

Name and address of the contracting authority:

Contact person: Tareq Qaneer (Email: tareq.qaneer@rscn.org.io) (tel: +962799068647)

Title of the tender: **Solicitation of Tour Operator Services for FAM Trip Operation**

Reference number: WP5.SS.PP2.90126

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 **31st January 2023** until 17h00 GMT. 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
- envelope two for the financial information.

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

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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 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 stakeholders. The main

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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 Neighborhood Instrument cross-border cooperation program “Mediterranean Sea Basin” 2014-2020 (ENI CBC MED). It started on 1st September 2019 and has 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:

1. Barcelona Chamber of Commerce (Spain) – Lead Beneficiary
2. Rene Moawad Foundation (Lebanon)
3. Association of the Mediterranean Chambers of Commerce and Industry (Spain)
4. Jordan Inbound Tour Operators Association – JITO (Jordan)
5. Royal Society for the Conservation of Nature – RSCN (Jordan)
6. Puglia Region – Department of tourism, economy of culture and valorization of territory (Italy)
7. WWF Mediterranean North Africa (Tunisia)

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

Objective, purpose and expected results

The main objective of this assignment is to hire a local tour operator to manage the operation of an international FAM trip that will be invited to Jordan by the RSCN through the MEDUSA project. The contractor shall be required to handle all operational aspects including meet and assist, organizing transportation, guide, accommodations, and program activities, all in close coordination with RSCN team.

The FAM trip **operation is expected to run under a white label** with no branding of the contractor to be visible throughout the trip. The contractor will be expected to operate this activity to the highest standard and shall be offered an opportunity to join the B2B session that will be organized at the end of the tour with other potential tour operators.

The FAM trip aims at promoting Jordan as a sustainable adventure destination; therefore, sustainability practices should be adhered to following the leave no trace principles throughout the trip including zero plastic use at all times. A questionnaire will be issued at the end of the trip, where participants will evaluate their experience.

Final beneficiaries / target groups:

The FAM trip will be offered to a select group of adventure tour operators and media that are new to Jordan and are looking to include Jordan as a new product. These will be selected by the project and primary coordination will be done through the project.

Description of the Draft Program

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The FAM trip follows the principles of MEDUSA project in promoting less known destinations with focus on select areas of the project pilot governorates of – Irbid, Balqa, Madaba, Kerak, Tafileh, Aqaba. The program is envisaged to run for 5 days including arrival and departure and shall focus on soft adventure activities of several levels of fitness readiness. Several activities will therefore run simultaneously in several locations to allow for a varied experience. The project will give an option to participants to preselect their preferred activities with enough description of each to help the selection. Should some activities not be of interest to any of the participants then 1 activity can be run for that specific time of day.

The below 2 draft programs are built based on select governorates and new products developed by MEDUSA subgrantees. The contractor shall propose a cost for both options and shall make recommendations as to the best option. Should the contractor decide to offer a 3rd option, it might be considered should it fit all MEDUSA project guidelines and requirements in terms of geography, cost, type of adventures, sub grantees integration. In addition the contractor shall be required to organize the space for the final B2B meeting that will take place on Day 4 bringing together select specialized local tour operators with the international participants. Under no circumstance the contractor shall provide their contact details until this moment. The project team shall be responsible for soliciting participants for this event, and the contractor shall be considered among the selected parties.

Option 1

Day	activity 1	activity 2	activity 3	activity 4	lunch	dinner	accommodation
Day 1	arrival day	sleep madaba			x	free	madaba
Day 2	Visit Madaba on foot experience	a. Mkawir cycling	b. Farm & Beit Carob & Experience	Sunset in Feynan	kharub house	Feynan	Feynan
Day 3	Hiking to Fenan + Local experiences	Aqabawi lunch Community Experience		Sunset Wadi Rum	Aqaba	wadi rum	wadi rum camp
Day 4	a. raqabat canyon	b. hiking siq al barrah	drive back to (amman or dead sea)	evening workshop	wadi rum	hotel	(amman or dead sea)

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Day 5	departure						
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Option 2

Day	activity 1	activity 2	activity 3	activity 4	lunch	dinner	accommodation
Day 1	arrival day	sleep madaba			x	free	madaba
Day 2	Visit Madaba on foot experience	a. Mkawir cycling	b. Farm & Beit Carob & Experience	sunset dana	kharub house	dana (RSCN)	dana
Day 3	a. cycling ghbour whedat to little petra (namala)	b. Dana hiking	back trail to petra visit	evening transference to wadi rum	petra basin	wadi rum	wadi rum camp
Day 4	a. raqabat canyon	b. hiking siq al barrah C. Climbing Edom	drive back to (amman or dead sea)	evening workshop	wadi rum	hotel	(amman or dead sea)
Day 5	departure						

Expected results

- **Result n°1:** 5-day operation of an international FAM trip with no complaints
- **Result n°2:** Organization of B2B session for FAM trip participants with local operators

Specific work

The local contractor shall be required to complete the following tasks:

1. Propose best solutions, options and prices for a smooth operation including guides, accommodation, meals, transport, activities, and make this an unforgettable experience.

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2. Develop and design a detailed program description using the Mediterranean Adventures branding guidelines
3. Coordinate with RSCN team all details and ensure that an approval is received prior to any final bookings.
4. Ensure that the operation is run under a white label and with leave no trace principles adherence.

Start date and period of implementation of the tasks

The intended start date is **4th February, 2023**, and the period of implementation of the contract will be **maximum 1.5 months from this date**. During this period of implementation of the tasks, the Contractor has to:

- Finalize program and get approval from RSCN by Feb. 8
- Book all necessary activities and suppliers by Feb. 12
- Prepare a detailed program description by Feb. 15
- Communicate and confirm meet and assist schedules by Feb. 17
- The intended date of the FAM trip is March 1-5, unless a major compelling reason requires that the dates are shifted, but no later than March 14 as end date.

Reporting requirements

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

- Detailed program designed using Mediterranean Adventures Guidelines (www.mediterraneanadventures.org) to be sent to participants
- Detailed operational plan

Special requirements

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

Eligible Contractors:

The Contractor should meet and demonstrate the following requirements:

- Must be a registered inbound tour operator with a valid license from the Ministry of Tourism and Antiquities, with at least **4 years of professional experience in the Adventure tourism sector** (existing practice of sustainable tourism principles will be highly valued);
- Has enough team members to ensure a smooth operation, and ensure that at least one team member accompanies the group throughout the program
- Excellent communication skills in English and Arabic.

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3. COPYRIGHT

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

4. FINANCIAL INFORMATION AND PAYMENT TERMS:

The maximum available value of the contract is EURO 20,000 excluding VAT. Noting that the project is exempt from paying VAT for work conducted on Jordanian territories.

Payments will be done in 2 instalments – 50% prior to event, and 50% upon successful completion of the event.

The offer shall envision 1 free project participant joining the FAM trip at all times.

5. SCOPE OF THE OFFER

To apply, please send the following documents:

- Proposal with a detailed plan based on the 2 scenarios above (pages 4 & 5)
- Registration and license renewal valid for 2023
- Detailed itinerary with recommendations as necessary
- References for similar assignments
- Financial offer based on best available rates and not exceeding the maximum available amount
- CVs of staff to be involved in this activity

All documents have to be submitted before **January 31st 2023** to:

Tareq Qaneer | MEDUSA project coordinator
Dahiat Al-Rasheed, Build
ing No. 4, Baker Al-Baw Street.
Fax +962 6 5155195 | Email tareq.qaneer@rscn.org.jo

The award criterion is:

- 60% Past relevant experience and technical quality
- 40% price

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

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