

REQUEST FOR EXPRESSIONS OF INTEREST (REOI) (CONSULTING SERVICES)

- Albanian Development Fund (ADF)
- Project for Integrated Urban and Tourism Development (PIUTD)
- IBRD Loan No: 8656- ALB.
- Project ID Number: P155875

Assignment Title: Consultancy Services for the Preparation of Market research and development of a tourism product and market strategy for the south of Albania & 4 selected municipalities under PIUED

Reference No. AI – ADF – 15567 – CS – QCBS – 2017

The Government of Albania has received financing from the World Bank toward the cost of the Project for Integrated Urban and Tourism Development (PIUTD), and intends to apply part of the proceeds for consulting services. The consulting services (“the Services”) include: “Consultancy Services for the Preparation of Market research and development of a tourism product and market strategy for the south of Albania & 4 selected municipalities under PIUTD.”

The overall objective of this assignment is (i) to conduct market research for tourism development in the South of Albania with a focus on the four selected municipalities supported by the PIUTD project, and (ii) to develop a strategy that will guide touristic market and product development.

Using a highly consultative process that includes the participation of stakeholders in the targeted municipalities, the National Tourism Promotion Agency, the concerned Regional Development Authorities, both local and international private sector tourism players, and key project staff from the Albania Development Fund and the Project Coordination Unit of the Ministry of Urban Development, the consultancy will identify specific market segments (both by source market country and thematic market segment) with potential for growth. The consultancy will recommend specific market and product development activities and skills required (these may be skills that need to be procured, as well as those that may be required on an ongoing basis within the municipalities) to serve and grow identified segments. The consultancy will also recommend appropriate implementation structures to drive these market and product development activities during and beyond the life of the PIUTD. Finally, the consultancy will develop Terms of Reference to allow procurement of the services and skills for market development activities across the four targeted municipalities.

Albanian Development Fund (ADF), now invites eligible International Firm (“Consultants”) to indicate their interest in providing the Services. Interested

Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

The Assignment will be carried out through the following Tasks.

Task 0: Inception Report

Task 1: Market Research

Task 2: Action Plan and Product and Market Development Strategy

Task 3: Develop Terms of Reference for Market Development Strategy Implementation

The assignment is required to be performed by an International Firm with:

- extensive international and regional experience in the preparation of tourism marketing plans;
- Highly competent technical experts with recognized international and national experience, including projects overseas and local, as well as relevant education and training on tourism marketing, tourism planning, tourism strategy development, tourism destination development and management, and tourism product development;
- Demonstrate an understanding of the parameters of the South Albania community and the role of tourism ;
- Experienced in working in a multi-stakeholder environment and has the capacity of working in a multicultural setting;
- Possess facilitation skills and a willingness to think creatively and produce innovative solutions.

The consultant should have in its team the following key staff:

- Team Leader – an international senior tourism planning expert, with at least 15 years relevant experience, educated to degree level in a discipline that is relevant to their task in the project. Team leader could also cover one of the below disciplines provided demonstrated successful application.
- Tourism Marketing Specialist – a senior international marketing specialist with at least 10 years of experience developing marketing strategies
- Destination Management Specialist – a senior international specialist with demonstrated success in developing solutions for destination management.
- Tourism Product Development Specialist – a senior international specialist with demonstrated success in conceiving and developing tourism products.
- Local expert (s) – to assist the team with providing the Albanian context:

The short listing criteria are:

No.	Evaluation Criterion	Points
1.	Overall experience of the firm in the field of the assignment (number of years)	30 points
2.	Number of assignments similar to ToRs successfully completed during the last 5 years	45 points
3.	Qualification of key experts of the firm	25 points
TOTAL		100 points

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants by World Bank Borrowers* (January 2011, revised July 2014), setting forth the World Bank's policy on conflict of interest.

The consultant should be an International Firm. The selection method to be applied is Quality and Cost Base Selection (QCBS), in accordance with the procedures set out the World Bank's *Guidelines Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers* (January 2011, revised July 2014).

The assignment should be performed within 8 months period. The local firm will be contracted under a lump sum contract. The consultant is expected to start the service on October 2017 until to June 2018.

Further information can be obtained at the address below during office hours 08:00 to 16:30 (Monday to Thursday) and 08:00 to 14:00 on Friday.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by July 07, 2017.

Albanian Development Fund (ADF)
Project for Integrated Urban and Tourism Development (PIUTD)
Address: Rruga "Sami Frashëri", Nr. 10, Tirana
Tel/Fax: +355 4 2235 597/8; +355 4 2234 885
Att: Mr. Erik Qirjaqi
Att: Mr. Artur Zaja
E-mail: eqirjaqi@albaniandf.org
E-mail: azaja@albaniandf.org
<http://www.albaniandf.org>