

Name and address of the contracting authority: René Moawad Foundation

Contact person: Lutecia Bairy Project Manager

Title of the tender: **Training of trainers on sustainability in adventure tourism for local guides**

Reference number: WP4.SS.PP6.115245

## PART A: INFORMATION FOR THE TENDERER

### 1. INFORMATION ON SUBMISSION OF TENDERS

#### Subject of the contract:

The subject of this tender is:

- Provision of **services**, as indicated in the technical information in point 2 of this section.

#### Deadline for submission of the tenders:

The deadline for submission of tenders is 26<sup>th</sup> August 2022 until 17.00h. Any tender received after this deadline will be automatically rejected.

#### Address and means of submission of the tenders:

The tenderers will submit their tenders using the **standard submission form available in Part B of this tender dossier**. The tender will be submitted in 1 (one) original. In case of e-mail submission, the tenderer may provide a scanned original. Any tenders not using the prescribed form shall be rejected by the contracting authority.

**If delivery by post or courier**, the tenders will be submitted in two separate envelopes:

- **envelope one** for the tenderer's information, the tenderer's statement and the technical offer and
- **envelop two** for the financial information.

An envelope including both envelopes will contain the following information at the external part:

Name and address of the contracting authority

Contact person

Title of the tender

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Reference number

Name and address of the tenderer

**If delivery by e-mail**, the message will clearly indicate:

Title of the tender

Reference number

Name and address of the tenderer

The tender submission form and any supporting documentation will be provided as attachment to the e-mail.

## 2. TECHNICAL INFORMATION

The tenderers are required to provide services as indicated below. In the technical offer, the tenderers will indicate more details on the deliveries, referring back to the below terms of reference:

### Background

The Mediterranean (MED) region is one of the world's leading tourist destinations, which makes tourism a key driver for socio-economic progress & a key income source for many of its countries. Faced by growing competition & a deterioration of the political & security situation in the region, the destination has demonstrated symptoms of a slowdown, which makes the recovery of the sector an economic priority. This downturn may also present an opportunity to transform the tourism model into a sustainable & competitive one, addressing current sectorial challenges as the predominance of mass seaside tourism, dependence on the European market & territorial imbalances.

The hereby proposed initiative (MEDUSA project) is led by a mix of public/private/non-governmental organizations across the region with proven track record in the tourism & business development field. MEDUSA will tackle these joint challenges via targeted & inter-related capacity building & cross-border interventions to develop & promote Adventure Tourism (AT) in the region. Between 2010 & 2014, this tourism niche grew by 195%. The MED has every opportunity to become part of this international trend, which properly managed can make tourism more sustainable, providing a strong incentive for conservation, while creating jobs & more income for local communities. These major expected changes will occur in the medium/long-term. Also, the multiplier effect will be higher in comparison to other forms of tourism. The main results of the project are cross-border routes & itineraries, in the form of new and/or improved AT products, revealing lesser-known destinations & attracting tourists throughout the year. A long-term (LT) strategy is envisaged for the promotion & management of these destinations in a sustainable way with the participation of a wide array of

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stakeholders. The main beneficiaries are SMEs (Tourism Service Providers, Tour Operators (TOs), Travel Agencies, etc.), public authorities & the communities.

MEDUSA project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation program “Mediterranean Sea Basin” 2014-2020 (ENI CBC MED). It started on 1st September 2019 and has a duration of 36 months (until 31st August 2022) with a possible extension. It counts on an overall budget of 3,317,314 EUR, which are co-financed at a 90% rate by the ENI CBC Med program.

It includes the following project partners:

- ✓ Barcelona Chamber of Commerce (Spain) – Lead Beneficiary
- ✓ Rene Moawad Foundation (Lebanon)
- ✓ Association of the Mediterranean Chambers of Commerce and Industry (Spain)
- ✓ Jordan Inbound Tour Operators Association – JITOA (Jordan)
- ✓ Royal Society for the Conservation of Nature – RSCN (Jordan)
- ✓ Puglia Region – Department of tourism, economy of culture and valorization of territory (Italy)
- ✓ WWF Mediterranean North Africa (Tunisia)

More information is available at: <http://www.enicbmed.eu/projects/medusa>

### **Objective, purpose and expected results**

The main objective of this assignment is to prepare and deliver a 'Training of Trainers' (TOT) programme on sustainability in adventure tourism for local guides. In specific, this consultancy will include the preparation and development of the training content and materials, and performing an online training session for local recipients

### Specific objectives

- Develop curriculum for training of active Adventure Guides in project partner territories following international best practices and standards on sustainability practices in tourism for local guides to include both classroom and field training modules. The curriculum shall also cover “Leave no Trace” principles in both classroom and field training modules.
- Capacity building of qualified local adventure trainers through a TOT online course, noting that this online course doesn't deliver a professional certificate.
- Provision of online resources on existing international sustainability certifications for adventure/nature guides that have been practicing guiding for at least one year and more, a base for which shall be covered through this training activity.

The TOT aims at ensuring that local trained guides are able to apply sustainable and “Leave no Trace” practices while leading adventure and nature tours, with focus on MEDUSA project top five activities: hiking/trekking, leisure cycling, mountain biking, diving and multi activities

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(including rock climbing, bird watching, canoeing/kayaking, snow activities and horseback riding). These practices should adhere to the highest possible international standards, incorporating both practical & knowledge-based components such as, regional culture, environmental awareness, communication and interpretation, etc. It follows a train-the-trainer approach.

**The main topics of the training (non-exhaustive list) are:**

- 1. Local guides in the context of Adventure Travel**
  - Adventure Travel definition and its Global Market Value
  - The Role of Adventure Guides (*Customer Service in Adventure Travel, Leadership, Planning in Adventure Travel, Managing group challenges and conflicts, Meeting and exceeding expectations, etc.*)
  - Core Competencies of Adventure Guides
- 2. Sustainability Concept and Relevance**
  - Concept of sustainability and its relevance
  - Tour guide ethics and Role (*including Tour Guides Code of Ethics*)
  - Perception of different customers towards sustainability
- 3. Environment, Nature and Animals**
  - Waste management reduction and management
  - Climate change (Energy use and transportation)
  - Animal Welfare
  - Souvenirs
- 4. Leave no Trace – 7 Principles**
- 5. Local culture and human Rights**
  - Interacting with local culture and values
  - Build local Heritage
  - Promoting local economy
  - Voluntourism, children rights and exploitation
- 6. Communication and interpretation**
  - Intercultural Communication
  - Communicating with visitors
  - Communicating with local providers

The results to be achieved by the Consultant are:

- **RESULT N°1:** Detailed proposal of the TOT programme for adventure tourism local guide including methodology, pedagogic materials, practical cases and exercises, and technical content of the TOT, including an exhaustive list of references, videos, and support materials for the TOT to conduct the field training.
- **RESULT N°2:** Capacity of local partners and trainers to select skilled individuals through a registration form that will be developed for this purpose by the consultant and selection process explanation, to undergo this training on local levels

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- **RESULT N°3:** Increased capacity of qualified local trainers to deliver efficiently and professionally a training course on Sustainability in Adventure Guiding to a select number of pre-selected local guides, through theoretical and practical material.
- **RESULT N°4:** Ready to publish an electronic TOT programme with visually appealing design and formatting following the communication and visibility indications of ENI CBCMED program. The TOT shall be presented in book and PPT formats.

### Description of the assignment

The consultant/trainer must provide detailed content with up-to-date information (inspired by various international sustainability standards in adventure tour guiding, for instance including ATTA, ISO guidelines, Travelife, etc.) related to the provision of guiding services and experiences for sustainable adventure tourism in partner destinations with focus on hiking/trekking, leisure cycling, mountain biking, diving and multi activities (including rock climbing, bird watching, canoeing/kayaking, snow activities and horseback riding). Content should be well structured, clearly presented with visually appealing design and formatting. In terms of practical aspects, the training should include practical and interactive exercises and case studies. The approach followed is based on interactive animation and communication between the trainer and the trainees. The training shall be focused on classroom online delivery and will be supported by a list of additional practical training requirements that need to be sought on local levels, the steps for which should be clearly identified in the educational material. In addition, the training material should include and end of course exam that will support the qualification (or non) of the trained individuals to obtain a MEDUSA project training certificate, with minimum requirements for attendance.

The project partners will support the consultant/trainer by revising and agreeing on proposed standards and good practices by the trainer.

The trained trainers will use the training materials and apply the knowledge and skills acquired through the TOT in the project territories: Catalonia, Puglia, Lebanon, Tunisia and Jordan (in the project destinations).

It is very important to consider these key elements for the expected results:

- The technical content of the training: presentations, references, videos, etc.
- A training kit including documents on design techniques, guidance and assistance in adventure tourism services available and made available to tour guides.
- Guidelines for selection process of potential individuals on local levels to undergo this proposed training through registration and selection process and if necessary, a professional interview.

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- Exam for local trainees (those undergoing TOT and their local trainees) to obtain project certificate.

#### Target group:

- Trainers/Consultants from Catalonia (1), Jordan (1) Lebanon (1), Puglia (1) and Tunisia (1).

The expected number of trainees is 5.

#### Specific work

The trainer will include but not necessarily be limited to the following:

1. Present the full content of the detailed proposal of the TOT programme including methodology, pedagogic materials, practical cases and exercises, and technical content of the TOT;
2. Coordinate with RMF to prepare and finalize the content (materials to be validated by technical assistance team and project partners);
3. Apply formatting and graphic design to the final TOT programme;
4. Deliver the TOT programme.

In undertaking the tasks described under this section, the Consultants must comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. See [https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions\\_en](https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en).

#### Start date and period of implementation of the tasks

The intended start date is **1st September 2022**, and the period of implementation of the contract will be **maximum 3 months from this date**. During this period of implementation of the tasks, the Consultant has to:

- Coordinate, prepare and/or develop the training content and pedagogic materials;
- Facilitate the training, which expected duration is around **16-18 hours**.
- Review of training content and materials if necessary, according to discussions with and inputs from the participants, and transfer of training content and materials to the project partners and participants, including feedback on potential doubts and queries.
- The calendar for the implementation of the TOT will be agreed between the consultant selected and the MEDUSA partnership.

#### Reporting requirements

The contractor will submit the following reports in English in Electronic format:

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- All training content and material developed for each session must be delivered on soft copies (Mail transfer)
- Draft material shall be discussed and communicated sufficiently before the training;
- Final completion report includes trainees' evaluation.

### Special requirements

The Contractor must ensure that adequate visibility of the EU under the programme of which the project is part through its implementation.

### 3. FINANCIAL INFORMATION

The financial offer should include the travel and accommodation fees (the training will be implemented in Tunisia) and all other financial useful details. The maximum available value of the contract is **€ 7500,00**.

### 4. ADDITIONAL INFORMATION

The selection criteria are:

#### Economic and financial standing:

- The operating profit of the candidate must not have been negative over the past year;
- Experts from state function should present the legal authorization.

#### Qualifications:

- University degree in the fields of tourism and hospitality, natural sciences, environmental and/or in the management and conservation of natural resources or other training of a level and equivalent or relevant national or international guiding certificates like IFMGA or others.

#### Professional experience:

- Experience of at least 4 years in adventure tourism design and training.
- Practical experience in adventure guiding is a plus

#### Key skills:

- Technical knowledge, communication skills and people management skills in an online classroom environment as related to the expected performance on the mission

#### Technical Capacity:

- At least 2 contracts of similar nature undertaken in the past 3 years;
- At least 5 years of professional experience in sustainable adventure tourism development;
- Certification in first aid and group management skills in route-finding etc is a plus.

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- Excellent reporting skills in English.

The award criterion is:

- Best value for money, weighing **80% technical quality** and **20% price** (select in case of services)

The successful and unsuccessful tenderers will be informed of the results of the evaluation procedure in written.

## 5. COPYRIGHT

All rights of copyright concerning the material produced by consultant will remain the property of RMF and can only be used by the expert with appropriate attribution by RMF.

## 6. PAYMENT TERMS:

Payments are based upon output, i.e. upon delivery of the services specified in the TOR. Payments will be issued upon certification of RMF. It is foreseen that the contract value will be paid upon submission and approval of final training report and all required training materials.

## 7. SCOPE OF THE OFFER

To apply, please send the following documents:

- CV
- References for similar assignments
- Financial offer + technical offer
- All documents have to be submitted before 26/08/2022.

To Nadine Machaalany Procurement Manager

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