

REQUEST FOR PROPOSAL

Contact person: Rene Moawad Foundation

Title of RFP: **MEDUSA Project Marketing and promotion activities for partner territories**

Reference number: MEDUSA-WP5-RFP1-Marketig-Tools

Date of issue: August 10, 2021

INFORMATION FOR SUPPLIER

Purpose of this Request for Proposal:

- As part of the MEDUSA project marketing activities, the MEDUSA partners agreed to develop certain marketing tools to support the plan implementation through the remaining project lifetime.
- These project marketing activities are planned between October 2021 and shall continue until end of August 2022, unless otherwise notified.

Deadline for submission of the offers:

- The deadline for submission of Proposals is **October 4th, 2021 at 12 CET**.

Address and means of submission of the tenders:

The applicants will submit their offers via e-mail addressed to RMF mdaher@rmf.org.lb and shall clearly mark the subject as per reference above. The message will clearly indicate:

Title of the tender

Reference number

Name and address of the applicant

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

PART 1 – 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

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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)

The main results of the project are cross-border routes and itineraries and innovative Sustainable Adventure Tourism products, promoting lesser-known destinations, benefiting local communities, and attracting the target group of sustainable, experience and culturally interested tourists throughout the year.

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This specific tender falls under Workplan 5 – MEDUSA Marketing activities and aims at supporting the project planning and budgeting of further activities. More information on the project is available at: <http://www.enicbcmmed.eu/projects/medusa>.

PART 2 – THE ADVENTURE TOURISM MARKETING PLAN

The 5 MEDUSA destinations Catalonia, 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**.

Positioning the MEDUSA destinations and their SAT flagship products as a new Sustainable Adventure Tourism destination on the regional, European, and international market, is quite a challenging task, because more and more tourism destinations are fighting for a “share” of the international tourism market. This is especially true since developing or emerging countries have discovered rural, nature or mountain tourism as a job generator and instrument to counter migration in remote areas.

Moreover, the 5 MEDUSA destinations are **not yet strongly positioned** and **known on the sustainable and specialised international tourism market** and each of the 5 destinations shows very different development stages in terms of sustainable tourism infrastructure and institutional capacity. While, for example, Jordan already has an image of an adventure tourism destination in the sustainable tourism field, Tunisia is just starting to emerge towards sustainable tourism development and Lebanon is not yet known as a sustainable tourism destination at all.

How can the 5 M destinations possibly be successful in a highly competitive market?

The 5 MEDUSA destinations feature **strong potential** to become competitive **authentic and sustainable tourism destinations**.

Strong **market positioning** and **added value will be achieved through joint marketing activities** as “one joint product “under one umbrella (brand) e.g., “Mediterranean Adventure Treasures”.

All 5 destinations already have **strong SAT Flagship products** in place and the design of innovative, sustainable adventure tourism products is ongoing (Mediterranean Adventure Tourism Competition).

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

The Plan Objectives - The ambition of the project is to **increase** the **visibility** and **attractiveness** of **less well-known destinations**, resulting in **increased international tourist arrivals** in the targeted regions. 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.

Long-term objective of the MEDUSA project. The marketing strategy aims to promote the MEDUSA partner destinations in a sustainable manner and turn them into competitive emerging sustainable adventure tourism destinations. 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.

PART 3 – MARKETING ACTIVITIES

To this extent, the project plan includes a variety of marketing activities and promotional tools that will help achieve the project results. Annex 1 lists all activities that are considered based on the project marketing plan, along with details that will help better understand these requirements. In specific, the company will need to propose a working structure that includes:

- Develop the “Mediterranean Adventures” Brand and positioning plan
- Create a clear digital profile of the targeted segments and best reaching methods to be implemented
- Create relevant digital content and promotion set that supports brand positioning and targeted digital marketing, including brief messages, photos sets of all 5 destinations, video content, and short flyers.

PART 4 – FINANCIAL INFORMATION

The offer should include a detailed breakdown of all prices, and any other tools that may be recommended by the applicant. Anything that is optional or can be offered on top of what was requested above, shall be marked separately, and proposed as add-ons with a separate price. Kindly note the following:

- Activities that would be outsourced to 3rd parties should be clearly marked so.
- For fee-based services, include the number of expert days and the daily fees, as well as the breakdown of the incidental costs if applicable.

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- Experience in the tourism field and understanding the tourism dynamics is crucial for content development and thus should be done by specialized professionals.
- Proposals should be given per language where applicable, especially where language price varies.
- Offer should include proposed time frame for completion of works and implementation of various tools.
- All quotes should include an additional description of the services offered

ADDITIONAL INFORMATION

- The applicants shall submit any questions in writing within 4 days of the launch of the RFQ and shall receive answers 2 working days after.
- All questions and answers will be shared with all applicants.

PART 5: FORMAT OF OFFER TO BE PROVIDED BY THE APPLICANT

1. APPLICANT'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. SUPPLIER'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.

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MEDUSA

DEVELOPMENT AND PROMOTION OF
MEDITERRANEAN SUSTAINABLE ADVENTURE TOURISM



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.

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