



REQUEST FOR PROPOSAL

Name and address of the contracting authority: <RENE MOAWAD FOUNDATION>
Contact person: Hanaa El Beyrouthy <helbeyrouthy@rmf.org.lb>
Title of the tender: Organization of Familiarization Trips Lebanon (FAM Trips)
Reference number: MED-PR2023-003

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 **19th January 2023 until 16:00h.** 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:

- **envelop 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
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 to the below table.

Background information

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 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). 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 – JITO (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.enicbcmmed.eu/projects/medusa>.

The Mediterranean Adventures Marketing Plan:

The 5 MEDUSA destinations Catalunya, Jordan, Lebanon, Tunisia, and Puglia were all facing similar challenges when they started the MEDUSA project to jointly develop and promote sustainable adventure tourism in the Mediterranean region. The so-called “**3 S tourism model**”, standing for sea, sand and sun, was a pre-dominant tourism model creating limited seasonal jobs and the Covid-19 crisis has additionally enforced the economic slowdown of local tourism industries in the destinations. Uncontrolled spread of visitor flows (“over-tourism”) resulting in growing pressure on natural resources and social impacts, along with a lack of knowledge about the competitiveness of sustainable tourism practices and innovative sustainable tourism, all paved the way for a new and more sustainable tourism model: **Sustainable Adventure Tourism (SAT) for the MED region**.

LEBANON destination is **not yet strongly positioned** and **known on the sustainable, Adventure Tourism and specialised international tourism market**. It features **strong potential** to become competitive **authentic** and a **sustainable tourism destination**. Lebanon has already **strong SAT**



Flagship products in place and the design of innovative, sustainable adventure tourism products is ongoing and being finalized (Mediterranean Adventure Tourism Sub-Granting Competition).

Therefore, to ensure a strong marketing positioning, the project developed a marketing strategy and plan of action that will help Lebanon achieve this objective.

The ambition of the project is to **increase** the **visibility** and **attractiveness** of **less well-known destinations**, resulting in **increased international tourist arrivals** in Lebanon. Furthermore, an equalization of tourist streams in terms of seasonality and geographical areas results in more balanced distribution of income and strain on the territory and population. A sustainability-oriented approach to tourism management safeguards biodiversity, wildlife, natural and cultural resources, as well as rural communities. The multi-stakeholder initiative counts on the participation of a wide range of tourism actors from the private sector, such as tourism service providers, tour operators (TOs), travel agencies, public authorities, and communities.

Objective, purpose and expected results:

The overall objective of this tender is soliciting 3rd party expertise to organize a FAM Trip to Lebanon under MEDUSA project Lebanon and stakeholders' participation in a specialized adventure tourism Itinerary that aim at promoting the Lebanon and Mediterranean Adventure brand. Therefore, the tenderers are expected to propose a management fee that will cover for around 6 people coming from Worldwide MEDIA and Tour Operators.

The tenderer is expected to support the MEDUSA project in the following activities:

- Update MEDUSA database of specialized adventure tour operators and adventure tourism media in the target countries (US, UK Germany, France and Norway) as well as in MEDUSA partner countries based on a set criteria (to be proposed by the tenderer and agreed with the project) to be used by the project for outreach purposes and to create linkages and networking opportunities for international tour operators and those in the 5 MEDUSA territories, thus encouraging conclusion of commercial agreements amongst them.
- The tenderer shall be responsible for any travel arrangements and accommodation of the private sector participants (6 people) from the 6 destinations and the MEDUSA team (3 people). The tenderer will be required to travel to the exhibition (**refer to Annex 1**)
- The tenderer shall be required to issue an offer covering flights tickets of 6 participants, hotel accommodation in Lebanon, Full board, Any entrance, activity or guide fees, and transport. The tenderer shall agree with MEDUSA team on all and shall be responsible for conducting a fair selection in line with ENI rules and regulations. The process will be overseen by the MEDUSA team to ensure conformity. (**refer to Annex 1**)



- It is expected that some 4 adventure tour operators and 2 specialized adventure media shall participate in these FAMs. The tenderer shall be responsible for developing eligibility criteria for the FAM trips participants in coordination with the MEDUSA team.

The following overall results are expected to be achieved:

RESULT N°1: Prepare a full Itinerary of 4 to 5 days in Lebanon that covers hidden gems and MEDUSA Sub Grants Activities.

RESULT N°2: Include each day the choice between 2 or more Adventure Tourism Sports Activities.

RESULT N°3: Organize BtoB meeting with tour operators/ Tourist SMEs/ Sub-Grantees etc.

RESULT N°4: Full Itinerary should cover Flight Tickets, Accommodation, Full Board, Insurance, Transport and Fees entrances to Any site, guide or activity.

Start date and period of implementation of the tasks:

The intended **start date is January 25th, 2023 till January 29th, 2023** unless otherwise agreed.

3. ADDITIONAL INFORMATION

Questions and Answers:

Companies can submit questions in writing to Ms. [Hanaa El Beyrouthy helbeyrouthy@rmf.org.lb](mailto:Hanaa.ElBeyrouthy@rmf.org.lb) no later than January 16th 2023, 2:00 pm.

The selection criteria are:

Economic and financial standing (10%):

- Proof of financial capacity to manage this contract.
- The candidate must have at least five years of existence.
- Must be a registered company.
- Tax residence certificate

Technical Capacity (45%):

- At least 1 contract of similar nature undertaken in the past 3 years (contract proved)
- At least 5 years of professional experience in tourism events organization and exhibition marketing. Experience in international adventure tourism is preferred (past experience to be shared)



- Qualified staff with adequate experience to complete all activities in the best professional manner (staff credentials to be shared)
- Ability to connect with all markets mentioned in the proposal (explain methodology).

Financial Offer (45%):

- Clear and detailed budget that does not exceed the available resources. (Which clearly indicates the budget allocated as tenderer administrative fees and other 3rd party costs if applicable).

The award criterion is:

- Best value for money, weighing 50% Economic and technical capacity and 50% price

The candidates can prove their competencies in the above-mentioned selection criteria by presenting their Curriculum Vitae, examples of previous similar assignments, in addition to any other relevant document that the candidate considers adequate.

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

The estimated time of response to the tenderers is <2> working days from the deadline for submission of the tenders.

Start date and period of implementation of the tasks

The intended start date is **January 25th, 2023 till January 29th 2023.**

PART B: FORMAT OF OFFER TO BE PROVIDED BY THE TENDERER

1. TENDERER'S INFORMATION

Offer submitted by:

Name of legal entity or entities submitting the tender	
Address	
Legal registration number	

Contact person:



Name	
Telephone	
e-mail address	

2. TENDERER'S STATEMENT

I undersigned hereby confirm that the services/supplies/works offered in this tender are in full conformity with the specifications submitted to us by the contracting authority. The detailed description of the offered services/supplies/works is provided in the technical offer.

In addition, I confirm that our entity is fully eligible for providing services/supplies/works under a contract financed by the EU and it is not in any of the situations that would mean an exclusion from a tender.

Finally, I declare to have no conflict of interest with any other concerned party in the tender procedure at the moment of submitting this tender.

3. TECHNICAL OFFER

Please provide full details on the offered services/supplies/activities by adding any other relevant information and/or documentation.

4. FINANCIAL OFFER

The total price for the offered services/supplies/works is **<10,000 EUR >**. This price includes VAT.

(This amount shall include all expenses related to participation in fam trips of 6 guest people and 3 people MEDUSA Team Lebanon).

The offered price includes the execution/delivery of the items/services described in the technical offer, as well as all the related incidental costs, such as transport, logistics, etc., when required.

Please include a detailed breakdown, in accordance with the items in the technical offer. For fee-based service contracts, include the detailed fees, as well as the breakdown of the incidental costs.

Name	
------	--



Signature	
Date	

(ANNEX 1)

1- Tickets:

6 Flight Tickets: - From **London, Dublin, Zurich, Berlin, Washington and Amsterdam** to **Beirut** date 24 or 25 /01/2023

- From **Beirut** to **London, Dublin, Zurich, Berlin, Washington and Amsterdam** date 29/01/2023

2- Hotel Accommodation: *(could be in more than one hotel depending on the activities program)*

Hotel Accommodation for 6 persons from 24 or 25 /1/2023 till 29 01/2023 (check out)

(The intended start date is January 25th, 2023 till January 29th, 2023 unless otherwise agreed).

3- Insurance: (5 days)

- Travel Insurance for 6 persons.
- Accident Insurance for 9 persons (6 guests and 3 persons from Medusa Team Lebanon).

4- Transport:

Full day transport for 9 persons (6 guests and 3 persons from Medusa Team Lebanon) .

5- Activities Program:

Full day trips including meals (breakfast, lunch and dinner), transport, fees entrances to any site, guide or activity. The suggested locations to visit are as per below:

- **Beirut:** Rmeil - Mar Mkkhayel - Gemeyzi - Martir Squar - Rawche - Zeitouna bay
- **Chouf:** A tour of the Chouf region, including a paragliding experience at Chouf Reserve - Maasser El-Shouf.



MEDUSA

- **Keserwan:** Daraya - Feytroun - Faqra Kfardebian Roman Ruins - Faraya - visit to Mzaar Ski Resort, ziplining or skiing.
- **Jbeil – Akoura :** Jbeil citadelle - Afqa Waterfall - Windland campground - Akoura Saydet el Qarn- Laklouk Lakes - Rweiss cave - fish farming- Baatara Gorge where the Cave of the Three Bridges is located
- **Tannourine – Ehden - Anfeh:** Tannourine the top tourist destination climbing spot - Cedars of Tannourine road to Saydet elHosn church in Ehden (Lady of Fortress) -Bnachii lake - Anfeh (Phoenician Castle and the old salt extraction site)