
TERMS OF REFERENCE

Programme:	Private Sector Development and TVET South Caucasus EU4Business “Innovative Tourism and Technology Development for Armenia”
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Activity:	Tourism Sector Capacity Needs Assessment
Duration:	July – October 2021

1. Brief Introduction

The EU4Business “Innovative Tourism and Technology Development for Armenia” project was launched in November 2019 and will run until April 2023. The project is co-funded by the European Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ) and is being implemented by German Development Cooperation GIZ under the umbrella of the Private Sector Development and TVET South Caucasus Programme (PSD TVET).

The project is part of the EU4Business initiative (www.eu4business.eu) of the European Union. The EU4Business “Innovative Tourism and Technology Development for Armenia” project has an overall objective to foster shared and balanced inclusive growth in tourism and innovative industries. This will be achieved through a) transformative, innovative tourism ventures in the Northern regions of Armenia, b) support to high tech and innovative entrepreneurs, c) international knowledge exchanges for high tech researchers and entrepreneurs as well as tech start-up institutions and 4) networks for the benefit of entrepreneurship culture for students and general population groups.

The EU4Business “Innovative Tourism and Technology Development for Armenia” project targets two main directions: development of innovative tourism and of start-ups and existing investable and innovative technology ventures. Methods used are competitions for grants, technical assistance by experts, community and stakeholder participation, and the entrepreneurial eco-system development.

The first component is focused on the development of enhanced tourism offerings, especially in the Northern regions leading to good jobs, sustainable businesses and responsible tourism. It foresees the conceptualization and implementation of three financial/grant schemes focusing on tourism ventures. Furthermore, it includes the strengthening of the Tourism Committee, including supporting data driven tourism marketing activities.

The second component of the project is focused on transformative creation and development of SMEs to enable diversification of economic growth. It will also support the entrepreneurship ecosystem, as well as technology ventures through a grant scheme approach as well as through innovation partnerships between science, education and businesses, including innovative youth at universities and aiming at an increased participation in Horizon 2020 / Horizon Europe grants.

2. Context and the current situation in the field of assignment

Within the tourism component of the EU4Business ITTD project a specific goal is set to support the development of better tourism offers leading to good jobs and sustainable businesses for a transformative and inclusive progress in the three northern regions of Armenia (Lori / Shirak / Tavush). In this context and within the framework of Tourism Sub-Component 1.2, Pillar 1 (Capacity

Development of Tourism Stakeholders), the Project aims at conducting a tourism sector capacity needs assessment to identify main capacity needs of the sector and its industry, especially taking into account the global COVID-19 pandemic and the post-conflict situation possibly having created changed or new capacity needs. The assessed needs are expected to be analysed and used for the formulation of a demand-driven capacity development action and training plan.

In this context the Project plans to contract an Armenia registered suitable consultancy/ research company or an individual expert (team) with proven experience in this field to conduct the tourism sector capacity needs assessment incl. the development of a capacity development action and training plan.

3. Conditions of the assignment

3.1 Objective and tasks

The Tourism Sector's Capacity Needs Assessment's main **objectives** are:

- Identify capacity gaps in the tourism sector in Armenia
- Define capacity needs including priority needs within the tourism sector
- Classify current capacity development opportunities and obstacles especially relevant in the current COVID-19 and post-conflict situation
- Specify capacity needs related to specific target groups
- Propose recommendations for suitable, effective, and affordable modes/formats of capacity development measures to meet the identified needs
- identify potential ways for effective interventions
- draft a capacity development action and training plan

The **scope of work** for the contracted individual or organization will include but not be limited to the following main activities:

- Design of the capacity needs assessment process and presentation to the Project team
- Development of key stakeholders/ interviewees list, methodology and questionnaire for capacity needs assessment
- Preparation, execution and moderation of interviews with several stakeholders ideally segmented and classified by fields of activities
- Formulation of capacity needs assessment report and detailed action plan including set of recommendations and outlines of activities and timelines

The **interviews** are planned to be conducted with relevant representatives from (list not exclusive):

- The public sector
- The private sector
- Other relevant organizations (e.g. from civil society or academia)

Results expected from the interviews and workshops are:

- A list of capacity needs of the tourism sector
- An action plan, with respective training list and recommendations for topics, formats, methodology, frequency, etc.)

The contractor shall provide relevant background information, prepare structured guiding questions, and design the questionnaire for structured group interviews, moderate the planned interviews with

tourism sector representatives and a final workshop with the EU4Business ITTD project team. In addition, the contractor is supposed to structure assessed gaps, needs, prioritize suggested solutions and formulate a feasible capacity action and training plan.

An international expert will be hired by GIZ to support the local contractor in implementing the activity. The international expert will consult on the general approach and methodology, the questionnaire, the action plan / report design, as well as participate (be present) at the interviews. The Armenia registered contractor is expected to closely coordinate with the international expert.

The contractor shall deliver services as outlined in table below. The activities within the assignment should be conducted during up to 25 person days in 10 weeks period.

The language used for all deliverables will be English. Interviews can be conducted in Armenian or English. If translation is necessary, this would be organized by the Project.

3.2 Deliverables and resources

The following deliverables are to be submitted during the assignment period:

Tasks & Deliverables	Timeline deliverable	Person days (max)
Action: Study and review of relevant background information / materials, design of process, questionnaire / survey outline and the structure for the interviews for collocutors. Deliverable: Interview and survey outline / forms with guided questions to be reviewed by EU4Business ITTD team and international expert hired by GIZ.	1 st and 2 nd week after contracting	4
Action: Development and design of interviewees list. Raising awareness about the capacity needs assessment implementation among potential collocutors through calls / emails / personal meetings / posts on social media etc. in coordination with the international expert hired by GIZ. Deliverable: Final list of interviewees with segmented groups by activity in the tourism sector and industry.	3 rd and 4 th week after contracting	4
Action: Preparation and execution of the planned survey and interviews. Deliverable: General report on the conducted interviews and survey including information on participants and response rate. Copies of the filled in interview forms.	5-7 th weeks after contracting	8
Action: Development and design of the capacity needs assessment report and detailed action and training plan, conduction of a meeting to introduce, discuss and approve the report and capacity action and training plan with EU4Business ITTD team Deliverable: Full report on the activity and capacity action and training plan reviewed and confirmed by the EU4Business ITTD team and the international expert hired by GIZ. PPT-presentation of the results and action and training plan in a meeting with the EU4Business ITTD team.	8-10 th weeks after contracting	9
Total	10 weeks duration	25

3.3 Payment terms and description of the commercial offer

Final payment will be made upon satisfactory fulfilment of the contract.

The Contractor's commercial offer needs to include the Financial offer with a summary of costs with respect to the above sections including:

- Costs for local 1 (tourism) expert for up to 25 expert days. Daily rate should be mentioned.
- Costs associated with travel and other expenses if any

The activities for the capacity needs assessment should be conducted during up to 25 expert days within 10 weeks after assignment's starting date as contracted.

The Technical offer requires the contractor to submit the relevant experience to this assignment; comments/suggestions on the Terms of Reference, description of approach, methodology and work. The description of approach, methodology and work plan must include activities and deliverables as indicated in above table. The detailed CV's of the expert(s) should also be presented.

3.4 Submission Requirements

The tourism sector capacity needs assessment will be planned, facilitated, and conducted by an Armenia registered consultancy/ research company or an individual expert (or team) with relevant and proven experience in the field of the assignment. The contractor conduct tourism sector capacity needs assessment as outlined in the table #1 above. Draft and final versions of d all other documents should be provided in English.

The contractor for conducting the tourism sector capacity needs assessment should fulfil the following requirements:

- Provision of an expert (team) with 7+ years of experience in design and implementation of relevant studies and analysis
- Master level education in business, management, tourism, geography, sociology or equivalent of the leading experts
- Proven success in provision of capacity needs assessment or similar solutions to other clients
- Knowledge of the Armenian tourism industry and its structure will be an asset
- Administration, and effective reporting skills, flexibility, and readiness to make adaptations / changes to written reports upon the request, proficiency in English language (written and spoken)

3.5 Coordination and communication

The Contractor reports to the Tourism Component Leader of the EU-ITTD Project, as well as closely collaborates with the responsible Project Expert or assigned team member and the administrative support team in Armenia.

3.6 Additional Documentation provided to the Consultant upon starting the contract

- Upon request