



ALBANIAN LOCAL CAPACITY DEVELOPMENT FOUNDATION

This project is funded by the USAID

TERMS OF REFERENCE

on

Preparation of a baseline needs assessment study and Tourism Action Plan for the Diber Municipality area

Project:

Project number	USAID Contract AID-182-A-17-00002
Project title	Dibër: Trails & Tradition (D2T)
Project Manager	Lindita Manga

ASSIGNMENT SUMMARY

Title of this assignment	Preparation of a baseline needs assessment study and Tourism Action Plan <i>for</i> the Diber Municipality area.
Expected start date	21 July 2017
Expected end date	30 March 2018
Contact person	Besnik Alku – Project Coordinator

BACKGROUND INFORMATION

1. GENERAL

Since 2010, the Albanian Local Capacity Development Foundation (ALCDF) is a non-profit organization founded by national and regional organizations with a constituency and interest in local areas of Albania. ALCDF is focused on Regional and Rural Development in the sectors of Tourism, Agriculture, Forestry and Local governance. The Vision of the organization is the socio-economic well-being and prosperity in rural areas of Albania. While its main objective is to strengthen the demand for capacity development services through broad and comprehensive awareness-raising and knowledge building regarding the importance of these services, and reinforced through coaching and mentoring of individuals. ALCDF works closely with local partners and clients. It has approximately 400 formalized clients and partners in Albania such as: individual farmers, companies and producer groups, civil society organizations, municipalities and local authorities' institutions, etc. The Organization frequently collaborates on projects in the development sector with donors and international development agencies. Since in the beginning ALCDF is a spinoff of SNV Balkan, and after that have a good cooperation with European Union, the SCO-A (Swiss Cooperation Office in Albania), SDC-Helvetas, in many projects.

In March 24, 2017, USAID/Albania awarded Albanian Local Capacity Development Foundation (ALCDF) the Diber: Trails & Tradition (D2T) Cooperative Agreement under “Tourism as a Leading Edge” program.

2. SPECIFIC BACKGROUND OF THE PROJECT

The overall objective of the project is two-fold, *to increase employment, particularly among youth and women; and to increase the incomes of Diber families involved in the tourism supply chain.*

D2T intends to build on this indigenous momentum by strengthening critical elements within the sector, to serve as a catalyst for job creation and overall economic development. ALCDF and its partners have strategically chosen to address the problems of: 1) a fragmented, uncoordinated enabling environment which lacks market intelligence data, an ICT backbone, and weak private business sector engagement; 2) lack of shared vision and untrained workforce, and 3) the scarcity of integrated touristic product development, based on the territorial planning. The main outcomes of the projects are:

- To strengthen **the enabling environment** for tourism development in the Diber Municipality through improved governance, planning, public services, private sector opportunities and partnerships, marketing and ICT.

The expected result is establishment of a self-governing cross-sector institution (Forumi Dibra Turistike) that will effectively plan, learn, coordinate, and promote (and potentially advocate for) tourism in Diber Municipality.

Another important expected result relating also to this specific assignment is the development in a participatory manner of A Tourism Action Plan (TAP) for the Diber Municipality which will bring the attention to tradition, natural assets, the agriculture sector, sustainability, gender and environmental compliance.

- To increase **the workforce capabilities** of the rural tourism sector, through increased awareness of integrated, agro-tourism; improved quality and technical skills of producers and suppliers of agritourism products and services; and the creation of an internship program for the future labor pool of youth and volunteers;
- To design, develop and promote integrated agritourism products, using data informed tools and participatory approaches to assure ownership and to serve as models for the future.

In frame of the above project we intend to implement a **baseline needs assessment study and Tourism Action Plan** development of the area of Diber Municipality. We are looking for national consultants will work on this assignment.

ASSIGNMENT DETAILS

3. OBJECTIVE OF THE ASSIGNMENT

ALCDF is looking for a (or team) national consultant to prepare a needs assessment study and Tourism Action Plan *for* the Diber Municipality. The aim of the assignment is: i) to conduct a needs' assessment and baseline study for tourism potentials, trends, products, workforce in Diber area and ii) develop a comprehensive Tourism Action Plan (TAP) for Diber Municipality. The national consultant (s) will be responsible for the entire process of baseline, needs assessment and TAP development. The national consultant(s) will ensure the data collection, data analysis, interviews, stakeholders consultations, seminars/workshops and trainings, and submission of baseline & needs assessment final report and TAP document.

Two tasks/duties will be one assignment because the results and findings are closely related. The proposed baseline & needs assessment survey and Dibra TAP will be developed through an integrated approach where aspects related to the development, management and monitoring of the tourism sector will be given prime importance confirming to the principles of sustainable development of tourism (Make optimal use of environmental resources; Respect the socio-cultural authenticity of the area, Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders) and practices for sustainable tourism.

TAP involves all forms of tourism development, management and activities which respect and preserve natural, cultural and social resources in the long run, and contribute in a positive and equitable way to the development and fulfilment of individuals living, working and staying in this area. The consultant should respect the basic principles of the project relating to environmental compliance, gender sensitivity/awareness, women and youth employment, and alignment with agriculture sector.

Summarized the overall objective of the assignment is:

1. To develop a comprehensive baseline and **needs assessment study** and a **Tourism Action Plan** covering Diber Municipality. TAP should lay emphasis to guidelines for the sustainable tourism development with a clear focus on local community and participatory principles. The baseline & needs assessment will inform D2T project management, implementation and evaluation.

Specific Objectives:

The specific objectives for the assignment are:

1. Prepare and conduct the baseline and needs assessment study

- To identify national, regional and local issues on Tourism law and strategies and other issues relating to environment, land use, infrastructure, tourism products and their marketing, visitor's and community experience, economy, training and education, strategies and resources (political, policies, funds), regulatory (approvals), enhancing community involvement and support for improvement and development;
- To analyze the current situation on Diber and compare it with the situation at region and national level in regard to social, economic, political and workforce capability development.
- To conduct A Tourism Supply Inventory/Audit to list and map tourism supply including infrastructure, products, services, sites and experiences (broadly across the country, but in deeper detail for Diber municipality).

2. Develop Diber Tourism Action Plan 2018- 2022

- To perform site analysis relating to development constraints and issues and to assess the potential of the site with respect to tourism development.
- To identify and compile local touristic attractions of unique physical/ecological features or cultural significance;
- To identify and recommend tourism products and packages based on participatory approach and strategies -;
- To identify and compile information on national and local tour operators and support services (restaurant, hotel, transport etc.) at local level.
- To identify and analyses of tourism market segmentation and estimation of visitation and how did they find out about Albania/Diber;
- To formulate strategies/action plans for tourism development and alignment points with the national strategy on Tourism development and provide recommendations for their implementation;

4. EXPECTED RESULTS AND DELIVERABLES

The national consultant (s) is responsible for whole process of baseline data collection and needs assessment survey; and TAP processes and steps. The national consultant(s) will do the data collection, data analysis, interviews, stakeholders consultations, seminars/workshops and trainings, and baseline and needs assessment final report and TAP document.

Result(s):

- An assessment study survey report is prepared with the necessary information available;
- A Tourism Action Plan 2018-2022 is developed for Diber Municipality
- A participatory process leading to improved communication and increased capacity of Forum members and TIC (Tourism Information Center) staff during Tourism Action Planning process;

Deliverable(s):

- The final report of the baseline and needs assessment study;
- Final document of TAP for 2018-2022;

5. ACTIVITIES

Key activities for this assignment may include (but not limited to) the following:

1. Needs assessment study/ Diagnosis of Dibra tourism sector, consisting on:

a) Situational Analysis

- Review relevant sector strategies, reports, data etc. as provided by local, regional and national governmental or non-governmental institutions;
- Analyze and evaluate trends in the tourism industry in Albania and Balkan, etc. (specific information on Dibra municipality will be critical);
- Analyze laws and rules in relation to environmental compliance in Diber such as community norms and attitudes
- Analyze market including competitors and the strengths and weaknesses from a market standpoint of both the business and its competitors
- Analyze the demand for supply and services collecting baseline data on the inter/national and regional customer profiles (INR) (where are they from, where do they go, what type of traveler, how long do they stay, how much do they spend, how do they get here, where do they stay, etc.
- Analyze the social context especially in regard to aspects of gender, youth, community attitudes toward tourists/tourism;

- Analyze supply and potential for tourism development (partner institutions and organizations, economic objectives, products, destinations, state of the industry, health, safety and protection, etc.);
- Identify the future issues that will constrain and/or contribute to development (e.g.: are there dams being planned? Tunnels system? Logging operations? Etc.)
- Consult with Laws and regulations to identify all legal facilities for enabling development;
- Review existing touristic attractions and destinations in and around the project area.
- Profile Diber and its features around the area to provide a context for the tourism development;

b) Tourism Resource analysis

- Identify and analyze human resource and infrastructure constraints and opportunities in regard to natural, cultural, traditional touristic potentials such as roads, transportation, water and sanitary infrastructures, lodging, restaurants, marketing activities, tours and attractions information, interpreters etc.
- Identify the specific geographic areas with potential tourism value, based on tourism development criteria, and provide recommendations and approaches to developing such areas, including the identification of relevant infrastructure and capacity needs.
- Identify existing tourism products and experiences and potential for new touristic products;

c) Product assessment and identification of key touristic products

- Recommended the most promising tourism development products based on preliminary resource assessment and consultation with the key stakeholders;
- Assess and map each touristic product with a framework that includes resource, market, economic and social criteria;

2. Development of the Dibra Tourism Action Plan 2018-2022, consisting on:

- a) Conduct extensive consultations with stakeholders in which the stakeholders will be given an opportunity to contribute their opinions, comments and suggestions for the design and formulation of the Tourism Action Plan.
- b) The Tourism Action Plan should have clear vision adhering to the sustainable tourism development principles (i)make optimal use of environmental resources, (ii) respect the socio-cultural authenticity of host communities, (iii) ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders) and suggest for an institutional mechanism for the collaboration, coordination, strategize, implementation and co-ordination;
- c) It is envisaged that the Plan should have clear strategies for - product development, marketing, capacity building, infrastructure development, tourism resource protection, community involvement, etc.
- d) Further, TAP should culminate in giving clear recommendations for;

- Implementation and monitoring with action plans, targets, mode, etc. in a phased manner;
 - Institutionalizing the Tourism Action Plan of the municipality
- e) *Approval of TAP to the Municipal Council and share to the public.*

In order to better realize the objectives of the assignment the consultant should take into consideration:

The assignment will be fulfilled in Diber Municipality with possible trips to all 15 Administrative Units. The following stakeholders and not limited to should be interviewed and contacted for TAP process (in groups or individually) and their ideas/needs for promotion of the agri-tourism development:

- Government officials (tourism, agriculture, economic development, academic institutions, education department and schools) at national, levels, such as Ministry of Economy, Ministry of Agriculture, Ministry of Environment, and Ministry of Urban development and Territory, also if possible leading donors in the tourism or agriculture sector;
- Government officials (tourism, agriculture, economic development, etc) at regional and local levels, such as Regional Council, Municipality of Diber, Agriculture Department, Protecting Area Agency, etc.
- Farmers, farmers organizations, and producer groups;
- Tourist companies, tour operators, travel agents, hotels, restaurants, leisure industry representatives;
- Non-governmental organizations working in the tourism sector or similar such as forestry, agriculture, youth, women, and environmental NGO-s.

6. LEVEL OF EFFORTS (ROLES AND TASKS)

Roles and tasks of the D2T project

The D2T project will be actively involved and work closely with the consultant in carrying out the study and TAP process. Furthermore, the D2T project will:

- Provide the consultant with the necessary project documents and other relevant information to carry out the tasks as described;
- Approve the survey methodology (study design) prior to commencement of the survey with prior consultation with the international consultants: CNVP and Kreider Consulting.
- Agree on the format of the final report to be delivered by the consultant;
- Approve the TAP methodology prior to commencement of the documents with prior consultation with the international consultants: CNVP and Kreider Consulting;
- Agree on the format of the final document to be delivered by the consultant on TAP.
- Provide logistical support for carrying out the assessment and TAP steps, including use of the D2T office in Peshkopi, and the local field office of CNVP in Peshkopi.
- Coordinate meetings with stakeholders in target area of Diber.

7. TIME SCHEDULE

The assignment will be accomplished for 9 months period with the intended start date in July 2017. The detailed activities and the forecasted duration is provided in the table below:

Date	Activities	No of days of national consultant
Needs assessment study/ Diagnosis of Dibra tourism sector		
July 2017	Desk work (Preparation of the methodology sampling, program, questionnaires, and consultations with relevant strategic/project documents, such as national strategy of tourism, national development plan, Diber Municipality strategy of territory and other sources) in close cooperation with the D2T project., and a consultation with international consultants, CNVP and Kreider Consulting.	8
August	Field work: Key informant interviews – visits and record	10
August - September	Desk work: Data entry, data crosschecking, data analysis, compilation of results and recommendations, Preparation of presentation of results to the D2T project team.	6
September	Draft needs assessment survey and presentation to the forum	2
September	Finalization of needs assessment document	2
Sub total 1		28
Development of the Dibra Tourism Action Plan		
September 2017	Working group establishment for TAP (Forum members, TIC, D2T)	1
October – November 2017	Competitive analysis of the tourism sector vis-à-vis competing destinations, including statement of challenges and issues and customer demographics Desk work (data collection, strategic documents consultation, etc.): Field work: Workshop on SWOT analysis	4
November –	Vision, objectives, goals and targets	2

December 2017	Desk work (develop the vision and consult with data analyses and findings by SWOT and needs assessment survey): Field work: Seminar on vision sharing exercise with working group.	
December 2017 – January 2018	Policies and strategies for development: Desk work (develop the basic policies and strategies): Field work: workshop/Seminar on priority settings with working group.	3
January –February 2018	Action plan/ roadmap on specific concerns (e.g. transportation, infrastructure, product development, human resources development, marketing, investments, environment, socio-cultural, agro-ecotourism and community-based tourism, public-private sector partnership, and international relations). Desk work: (develop the draft of action plan) Field work: workshop/seminar with working group on action plan	8
February 2018	Priority tourism development areas and recommended projects; Desk work (develop the list with tourism priority) Field work: Workshop with working group on setting priorities. Develop 10 project fiches (priority projects	4
February 2018	Report on the consultations and meetings, highlighting on sectoral issues, priorities, and recommended interventions/programs. Desk work: (first draft of TAP document) Field work: workshop/meeting with Forum and present the first draft of the TAP.	6
March 2018	Communication strategy to advocate the TAP to citizens. Public hearing and exhibition with TAP priorities showing at city hall.	2
March	Final draft of TAP	2
March 2018	Approval of the TAP to municipality council	D2T and TIC
Sub total 2		32
Overall Total		60 man days

8. PROFILE OF THE CONSULTANT

Consultant (s) is expected to have skills and knowledge appropriate to the field of expertise in rural, agriculture and tourism sectors. The national consultant(s) (individual or firm) is required to have expertise in development of tourism sector.

General professional experience required:

- Degree or preferred Master's degree in rural development, tourism or natural resource management (or 5 years of working experience in tourism sector);
- A least 5 years of professional experience in carrying out studies, assessments, collecting baseline data; designing and collecting monitoring and evaluation data; data analysis and reporting and strategy development;
- Fluent in Albanian and English;
- Excellent communication and reporting skills;
- Organization's profile and experts' CVs should be attached to the proposal.

9. BUDGET & PAYMENTS

The Contractor is requested to provide ALCDF with a budget proposal regarding Consultants' involvement based on the specific needs of the assignment as outlined above. Consultants' involvement/fees should be inclusive of any other expenses relating to potential trips to the region, etc. but excluding workshops expenses.

Payments will be divided as follows:

- 40% pre-financing payment upon receipt of a correct invoice/request for payment;
- 40% upon receipt of the invoice and submission of final needs assessment survey and draft TAP document
- 20% upon receipt of a final invoice after the submission of the final TAP document as well as technical report(s) and all related supporting documents.

10. SUBMISSION OF PROPOSAL

The interested consultant (individual or organization/firms) must submit an application including the methodology/technical proposal and financial offer.

The final terms and conditions" of the assignment are subject to slight modifications and will be negotiated at the time of contracting.

Please submit your application by July 10th, 2017 at:

Lindita Manga

D2T Project Manager (lmanga@alcdf.org)