b>Administrative coverage</b>	Five Municipalities (Devoll, Pustec, Korçe, Maliq, Pogradec) of the Korçe region (Qark)
<b>Aim</b>	Protection of Natural and Cultural Diversity through Sustainable Development; Education and Communication; Research and Monitoring



## **Annex 2 to the ToR**

### **Preliminary Table of Content for the TDS for Ohrid-Prespa Biosphere Reserve**

The proposed Tourism Development Strategy should include but not be limited to:

- General Description of the supported Protected Areas: summary description of the main features of the Biosphere Reserve in particular related to nature based tourism, cross-referring to existing descriptions where possible
- SWOT Analysis for tourism attractiveness and activities
- Overall vision for sustainable nature-based tourism
- Description of proposed tourism directions, type and intensity of actions and activities according to target groups
- Information needs assessment, recommendations for follow up monitoring, data collection, targeted studies and others as identified during the consultancy.
- Management Needs Assessment: Infrastructure, equipment, consumables, territorial markings, staff capacity and trainings, information and awareness materials and specific improvement proposals
- Financial Needs assessment based on current funding sources of each PA, expected changes in the near future, Assessment of Finance Generation Opportunities, Viability of Investments and recommendations on a feasible pricing policy
- Assessment of ecosystem sustainability and carrying capacity for relevant tourism activities according to specific zones of the PA,
- Programmatic Action Plan (PAP), including description of appropriate activities, budget estimate, responsibilities for implementation, timeframe and prioritization.
- Detailed proposals including financial viability assessment for selected priority tourism investments.

The entire document should be pragmatic and action-oriented, avoid jargon and not exceed 35 pages.

## Annex 2 SERVICE FORM

To: Transboundary Biosphere Reserve Prespa Project- Albania (Phase II)  
 Prespa-Albania:  
 BMZ 2013.66.830  
 GFA Consulting Group GmbH  
 Rruga Kristaq Floqi 18, 7001 Korçë  
**On behalf of National Agency of Protected Areas (NAPA)**  
 e-mail: [Info.Prespa@gfa-group.de](mailto:Info.Prespa@gfa-group.de)

Following your publication for “Invitation to tender”, please find attached the documents required as per you below table:

DESCRIPTION OF THE REQUIREMENT		DOCUMENTS TO BE PROVIDED
<b>Concept and methodology</b>		
Critical Analysis of the ToR		Technical Proposal as of as of Annex 7 a)
Proposed concept and method (including approach, work programme and staffing schedule)		Technical Proposal as of as of Annex 7 b)
<b>The entire Concept and methodology shall not exceed 18 pages</b>		
<b>Qualifications of proposed staff</b>		
- Education	- University Degree or higher in tourism development, business administration / small – and medium enterprise, marketing, or equivalent field related to the subject of the assignment.	Copies of university diploma and other certification for post university qualifications
- Experience	- At least 10 years of relevant professional experience, and 5 of them in relevant experience in tourism development and marketing including nature-based tourism development and strategic planning	<ul style="list-style-type: none"> <li>• References from beneficiaries;</li> <li>• List of the similar publications and works done in , including project names, institutions names with detailed description including period and location;</li> <li>• Historical data of NUIS as per NBS (QKB) if applicable;</li> <li>• Copies of the previous contracts (if any)</li> <li>• Signed CV<sup>1</sup></li> </ul>
	- Experience with Protected Area Management and their authorities in Albania, in at least two assignments in eco-tourism development in Protected Areas and possibly any Environmental Education Product Development for Protected Areas.	
	- Experience with process consultation and excellent proven participatory process facilitation and communication skills with local authorities and communities in Protected Areas demonstrated by successful projects.	

<sup>1</sup> Please refer to Annex 6 for CV form

- Competences	- Professional demeanour and appearance	<input type="checkbox"/> Signed CV
	- Excellent command of both English and Albanian languages (written and oral), Macedonian language is an asset	<input type="checkbox"/> Signed CV
	- Good communication and reporting skills in word and in writing in English language	<input type="checkbox"/> Signed CV

**Annex 3  
QUOTATION FORM**

**To:** Transboundary Biosphere Reserve Prespa Project- Albania (Phase II)  
Prespa-Albania:  
BMZ 2013.66.830  
GFA Consulting Group GmbH  
Rruga Kristaq Floqi 18, 7001 Korçë  
e-mail: Info.Prespa@gfa-group.de

**Date:** XX.06.2020

**Assignment Title:** Participatory preparation of a tourism strategy for the Biosphere Reserve Ohrid-Prespa, Albanian side and a detailed action plan for Implementation

**Reference No.:** BMZ- N- S -19

*Dear sir/madam,*

With reference to the above assignment we kindly offer the following quotation:

<b>Items</b>	<b>Price in Euro (exclusive of VAT)</b>
Lump-sum Fee (including Experts fees, travel expenses, office supplies and other materials, communication expenses)	XXXX

Respectfully yours,

XXXXXXXXXX

### Annex 4 CONTACT FORM

<b>Name/Surname</b>	XXXXX
<b>Address</b>	XXXXXX
<b>NUIS</b>	XXXXX
<b>e-mail address</b>	
<b>Mob.Phone</b>	+355
<b>Years active</b>	xxx years

**Annex 5**

**CONTRACT FORM**



REPUBLIKA E SHqipërisë  
**MINISTRY OF TOURISM AND ENVIRONMENT**

**NATIONAL AGENCY OF PROTECTED AREAS**

**Contract for**

**“Tourism strategy for the Biosphere Reserve Ohrid-Prespa, Albanian side and a detailed action plan for implementation”**

**Between**

**NATIONAL AGENCY OF PROTECTED AREAS**

**and**

**“Mr/Ms.....”**

**Ref.No: BMZ-N-S-19**

**Tiranë, DD/06/2020**

## CONTRACT

THIS contract is entered into on XX/XX/2020, between **National Agency of Protected Areas**, with address in Bulevardi “Dëshmorët e Kombit” Nr.1, 1001, Tiranë, Albania, with NUIS No. L51505451H (hereinafter called “the Contracting Authority”) on the one part and “**Mr/Ms** ....., with address: .....and NUIS no.....(hereinafter called “the Service provider”) on the other part.

WHEREAS, the Contracting authority wishes to have the Service provider performing the services hereinafter referred to, and

WHEREAS, the Service provider is willing to perform these services, NOW

THEREFORE THE PARTIES hereby agree as follows:

1. **Services** The Service provider shall perform the services specified in Annex A, “Terms of Reference,” which is made an integral part of this Contract (“the Services”).
2. **Term** The Service provider shall perform the Services during the period commencing XX/09/2020 and continuing through XX/06/2020 or any other period as may be subsequently agreed by the parties in writing.
3. **Payment**

A. Ceiling

For Services rendered pursuant to Annex A, the Client shall pay the Service provider an amount not to exceed a ceiling of .....**Euro** (in words Euro) excluding VAT. This amount has been established based on the understanding that it includes all of the Service provider’s costs and profits as well as any tax obligation that may be imposed on the Consultant.

B. Schedule of payments

The payment will be performed after each delivery of the required services/products, upon acceptance/take over certificate.

***(both in line with rates established in project internal regulations)***

D. Payment Conditions

Payment shall be made in Euro not later than 30 days following submission of invoices and respective deliverables.

Payments shall be made to Service provider’s bank account:

Name of the Bank:..... Account

Name: .....

IBAN CODE: .....(Euro account)

4. **Project Administration**

A. Coordinator

The Contracting authority designates **Mr/Ms** ....., Team leader /chief technical advisor of Prespa Albania Project, as contract coordinator; the Coordinator shall be responsible for the coordination of activities under the Contract, for receiving and approving invoices for payment, and for acceptance of the deliverables by the Contracting authority.

- 5. Performance Standard** The Service provider undertakes to perform the Services with the highest standards of professional and ethical competence and integrity.
- 6. Inspections and Auditing** The Service provider shall permit, the Prespa Albania Project and/or persons or auditors appointed by the Donor to inspect and/or audit its accounts and records and other documents relating to the submission of the quotation to provide the Services and performance of the Contract.
- 7. Confidentiality** The Service provider shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the contracting authority's business or operations without the prior written consent of the contracting authority.
- 8. Ownership of Material** Any studies, reports or other material, graphic, software or otherwise, prepared by the Service provider for the Contracting authority under the Contract shall belong to and remain the property of the Contracting authority. The Service provider may retain a copy of such documents and software.
- 9. Consultant Not to be Engaged in Certain Activities** The Service provider agrees that, during the term of this Contract and after its termination, the Consultants and any entity affiliated with the Service provider, shall be disqualified from providing goods, works or services (other than consulting services that would not give rise to a conflict of interest) resulting from or closely related to the Services for the preparation or implementation of the Project.
- 10. Insurance** The Service provider will be responsible for taking out any appropriate insurance coverage.
- 11. Assignment** The Service provider shall not assign this Contract or Subcontract any portion of it without the Contracting Authority's prior written consent.
- 12. Law Governing Contract and Language** The Contract shall be governed by the laws of Albanian Government, and the language of the Contract shall be in English.
- 13. Dispute Resolution** Any dispute arising out of this Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the laws of the Contracting Authority's country.
- 14. Termination** The Contracting Authority may terminate this Contract with at least ten (10) working days prior written notice to the Service provider after the



occurrence of any of the events specified in paragraphs (a) through (d) of this Clause:

- (a) If the Service provider does not remedy a failure in the performance of its obligations under the Contract within seven (7) working days after being notified, or within any further period as the Contracting Authority may have subsequently approved in writing;
- (b) If the Service provider becomes insolvent or bankrupt;
- (c) If the Service provider, in the judgment of the Contracting Authority or the Donor, has engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices in competing for or in performing the Contract.

For the purpose of this clause:

“corrupt practice” means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the selection process or in contract execution;

“fraudulent practice” means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of the Contracting Authority, and includes collusive practice among Service providers (prior to or after submission of proposals) designated to establish prices at artificial non-competitive levels and to deprive the Contracting Authority of the benefits of free and open competition;

- (d) If the Contracting Authority, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.

## 15. Entry into force

This contract enters into force from the date it is signed by all parties.

**16.Other** This contract is made in three copies in English language, signed by both parties: two copies will be for the Contracting Authority, while one copy for the Service provider

Signature and seal of the Contracting Authority:

Mr. ....

\_\_\_\_\_  
**NAPA GENERAL DIRECTOR**

Signature and seal of the Service provider:

**Mr/Ms.....**

\_\_\_\_\_  
**Consultancy Firm / Expert**

Signature and seal of GFA Consulting Group GmbH

**Mr/Ms.....**

\_\_\_\_\_  
**Team Leader/Chief technical advisor  
GFA Consulting Group GmbH**

**List of Annexes:**

**Annex 1:** Terms of Reference

**Annex 2:** Declaration of Undertaking

**Annex 3:** Technical proposal

**Annex 4:** Financial Proposal

### **Contract Annex 1: ToRs**

(Please see Annex 1 of this Invitation)

### **Contract Annex 2: Declaration of Undertaking**

Project reference: BMZ 2013.66.830

Procurement Ref. No : BMZ-N-S-19

We underscore the importance of a free, fair and competitive procurement process that precludes abusive practices. In this respect we have neither offered nor granted directly or indirectly any inadmissible advantages to any public servant or other person nor accepted such advantages in connection with our bid, nor will we offer or grant or accept any such incentives or conditions in the present procurement process or, in the event that we are awarded the contract, in the subsequent execution of the contract. We also declare that no conflict of interest exists in the meaning of the kind described in the corresponding Guidelines.

We also underscore the importance of adhering to environmental and social standards in the implementation of the project. We undertake to comply with applicable labour laws and the Core Labour Standards of the International Labour Organization (ILO) as well as national and applicable international standards of environmental protection and health and safety standards.

We will inform our staff about their respective obligations and about their obligation to fulfil this declaration of undertaking and to obey the laws of the country of Albania.

We also declare that our company/all members of the consortium has/have not been included in the list of sanctions of the United Nations, nor of the EU, nor of the German Government, nor in any other list of sanctions and affirm that our company/all members of the consortium will immediately inform the client and KfW if this situation should occur at a later stage.

We acknowledge that, in the event that our company (or a member of the consortium) is added to a list of sanctions that is legally binding on the client and/or KfW, the client is entitled to exclude our company/the consortium from the procurement procedure and, if the contract is awarded to our company/the consortium, to terminate the contract immediately if the statements made in the Declaration of Undertaking were objectively false or the reason for exclusion occurs after the Declaration of Undertaking has been issued.

Name: xxxxxxxx

In the capacity of: Tourism Strategy Expert /Consultancy Firm

Signed:

*Stamp*

## Annex 6: CV form

### CURRICULUM VITAE

1. Family name: xxx
2. First names:        xx
3. Date of birth: xx
4. Nationality:        xx
5. 5. Civil status:    xx

#### 6. Education:

Date (from – to)	Institution	Degree(s) or Diploma(s) obtained:
xxx	x	x
xxx	x	x
xx	x	x

#### 7. Language skills: Indicate competence on a scale of 1 to 5 (5 – excellent; 1 – basic)

Language	Reading	Speaking	Writing
x	mother tongue		
x			
x			
x			

#### 8. Membership of professional bodies:    /

#### 9. Other skills:

10. Present position: xxx 11. Years within the firm: x years

#### 12. Key qualifications:

Please describe in detail

#### 13. Specific experience in the region:

Country	Date from - to
Italy	1996 – 2006
Albania	2006 – present

#### 14. Professional experience

Date from – to	Location	Company	Position	Description

XXX - Present	XX	XX	X	<i>Please describe in detail</i>
XXX - XXXX				<input type="checkbox"/>
XXX - XXXX				<input type="checkbox"/>
XXX - XXXXX				<input type="checkbox"/>
XXX - XXX				<input type="checkbox"/>

**15. Other relevant information:**

Further qualifications and experiences:

- Period, position held, Organization
- xxxx

Additional education in financial management (selected):

date	Title of the training/workshop/specialization	Place, Institution
xxx	xxx	xxx
xxx	xxx	xxx
xxx	xxx	xxx
xxx	xxx	
xxx	xxx	
xxx	xxx	

**16. Publications:**

Date – Title, Institution

## Annex 7: Technical Proposal Structure

The technical proposal shall contain:

### a) Critical Analysis of the Terms of Reference (TOR)- Maximum 3 pages

The Applicant is explicitly encouraged to present a detailed critical analysis and the Applicant's interpretation of the TOR. This might encompass critical comments and doubts about the suitability, consistency and feasibility of individual aspects and the concept as a whole, if any. The methodology suggested must take constructive account of this analysis.

### b) Proposed Concept and Methods - Maximum 15 pages

This section will contain:

- Conceptual and methodological approach proposed to carry out the services. In this context, the Applicant is explicitly encouraged not to repeat the TOR but to show the suitability of his concept in regard to the TOR and his comments made on these;
- A working programme (bar chart) showing clearly the different implementation phases as well as the main tasks planned, their duration and their interactions;
- A staffing schedule (bar chart) showing clearly times and places of effective assignment for each professional. The Applicant shall provide a detailed description of tasks to be performed by each team member as well as details on the selection and experience of the proposed members with regard to their tasks. Furthermore, the Applicant shall provide an updated curricula vitae (CV) of the proposed International Tourism Expert/Team Leader and National Tourism Expert (or Pool of Experts), according to the model given in Annex 6. Key staff should have adequate education, professional experience and experience in the region. Key staff presented in the Applicant's technical proposal may not be replaced without the prior approval of the Employer.

### c) Declarations

The Applicant shall provide the following declarations issued after the date of the invitation letter:

- Declaration(s) of association duly signed by the partners and specifying clearly the type of association and the lead consultant;
- Declaration on associated consultants In a duly signed declaration the Applicant (in case of an association one separate declaration for each member) has to reveal any links with other consultants and give a binding declaration that should he be awarded the contract the consultants with which he is associated will not intend to take part in the project in any other form;
- Declaration of undertaking: A duly signed declaration (in case of an association by all members) pursuant to Annex 5 shall be included.

### d) Other forms and documents given in Annexes except for the quotation form.