

Project: "Capacity and Innovation of Tourism Services for Sustainable Local Economic Development - New Approach through the Development of Alternative Tourist Attraction"

Terms of Reference:

Expert on alternative touristic destinations

- Type of Contract:** Individual Contract – IC (Consultant)
- Languages Required:** Macedonian and English
- Duration:** estimated 30.05.2019 – 31.10.2019
- Location:** Home-based, with travel within North Macedonia
- Application Deadline:** 28.05.2019

1. Background

FINANCE THINK - Economic Research and Policy Institute in partnership with University American College Skopje, implements the project "Capacity and Innovation of Tourism Services for Sustainable Local Economic Development - New Approach through the Development of Alternative Tourist Attraction" financed by the World Bank. The overall goal of the project is to improve local economic development by building local stakeholder capacities involved in the supply chain, increasing the quality of services and development, launching and selling alternative tourist attractions. This general objective is divided into specific objectives that involve specific interventions on three fronts:

1. Economic encouragement of municipalities by improving skills and strengthening the capacities of local stakeholders (tourism service providers, business sector, non-governmental organizations) for: communication, delivery of services, service culture/ behaviour, tourism leadership, branding, promotion and tourism guidance;
2. Developing alternative tourist attractions that promote traditional culture and environmental aspects of municipalities;
3. Launching and promotion of the developed alternative tourist attractions in five destinations, and developing a large network of links between local, regional and national stakeholders.

It is expected that the project will lead to the following results:

1. Embedded skills of the local stakeholders, for promotion, sales, communication, culture of behaviour, tourism leadership, tours and development of local brands through trainings and workshops.
2. Increased tourist offers and business opportunities by developing alternative tourist destinations and encouraging the development of local brands;



3. Increased promotion for new tourist offers and developed inter-regional network of stakeholders.

The proposal is aimed at local stakeholders: restaurants, hotels, bars, civic organizations; as well as regional and national stakeholders: tour operators and travel agencies; and tourists. The end-users are local citizens and municipalities.

The project is implemented in 5 defined destinations within the country: 1) Ohrid, Struga, Prespa and the surrounding area; 2) Pelagonia and its surroundings; 3) Tikvesh and its surroundings; 4) the Reka region and the surrounding area; and 5) the Polog region and the surrounding area.

2. Scope of works

In accordance with the projects goal to develop, launch and promote new alternative touristic destinations in the targeted regions, in close cooperation with the Client, the Consultant will:

1. Conduct 5 workshops with local stakeholders to map and identify potential alternative destinations in collaboration with trainer from the project team

The workshops will be held in Skopje, with participation of 5-7 local stakeholders, from each of the five targeted destinations. The Consultant will work closely with the Client to identify the key stakeholders that will attend the workshops and will prepare methodology (workshop design) for the planned workshops. Whole logistic organization, travel and the costs for the workshops will be carried by the Client.

2. Develop 10-15 alternative touristic attractions.

The Consultant should develop 10-15 new, not fully developed and/or not promoted alternative attractions (at least 2 for each of the five regions). Development should include:

- Research activities for additional information related to the mapped attractions (collection of information through desk research, personal experience, additional interviews with local stakeholders, or other method which is most appropriate for the expert)
 - Design of the tour through detailed information about the developed alternative touristic attractions (duration, places to be visit, explanation of the tour, etc.) in a form of promotional 2 page material per attraction, that will be used as an input for the Brochure. Potential touristic attractions will include: promotion of Macedonian traditional cuisine (food preparation, tasting and sales); demonstration of the tradition in Macedonia (for example, presentation of traditional habits of living and religious traditions.), botanical tours, embroidery and knitting workshops; visits to a plantation of specific fruits (for example vineyards, aronia plantation); adventure tours such as hiking, biking, etc. After their development, the Consultant should demonstrate the attraction to the Client through its piloting.
3. Pilot the developed alternative touristic attractions

Piloting means visit of the developed alternative attractions, before their public promotion. It should be with a small group of 5-7 participants (composed of local tour guides or participants at the workshop, project team and/or other participants interested in alternative tourism) in order to remove potential weaknesses, before public promotion of the tour. Piloting should check following information provided in developed materials for attractions: time needed for realization of the tour, some risks that could disable visiting of some places described in the attraction (in some period of the year or in general), potential mistakes in some facts, number of tourists that could attend the tour at once; other relevant information that are not included at the described word material.

After piloting, revised version of developed attractions (if needed) should be provided.

Whole logistic organization and costs: traveling costs, needed materials and refreshments for the piloting will be carried by the Client.

The expert is responsible to realize piloting (to lead the group of participants) and provide quality check of developed alternative attractions.

3. Dates

The estimated dates for performing the duties are:

Duty	Deadline
Conducting 5 workshops	15.06.2019
Developing alternative attractions	01.07.2019
Piloting alternative attractions	15.08.2019

4. Deliverables

The Consultant will provide:

Deliverable 1. Five workshops for mapping the potential alternative touristic attractions

Deliverable 2. At least 10-15 developed alternative touristic attractions as an input for the brochure

Deliverable 3. Piloted alternative touristic attractions

Activity	Deadline	Contractor's Approval
Conduct 5 workshops with local stakeholders	15.06.2019	Short report (max 3 pages) with insights of the conducted workshops (number and background of the participants, proposed and selected attractions, etc).



Develop alternative attractions	01.07.2019	2 page material per attraction (at least 20 pages total)
Pilot the alternative attractions	30.08.2019	Short report (max. 1 page per destination) with identified weaknesses and potential corrections in developed tours

5. Duration

The total engagement is 40 days.

The period of implementation of the activities is May - October 2019.

6. Skills and competences

Academic qualifications/education:

- Bachelor degree in the field of tourism, economics, law or related fields
- A Licence for travel guide or tourist companion

Experience:

- At least 2 published texts (minimum 500 words) in relevant printed or electronic magazine, blog, brochure or similar publication, in the area of promotion of touristic destinations/attractions
- Work experience on at least 1 project in the domain of alternative tourism, field visit or guiding a touristic attractions

Experiences in writing texts for alternative tourism and working on projects related to alternative touristic destinations/attractions will be considered as an advantage.

7. Application procedure

The interested persons should submit the following documents:

- Cover letter explaining why they are the most suitable candidate for the assignment;
- CV including past experience in similar projects and contact details
- List of the published texts related to alternative tourism

Finance Think reserves the right to request additional information or schedule an interview, as a support of the technical evaluation of the candidates.



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Frederick Shopen 1/2, 1000 Skopje, Macedonia

+389 2 6156 168, www.financethink.mk info@financethink.mk



The documents should be submitted in e-form at the e-mail nabavki@financethink.mk not later than **28.05.2019, 16:00 CET**. Documents submitted after the deadline for submission will be rejected. Incomplete applications will not be considered. Please make sure you have provided all requested documents.



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