

TERMS OF REFERENCE FOR SERVICE CONTRACTING

Work Package No. 5: Awareness & Training

CROSSDEV Project partner's; the Royal Marine Conservation Society of Jordan "JREDS" is seeking a nationally registered company or organization (training center, college, Specialized Institution, or other).

JREDS is offering a training opportunity for those interested in developing their touristic skills, e.g., English Lang., communication, Best Practices for Archaeological Tours, Photography for Tourism, Marketing and social media, and Sustainable Tourism and Hospitality.

The aim of the training is to widen, enhance, diversify current tourism offer, broadening customer base and facilitating access of MSMEs to new markets. Training will aim on one side to improve specific skills and knowledge of tourism services providers & managers and on the other side to diffuse among the general public knowledge about sustainable tourism and valorization practices of cultural /historical heritage. Training will be held also for youth interested to work in tourism sector.

BACKGROUND

The CROSSDEV project objective is contributing to the economic and social development in Mediterranean, it is a 3-year project funded by the European Union through the ENI CBC MED program, strengthening and enhancing sustainable tourism practices, emphasizing common heritages and resources. Specifically, it expects to increase touristic competitiveness and attractiveness of less known destinations, rural/depressed areas, adopting/enhancing the Cultural Routes concept/experiences in selected areas of 4 countries:

- Italy: Sicily, communities in the areas along the Via Selinuntina, neighborhoods of Sambuca di Sicilia (Province of Agrigento) and Castelvetrano-Selinunte (Province of Trapani)
- Jordan: communities around less known historical and cultural sites in Aqaba area (Southern Jordan) and archaeological site of Umm Qais (Northern Jordan)
- Lebanon: villages in the area of Jabal Moussa Biosphere Reserve, Mount Lebanon

- Palestine: the extended area of Palestinian Heritage Trail from Beit Mirsim to Batter - southern of the West Bank

Scope of the work (Work assignment)

JREDS will held a special training for at least 10 local escort on several topics including English language, interpretation skills, communication skills and conservation. The training will be held at Aqaba.

The bidder must provide a comprehensive training plan (6 Modules) with a proven framework to help support for those interested in developing their touristic skills Aqaba area.

The proposed training plan must at least cover the following topics:

1. Different level of English for Tourism
2. Communication and Soft Skills
3. Best Practices for Archaeological Tours
4. Photography for Tourism
5. Different level of Marketing and social media
6. Sustainable Tourism and Hospitality

The curriculum and training material must be specific to supporting youth, tourism services providers, students, SMEs and in tourism.

The targeted training program must be spread between 2 - 4 months.

The training begins immediately after signing the contract.

Experience and Qualifications

Given the technical and methodological characteristics of the tasks to be executed, the subcontractor's professional (national or international training center, college, Specialized Institution, or other) offer should include:

- Technical and financial offers.
- Training detailed programs – objectives and contents
- Complete educational materials
- A work plan for training including time frame and duration of different session

Proposed Deliverable

- Training material for each course and workshops
- Calendar/ timelines for all proposed training modules in coordination with JREDS.
- Printed materials
- Certificate according to Crossdev rules and handout.
- Trainer's report for each training.
- Final comprehensive report on the entire training.
- An evaluation report of the trainings

Other information

- JREDS will provide the logistics supply like training hall in Aqaba, coffee breaks, catering, display units ...etc.

Institutional Classification

The bidder must be:

- A nationally registered company or organization (training center, college, Specialized Institution, or other)
- Have at least a proven experience in giving the proposed training.
- Each of the principal staff/key experts (Minimum four experts), but not limited to the following functions, provided by the bidder should have the following minimum qualifications:
 - At least Bachelor's degree in related to Entrepreneurship in Tourism: Communication skills and marketing, soft skills, branding, Building upgrading, Photography, Best Practices for Archaeological Tours, Sustainable Tourism and Hospitality and English for Tourism.
 - A minimum of five years of progressive professional experience for all experts in the related fields
 - Demonstrated skills is communication (Arabic and English), oral and writing (especially reporting)
 - Demonstrated coordination capacity
 - The training language is Arabic, and the language of reports, documents and deliverables is all in English.

Evaluation Criteria

No.	Section	Maximum Score	
1	Does the applicant have sufficient experience, in-house technical expertise, and management capacity respect to the service it provides?	10	
2	A nationally registered company or organization	Experience (5 - 10 Years)	7
3		Experience (More than 10 Years)	8
4	The Experts and the Trainers	Experience (5 - 10 Years)	7
5		Experience (More than 10 Years)	8
6	The Experts and the Trainers	4	7
7		More than 4	8
8	The Experts and the Trainers	At least Bachelor's degree	7
9		At Least one master's degree	8
10	Comprehensive technical and financial offer	10	
11	Comprehensive timeline	5	
12	All documents (experiences, CVs for all team, registration documents)	5	
13	How relevant is the proposal to the objectives of the tender	5	
14	Is the action consistent with the tourism needs of the target groups?	5	
Maximum total score		100	

How to apply

Interested services providers, please send the technical and financial offers, action plan of the training, and all documents related to the institution's registration certificates, previous experiences, the institution's curriculum vitae: information@jreds.org

Specifying "Crossdev– Training Program" in the email subject.

the offer deadline is August 22nd, 2021.

Indicative timetable

Item	DATE	REMARK
1. Deadline for requesting any clarifications from JREDS	6 th of Sep 2021	< 4 days before the submission deadline>
2. Last date on which clarifications are issued by JREDS	8 th of Sep 2021	< 2 days before the submission deadline>
3. Deadline for submission of applications	10 th of Sep 2021	
4. Inform applicants of the evaluation results.	20 th of Sep 2021	
5. Notification of award	25 th of Sep 2021	

This indicative timetable refers to provisional dates and may be updated by JREDS during the procedure. In such cases, the updated timetable will be published on the project web site <http://www.jreds.org>