

Terms of Reference

Consultancy Services for the Implementation of

Product Development – package 2 (outdoor & museums)

AL-ADF-AL-ADF-235051-CS-QCBS

BACKGROUND

In November 2016 a Project for Integrated Urban and Tourism Development (PIUTD) was approved as Part of the World's Bank partnership with the Government of Albania. The project is focused on four majors' urban centers of south of Albania: Saranda, Gjirokastra, Berat and Përmet. Among other goals, the Project aims to develop tourism in this designated area.

Thereby, as one of the components of the Project, a marketing research and tourism value chain analysis have been performed and after product development plan and strategic marketing were developed for each of the municipality.

In the Product Development Strategy, for each Municipality, according to previously set primary and secondary tourism products and growth targets, product development initiatives were defined. All product initiatives took into consideration time and effort needed for implementation, as well as the potential impact on the market. Thereby, a set of quick win initiatives were identified, as well as long-term development initiatives that are needed for a full and professional product development. All quick-win initiatives focus more on soft components and are implementable in the period of 2-3 years. Some of the initiatives are more focused on mid-term, but shall the necessary budget for construction be secured, each initiative can become a quick win.

All product development initiatives:

1. Are oriented to achieve following goals: upgrade destination tourism offer, increase number of guests, increase average length of stay and increase average expenditure per visitor;
2. Build destinations image and strengthen their positioning;
3. Are connected to previously defined tourism products;
4. Are connected to key tourism resources;
5. Complement current tourism offer and attractions in the best possible way given the time and limited budget;
6. Further give purpose and valorize currently under used resources;
7. Are globally competitive initiatives that have strong market base and proved to be successful in other destinations worldwide;
8. Are more focused on hard investments in Permet as there is currently nothing to be commercialized there, while are focused more on soft components in other destinations;
9. Can be implemented not only with the money given by the PIUTD, but also through donations and sponsorships from both private and public sector;
10. Take into consideration rural parts and surrounding areas of each destination in order to spread tourism flows through the entire region.

For each quick-win initiative:

- Detailed concepts are defined;
- Key activities and components to be implemented are identified;
- Connection with key market segments and source markets is established;
- Lead and supporting stakeholders from national to local level are identified;
- A range of budget for implementation is given;
- Key success factors are identified.

Many of the initiatives proposed, such as events, can bring added value for destinations: build image, tourist's memory and experience, increase number of guests, increase expenditure; for private sponsors: great visibility, consumption of their products, building image, etc.

All proposed initiatives are not exhaustive. Final concepts, content and points of interest to be included are part of operationalization and implementation by companies contracted to execute the work. Moreover, many of the activities connect already existing initiatives on the local level (e.g. market in Berat, gastronomy event in Saranda, events in Gjirokastra castle, wine events, etc.), but add value to those activities and propose a more competitive and innovative concept. Within the source market section, following regions are identified, that currently consume such product in Albania or globally, and represent potential market to focus on:

- Domestic market: Albania;
- Regional market: Kosovo, Macedonia, Montenegro, Greece and Albanian expats living in these countries;
- DACH region: Germany, Austria and Switzerland;
- Scandinavia: Norway, Sweden, Denmark and Finland;
- Benelux: Belgium, Netherlands and Luxemburg;
- Eastern Europe: Czech Republic, Slovakia, Poland, Ukraine, Russia;
- Rest of the Balkans: Croatia, Serbia and Slovenia;
- North America: USA and Canada;
- Far East: China, South Korea and Japan;
- UK,
- Spain,
- Italy,
- France.

Marketing strategy will define in more details which specific market should be targeted for each product, when and how. Moreover, apart from initiatives identified for each Municipality, additional cross-municipal initiatives are identified, that present quick-wins. Cross-municipal initiatives will imply collaboration among all municipalities and communes involved, where each municipality will be in charge for organizing, managing and maintaining the initiative on their territory.

Within the product development strategy, more than 20 tourism product concepts were developed and within the marketing strategy, an umbrella plan was created for all of the designated municipalities, which envisioned following common activities:

SCOPE OF WORK

The consultancy team should be realistic in appraising the existing capacities and design strategies that are implementable. Specific tasks and indicative level of effort are as following:

Phase A: DESIGN SERVICES

Task 1: Inception phase

The primary goals of the Inception phase are to preliminary analytical processes related to the project preparation as well as to confirm the project approach, objectives, time plan and other key project components with relevant project beneficiaries. Major activities of the phase should include:

1. **Kick off meeting.** The Consultant should prepare the kick off meeting to officially launch the Project. During the kick off meeting, the Consultant should present all planned activities, methodology and timeframe, fine-tune project scope, discuss and confirm with the Client any questionable activities or procedures, if any.
2. **Inception report.** Hereby the Consultant should prepare the Inception report that should clearly outline all activities, tasks, procedures, methodology, and timeframe as well as include conclusions from the kick off meeting. The inception report must include as following:
 - a. **Project understanding.** Hereby the consultant should showcase its overall understanding of the project purpose, context and objectives.
 - b. **Definition of tasks and procedures.** The Consultant should define all expected tasks to be performed and procedures to be conducted to achieve full scope of work.
 - c. **Definition of project activities.** The Consultant should elaborate, at a high level, all activities that will be conducted throughout the project and methodology that will be used. This usually takes the form of a list of high-level activities and expected deliverables.
 - d. **Identification of people, organizations and needed resources.** The Consultant will establish the team and confirm with the Client key experts and other personnel involved in the project. The Consultant will clearly define the managerial functions and communication process from both sides of Client and Consultant in order to ensure flawless project execution in later stages. Moreover, in this phase the Consultant will identify possible external organizations that will need to work with and which resources will need to be employed for a successful project delivery.
 - e. **Definition of risks.** The Consultant should identify possible risks or expected bottlenecks, and also propose ways to mitigate each defined risk.
 - f. **Definition of project timeframe.** At a high level, the Consultant should present the schedule of each planned activity. Generally, this includes an overview of all activities, key milestones and deliverables put in a time perspective while taking into consideration the duration of the project.

Deliverables:

- Kick off meeting with the Client
- Inception report that will showcase a clear understanding of project purpose and key objectives through a presentation of appropriate tasks, procedures, activities and time frame.

Task 2: Asses & Prioritize proposed Tourism Products and Develop the Tourism Product Project Briefs

After the approval of the Inception Report from the Client, the consultant will:

1. **Analyze the indicative list of tourism products (annex 1) and elaborate them into project brief** aiming the achievement of the targets defined in the Tourism Product Development Strategy with a special focus on the sustainability of the products beyond PIUTD timeline. The consultant might propose new products to achieve the scope and objective of the project. **Project briefs** which will include as needed, and not limited to:
 - a. project name, description and location map emphasizing tourism product concept;

- b. project rationale and justification;
- c. adequate demand assessment to demonstrate the viability and uptake of the proposed product;
- d. cost benefit analysis and how it contributes to the tourism offer;
- e. spatial analysis, showing how the projects fits to the overall concept;
- f. identification of cultural/natural heritage assets; (i.e. which requires special interventions and approvals from related agencies);
- g. identification of social and environment safeguard issues (i.e. requirements for acquisition and resettlement, land/ building ownership, etc.) that will enable the Client to conduct safeguard screening and design of resettlement programs and acquisition of land/building if required;
- h. preliminary cost estimates;
- i. identify institutions or agencies that are directly involved for each project process;
- j. current and proposed operational and maintenance guidelines, current and projected financial status;
- k. For new products intended for private sector operation, the consultant should recommend a process of concession or rental agreements and recommend an appropriate fee structure that is appealing to the market.

2. Tourism Product prioritization & validation. Prioritize the tourism products based on a methodology to be prepared by the Consultant.

The Consultant shall consider selecting and group tourism products (out of the indicative list of tourism products in Annex 1) and propose **an investment package** within the preliminary allocation financing of approx. **1.2 million Euro** (VAT included). Build a SWOT analysis that will guide the consultation process and validate the investment package that will carry out within this task.

Validation of the prioritization of the tourism products and investment package will happen through a Consultation Workshop to be organized in coordination with MoIE and ADF, with participation of representatives from MoTE and other relevant stakeholders of the concerned local and central authorities as well as local civic, social, environmental and business organizations, especially the tourism private sector associations.

The Consultant might consider the use of supportive materials that helps in understanding and visualizing better the concepts for the proposals;

The deliverables shall be evaluated by the Client and receive clearance by the World Bank, (it is ADF/MoIE's responsibility to obtain this clearance). After obtaining approval of the deliverables of Task 2, the Consultant may proceed in Task 3.

Deliverables: The following deliverables are required as part of Task 2;

1. **A written report** composed by (without being limited to):
 - a. Project briefs
 - b. Methodology & process for prioritization of the tourism products to be financed under PIUTD
 - c. Validation report
2. **Consultative Workshop:** A PowerPoint Presentation, to present the:
 - a. Objectives to achieve under this project
 - b. Project brief for each tourism product;
 - c. methodology of prioritization;

- d. proposed tourism products to be financed under PIUTD

Task 3: Define clear business, financing & management model for each of selected Tourism Products

After the approval of the list of the tourism products to be financed under PIUTD by the Client, the Consultant should advance in preparing **the business plan** for each tourism product.

The Business Plan: The Consultant shall reflect the management and maintenance of the tourism products in short and long term, including legal options analysis. Components of this business plan will be (as needed without being limited to):

- summary, business description,
- market analysis,
- competitive analysis,
- management & operations,
- sales & marketing strategies,
- funding requirements,

financial projections for the first 5 years at a minimum (including assessment of operational and maintenance costs and exhibition costs). A financial model should be used to assess the financial viability of the museums in the medium to long term based on visitation numbers/projections etc. with specific focus on the assessment of who will be responsible for their maintenance and operation, including maintenance and operational costs. For any investment the financial viability of the tourism product has to be taken into consideration and the analysis should include a financing model which shows the financial viability in the medium to long term based on visitation numbers/projections etc. Also consider the possibility and prepare a rationale for a management structure for each tourism product. In this regard, the Consultant shall conduct consultations with respective beneficiary (e.g. municipalities, Ministry of Tourism and Environment, Ministry of Culture, etc.) for discussions and better identification of issues and obstacles that should be considered while developing the business plan.

Consultations and discussions shall be conducted with the Client, before delivering in the form of a written report, the business plan. The Consultant shall develop the guidelines that will serve to guide the wealth of the tourism product success and optimal operation, by identifying key issues.

The Business Plans and Maintenance Plans of each implemented project selected to be financed by PIUTD under the scope of this consultancy will be attached to the collaboration agreement between ADF and the beneficiary.

Deliverables: The Consultant will deliver as result of the above task, the following:

- **Business Plan** for each of the selected tourism products.

Task 4: Develop Preliminary Concept Design projects, Preliminary Estimates

1. The Consultant shall develop **preliminary conceptual design** projects for *each of the tourism products*, including as needed, and not limited to:

- *Preliminary architectural concept designs* for each of the investment projects, include to develop the following:
 - (i) The tourism product architecture,
 - (ii) Infrastructure interventions (on trails, paths routes, public spaces, etc.) ;
 - (iii) Preliminary cost estimations¹ for each of the selected investment.

Visualize the concept through (but no be limited to): *sketches and conceptual drawings, identify conservation and adaptive interventions on the old structures, 3D Visualization, etc.*;
 Layout and relevant sections/elevations/details: The drawings should be presented in the proper scale (e.g. for accurate details should be from 1:1 till 1:25, for infrastructure and buildings planning/facades should be at 1:100 etc.) to assure readability and technical accuracy, showing the spatial and functional characteristics of the interventions and its integration in the urban/natural context.;

In order to develop accurate proposals, the Consultant shall take in consideration to conduct the necessary field surveys (or other investigations on safeguards, etc.) for each of the investments/activities, so that the proposed preliminary concepts for each project typology are ground based and will not compromise any decision making in this phase.

The Consultant shall consider to package the investment proposals up to the ceiling of available investment funds allocated for this project envelop for final construction purposes of approx. **1.2 million Euro (VAT included)**.

In order to assure proper implementation of works and based on the number of the investments of the investment package, the Consultant shall recommend to the Client **the implementation plan for the packages of works** (e.g. *size, type and similarities of works, accessibility, investment costs, etc.*) The Consultant and the Client will agree, depending on the needs of this consultancy the necessity to package works and the coordination with all the other investments undergoing in the project area (as valued necessary) and to assure procurement efficiency.

There shall be regular interactive discussions and reporting between the Consultant Team and the Client to review and meet the required standards for *the preliminary concept designs and estimated costs* for each investment. All submitted investment briefs, also their packaging and implementation plan will be evaluated and approved by the Client and acceptable to the World Bank, for the projects to carry out at *Task 5* and be implemented under PIUTD.

Deliverables: The Consultant will deliver as result of the above task, the following:

- Each investment project dossier shall include: **preliminary conceptual designs, technical report, preliminary cost estimates** related to the selected investment and procurement activities funded by the PIUTD;
- **The implementation plan** in the form of a written report, shall reflect the implementation schedule of works packages and rationale used to package the selected investment projects into the approved amount/number of works packages.

Task 5: Detailed Project Designs

Based on the agreed-upon preliminary project designs and project activities, for the selected investments projects selected under Task 5 by the Client, the Consultant shall develop, but not limited to:

¹ Cost estimations in this stage shall be more accurate and advanced related to the ones in projects briefs.

Surveys and Review of Preliminary Designs: to determine detailed project scope and delineate specific project boundaries. This may include activities such as: (i) reviewing the design and drawings from the Preliminary Project–Ideas past consultations and reflect necessary modifications/comments to these drawings and specifications where necessary; (ii) conducting detailed field surveys, land survey of sites, including topographic and architectural surveys of the trails/pathways/routes , public and surrounding spaces, buildings/facades identified using traditional methods and advanced technological ones as 3D laser scanner, etc. for more accuracy; (iii) further data collection, detailed investigations/evaluations and analysis for detailed designs and project activities; (iv) Bore hole investigations for soil required for foundation designs (if deemed necessary). The Consultant depending on the typology of the selected investment shall further its investigation and not be limited to the above listed, upon the necessity.

The complete project dossier shall contain (but not be limited to):

Detailed Project Design: This includes all works required with the aim of producing a completed set of bidding documents for each of the investment projects. This include, but are not limited to: (i) detailed designs (developing the architectural and engineering planning, lighting, electrical, landscaping, drainage etc.) and technical specifications including all necessary data collection, surveys and analysis to cover all aspects of the detailed designs; (ii) technical specifications, (iii) technical reports; (iv) bills of quantities – BoQs (priced and unpriced), (v) work schedule and bidding documents preparation. The detail design drawings will be prepared based on approval of preliminary concepts designs.

Maintenance plans: The consultant shall develop also a guidebook for each investment project containing specific itemized lists of instructions on how to keep each component of an investment project in good working order, providing guidance on the “W-questions” of asset management. **What:** The inventory of assets that must be maintained (such as roofs, windows, frames, etc.) **How:** The types of maintenance tasks (such as inspecting, cleaning, adjusting, re-aligning, etc.) **When:** The intervals at which each asset is to be maintained (such as weekly, quarterly annually, etc.), also called the maintenance schedule. **Who:** The skill levels required for each maintenance task. The maintenance plan should also give information regarding the costs of the maintenance of the investment project.

Specific Approvals: *The Consultant shall prepare necessary documents and detailed drawings for Local Authority approvals and any other approvals required in the process (I.e. approvals from agencies such as National Restoration Council, National Archeological Council, etc.). The required approvals shall be identified in the work plan and executed by the Consultant.*

Environmental and Social Impact Assessment, Environmental and Social Management Plans: The Consultant shall prepare the draft Environmental and Social Impact Assessment Reports and Environmental and Social Management Plan for each design, which will be in line with national legislative requirements for receiving an environmental permit/authorization. The reports must comply also with World Bank Group Environmental, Health and Safety guidelines and must be prepared by a licensed expert on Environmental Impact Assessment (including NLC license and NRC extract). The draft reports shall be consulted by ADF Environmental and Social Unit for clearance. *An integral part of the Environmental and Social Impact Assessment Reports will be the Environmental and Social Management Plans, which must be prepared in line with the Environmental and Social Safeguards Framework cleared by World Bank, as well as the Project Operational Manual.*

The draft Environmental and Social Management Plans (ESMPs) for each design will be disclosed and consulted by the stakeholders, after receiving clearance from the World Bank Group. The inputs from the public consultations will be reflected in the final ESMPs and design, if necessary.

Land expropriation plans and property evaluation: The Consultant shall prepare Land Expropriation Plans and Property Evaluation Reports when private properties are impacted by the design, including: A list of identified properties, area of land owned, area of land to be expropriated, existing structures and their legal status, current use of properties to be expropriated, cadastral status, informal use/settlements within the property. The property evaluation report shall be prepared by a licensed expert. Based on this report, the ADF will prepare a Resettlement Action Plan (RAP) to be cleared by the World Bank, if needed.

Package of works contracts: The Consultant will work and deliver the detailed designs for all the selected investments projects approved to carry on in Task 5, according to the **implementation plan** developed in Task 4.

*The total costs for proposed investment projects shall not exceed what will be allocated for final construction purposes: approx. **\$1.2 million Euro, VAT included**, without the client's prior approval.*

PREPARATION OF BIDDING DOCUMENTS

The bidding documents shall be finalized based on the Client's comments on the detail designs, by incorporating all the comments, revisions, and packaging strategies. The Consultant shall advise on suitable packaging for all identified contracts. Bidding documents and drawings shall be prepared in a way that is sufficient to invite bids.

Packaging and Contract Documentations (for bidding): The Consultant is expected to provide support for the Client: (i) contract packaging and management based the implementation plan; (ii) preparation of bidding and contract documents (in accordance with the current version of the World Bank's Standard Bidding Documents for the Procurement of Works, and including abbreviated specifications of the work to be performed, forms, invitations to pre-qualify and draft advertisements); and (iii) assist the Client in bidding and contractor selection process and bidding evaluation.

The bidding documents will be made with reference to the tender drawings and shall contain, among other things, the following sections: Instruction to bidders, Standard forms (contract), Condition of contract, form of bid and qualification information, Bidding data and Contract data, Technical Specifications, Bills of Quantities, Drawings, Standard forms (Bid).

Deliverables: *The Consultant will deliver the works packages based on the scheduled implementation plan approved by the Client, and each will include for each investment project:*

1. a detailed design project dossier (as specified under Task 5);
2. drawings plans/sections/facades/3D views/details/specifications/BoQs developed on accurate survey and presented using the best design standards and practices;
3. and bidding documents ready for the bidding process financed by the PIUTD and in coordination with the Client.

Task 6: Event and Event Calendar design

After the approval of the Task 4 from the Client, the consultant, together with relevant staff from each municipality, will:

1. **Event design & prioritization. In the context of a post-COVID environment, the consultant will** design events to be implemented as testing/shows for each of the tourism products developed under this consultancy, and to be financed under PIUTD. The consultant will analyze each of the proposed tourism products to be developed and, will prioritize them and design project briefs for each event that include, but are not limited to proposed description of the event, budget, for each of them aiming to manifest/show/bring to life each of the products developed under this consultancy with a special focus on the sustainability of these events even after the termination of this consultancy. The prioritization process will be in close collaboration with the Client and relevant stakeholders and will have to be approved by ADF before initiating the next step (event planning).
2. **Event planning.** Activities to be performed by the Consultant at this step include, but are not limited to:
 - Preparation of an overall Integrated Events' Calendar for all the tourism products developed under this consultancy, detailing timing, staffing costs and logistics.
 - Market segments (tools to reach them)
 - Source Markets (tools to reach them)
 - Stakeholders involved (detailed of all stakeholder's engagement and management)
 - Budget (detailed budgets)
 - Key success factors and constrains (and how they will be addressed)
 - KPIs (such as estimated number of participants, economic return for investment, etc.)
 - Event marketing/communication plan
 - Fund raising plan and find sponsorships (what % can be covered by them, and how much by the PIUTD project)
 - Detect adequate locations/buildings for the event (if needed) and permissions required.

In the design phase the Consultant has to closely collaborate with the Client and all the involved stakeholders. As closure of this phase the consultant will have to receive the approval of the Client for the above-mentioned steps, before proceeding to phase B.

Other responsibilities

The Consultant shall conscientiously fulfill, to the highest professional standards, the role that they have been assigned to play. It will be the Consultant's responsibility to ensure that all intended outputs are always delivered in the most efficient and effective manner ensuring value for money. The Consultant will ensure that all outputs are delivered on time, within the budget and to the highest standards.

The Consultant shall develop all projects detailed designs dossier based in the national and international design guidelines order to achieve the highest design standards.

The Consultant shall perform *all structural diagnosis and analysis of the structure (especially in building heritage, etc.), engineering and architectural planning, quantity surveying, environmental, cultural, social, economic analysis and all related works* described so far in the

TOR, to support the finalizing/completing of each investment project to the defined project objectives and deliverables, by considering the requirements of the Client.

The Consultant shall review all available documentation on the project and shall be solely responsible for the analysis and interpretation of all data received, for the conclusions they reach and the recommendations they make.

The Consultant shall assist the bid evaluation committee in evaluating technical aspects of the offers and prepare a report for further consideration by the Client.

The Consultant shall clearly define the project boundaries and areas of interventions for each selected investment project that will be under the scope of the detailed design process. The engineering and architecture design shall take into account to consider every technical solution that assure an operating and functional system within the project scope, incorporate accessibility standards (e.g. for disable and elderly people, as well as children, etc.), based in the best design guidelines in order to complete the project to the highest standards.

The engineering and architecture design shall consider the need for effective (technical and esthetic) solutions and use of construction materials that can be implemented, operated and maintained. The final choice proposed for the construction/rehabilitation shall be based on technical and financial analyses of alternative designs, and in consultation with the Client.

Consultants are encouraged, where appropriate, to support the wider economic development of the country by using locally available materials and human resources.

Consultants are encouraged, where appropriate, to support and introduce smart digital solutions (e.g. information and communication technology (ICT) and Internet of things (IoT)) to improve the efficiency and quality of services, and increase tourists satisfaction.

Implementation timeframe and deliverables

The implementation schedule for the design services (Tasks 1-6) under this assignment will be carried out by the Consultant within **12 months** according to the implementation schedule and will comprise in 5 (five) tasks. The Consultant shall engage key design members to be retained to work and communicate with the Client on overall design and quality assurance during the implementation stage.

The following list of *key deliverables and milestones* serves as a guide for the consultancy. The Consultant Team is expected to propose **a work plan** outlining project sub-tasks (e.g. additional internal review/consultation sessions) and refine the timeline to meet the objectives of the assignment effectively, for client's agreement:

Deliverables / Services	Format	Duration of Task	Payment Schedule/ Timeline
Phase A			12 months
Task 1: Inception Activities			
Kick off meeting, Inception Report	<ul style="list-style-type: none"> 4 printed reports in A4 size. An electronic copy of all reports/ docs/ presentations plans and related files. 	<p>2 weeks after the contract has become effective.</p> <p>The Consultant will proceed to Task 2, after receiving the endorsement of the Client for Task 1.</p>	10 % upon approval of the deliverables of Task 1.
<i>Time calculated for Comments and Approval of Task 1 (2 weeks)</i>			
Task 2: Asses and Prioritize proposed Tourism Products and Develop the Tourism Product Project Briefs			
A written report, Consultative Workshop, Citizen Consultation , PP slides from stakeholder workshop.	<ul style="list-style-type: none"> 4 printed reports in A4 and/or A3 size, plans in A1, A0 etc. An electronic copy of all reports/ docs/ presentations plans and related files. 	<p>8 weeks after approval of Task 1.</p> <p>The Consultant will proceed to Task 3, after receiving the endorsement of the Client for Task 2.</p>	30 % upon approval of the deliverables of Task 3.
<i>Time calculated for Comments and Approval of Task 2 (2 weeks)</i>			
Task 3: Define clear business, financing & management model for each of selected Tourism Products			
Business Plan for each of the selected tourism products	<ul style="list-style-type: none"> An electronic copy of the reports/ docs/ presentations and related files Excel, Word, PDF etc. 	<p>6 weeks after the approval of Task 2.</p> <p>The Consultant will proceed to Task 4, after receiving the endorsement of the Client for Task 3.</p>	
<i>Time calculated for Comments and Approval of Task 3 (2 weeks)</i>			
Task 4: Develop Preliminary Concept Design projects, Preliminary Estimates and Business Models for Selected Investments/activities			
Preliminary conceptual designs, technical report, preliminary cost estimates. The implementation plan in the form of a written report.	<ul style="list-style-type: none"> 4 printed reports in A4 and/or A3 size, plans in A1, A0 etc. An electronic copy of all reports/docs/presentations plans and related CAD, Excel, Word, PDF etc. files. 	<p>Detailed Documents and Reporting for approvals 6 weeks after the approval of Task 3.</p> <p>The Consultant will proceed to Task 5, after receiving the endorsement of the Client for Task 4.</p>	40 % upon approval of the deliverables of Task 5.
<i>Time calculated for Comments and Approval of Task 4 (2 weeks)</i>			
Task 5: Detailed Project Designs			

Deliverables / Services	Format	Duration of Task	Payment Schedule/ Timeline
<p>A detailed design project dossier (as specified under Task 5); Drawing plans/ sections/ facades/ 3D, views/ details/ specifications/ BoQs. Bidding documents</p>	<ul style="list-style-type: none"> 4 printed reports in A4 and/or A3 size, plans in A1, A0 etc. An electronic copy of all reports/docs/presentations plans and related CAD, Excel, Word, PDF etc. files. 	<p>Detailed Documents and Reporting for approvals 10 weeks after the approval of Task 4.</p> <p>The Consultant will proceed to obtain Specific Approvals after receiving the endorsement of the Client for Task 5.</p>	
<i>Time calculated for Comments and Approval of Task 5 (2 weeks)</i>			
Specific Approvals			
<p><i>Detailed Design Projects Dossier shall include all the documentations (e.g. approvals etc.) ready for bidding procedures.</i></p>	<p>No. of copies in electronic and printed for the bidding producers to be indicated by the Client case by case.</p>	<p>The Consultant firm must obtain all the required special approvals² within 4 weeks for the investment project under this assignment. The Consultant shall follow the process and prepare the required documents and project dossier as requested by law to obtain approvals necessary for implementation of the projects under this assignment.</p>	<p>10 % after completing the Detailed Project Dossiers ready for bidding.</p>
<p><i>Environmental and Social Impact Assessment Reports</i></p>	<ul style="list-style-type: none"> - 2 printed copies for each selected project, signed and sealed, including necessary certificates/licenses, upon clearance, subject to changes required by permitting authority. - An electronic copy of all reports in Word, PDF etc. files. 	<p>*The Consultant shall obtain the approval of the report from ADF (Environmental Unit) and the World Bank; maximum 2 weeks after submission of the draft reports, submitting the final reports that will be used to obtain the environmental permit/authorization. The consultant will remain available to review the reports to any objections by the authorizing authority (Ministry of Tourism and Environment and/or National Environmental Agency)</p>	
Documentation of the coordination process under this Consultancy:			

Deliverables / Services	Format	Duration of Task	Payment Schedule/ Timeline
<p>Each communication process held between the Client and the Consultant while developing this consultancy should be recorded in: Consultation/Comments Report. Report of Validation</p>	<ul style="list-style-type: none"> - 4 Printed copies for each consultation report. - 4 Printed copies of Validation Reports. - An electronic copy of the reports (Word, PDF, etc.) - Albanian/English language. <p>*Reports shall be delivered upon the final deliverables of each Task.</p>		
Task 6: Event and Event Calendar design			
<p>Event design and prioritization, Event planning.</p>	<p>An electronic copy of the reports/ docs/ presentations and related files Excel, Word, PDF etc.</p>	<p>Detailed Documents and Reporting for approval 2 weeks after the approval of Task 5.</p>	<p>10 % upon approval of the deliverables of Task 6.</p>
<i>Time calculated for Comments and Approval of Task 6 (2 weeks)</i>			

There shall be regular interactive discussions and reporting between Consultant team and the Client to exchange concepts and ideas to make sure the proposed investment projects are feasible and practical. All submitted investment project briefs will be evaluated by a technical committee, and only projects selected and approved to be implemented under PIUTD will carry out in the detail design task. Part of this committee will be key technical staff of MoIE (PCU) and ADF (PMT), and any relevant stakeholder as deemed necessary by ADF. It is also necessary to obtain clearance by the World Bank.

The Consultant will submit all reports and deliverables requested under this assignment to ADF for review and approval. ADF will be responsible for sharing the documentation with the MoIE (PCU), World Bank, and with the Local Authorities (e.g. the municipality identified as beneficiary, etc.), and any other interested central and local government authority as deemed necessary.

Supervision phase shall commence or become effective upon successful completion of the detailed design of the 1st package of works in Task 5 and when the contract for civil works has been awarded. Duration of the services/contract under supervision phase will be closely dependent on the time allowed for completion of the works contracts as may be brought out by the Tasks 1-5. Author's supervision required during the construction will be merged with the construction supervision by the consultants.

Phase C - Event Implementation & management: shall commence or become effective upon successful completion of the 1st package of works of phase B –Supervision, and when the contract for Event Implementation & management has been awarded.

The *design services assignment* should be performed within **12 months** period.

Phase B: SUPERVISION SERVICES

Contract for accomplishment of the tasks under Phase B will be signed, upon successful completion of the detailed design of 1st package of works, under Task 4, in Phase A and after employment of the Contractor for the works.

The activities for **supervision services** are expected to be carried out through the following phases. The Consultant is expected to be proactive in identifying optimal solutions to reach the objectives and to identify any additional tasks and activities, which are desirable or necessary for the successful implementation of these services. *It is the responsibility of the Consultant to make sure that there is continuity between Phase A and Phase B and they have to ensure that the supervision team will include the Local Architect/ Urban Designer and the Exhibition designer /Curator among the key staff from the design team, which are fully familiar with the project and designs and will assure consistency between the two phases.*

Activity 1: Inception Phase

During the Inception Period the Consultant shall become familiar with all aspects of the project, works contract and project's environment, review the present Terms of Reference and all volumes of the Works contracts.

The Consultant shall be aware with all relevant information available for the project and the stakeholders involved in the project. The Consultant shall visit all relevant institutions in order to ensure that the requirements of all parties to the project are addressed.

Deliverables: Inception Report:

- Project synopsis (summary);
- Analysis of the project;
- Start situation, review of the available documents, project progress with mobilization;
- Project planning;
- Co-ordination with other projects;
- Project goals and objectives;
- Project approach;
- Initial findings and description of any unexpected problems encountered; contractual difficulties faced;
- Intended results;
- Updated methodology, work plan, time and manning schedules (based on the Contractors' programmed);
- Quality assurance system by the Consultant;
- Quantity checking and measurements records;
- Constraints, risks, assumptions; and
- Planning for the next reporting period.

In the same report the Consultant shall describe any adjustment or addition the designs may need to improve the quality of works without increase of cost or any prejudice to the Contracting Authority in respect to the Contractor.

The Consultant shall also include as an annex to the inception report a complete Quality Assurance and Quality Control Manual (QAQC) concerning the supervision activities. The QAQC Manual shall specify the requirements, procedures and guidelines for all main activities necessary for the Works to run smoothly and shall cover at least following:

- practical information and introduction;
- project organization charts, for works and supervision contracts, including names of key personnel, definition of key interactions and information flow. Also, responsibilities and key functions shall be described;
- time and cost management procedures;
- reporting procedures;
- record keeping of correspondence, expenditure, minutes of meeting, site records, instructions;
- issued to works contractors and instructions received from the Contracting Authority;
- design modification and design approval procedures;
- document control procedures (including Contractor's insurances, reports etc.);
- all standard forms needed during the supervision activities (e.g. site instructions, completion certificates, variation orders, formats of reports, hidden works record sheets, form for field inspections and testing, measurement sheets, interim payment certificates and related invoices);
- review and approval of detailed construction drawings prepared by the Contractor;
- selection of borrow pits and quarries;
- procedure for approval and testing of construction materials, and supplies;
- procedures for testing the works by the Contractor;
- safety protocols;
- procedures of measurement of the works executed;
- procedures for Performance Certificate and the Taking-over Certificate;
- Snag list and Defects Liability inspection reports; and

- Draft Final and Final Statement of the Account.
- The Inception period shall commence immediately upon commencement of the present Service contract, whichever is latest, see section 5.2 “Commencement date & Period of execution”. The Consultant shall submit the Inception Report within 4 weeks from commencement of the Inception period.

Activity 2: Construction Phase

The Consultant shall administer the contract and supervise the construction works, i.e. carry out duties of the Supervisor in accordance with the Special and General Conditions for Works Contract of the projects funded under WB.

The Consultant will carry out, but not necessarily be limited to, the activities mentioned below:

2.1 Contract administration and management, Site Procedures:

- The Consultant’s team shall carry out contract administration and management duties throughout the duration of the assignment to secure smooth and timely implementation, proper supervision and control of the Project. For this purpose, the Consultant shall establish clear lines of responsibility and procedures for each activity in the construction process.
- The Consultant shall analyses and monitor contractual programmed submitted by the Contractor and give instructions to the Contractor to take appropriate measures to fulfill Contractor’s tasks. The Consultant shall review Contractor’s programmed on a regular basis throughout the project.
- The Consultant shall ensure that all required approvals, construction permits, environmental and related utilities permits, permits for digging and for closing of roads (traffic management) have been obtained in time specifically for each site, before commencement of respective works. These include but are not limited to:
 - Quarry license
 - Gravel license
 - Sand license
 - Approved final waste deposit document released by the respective municipality.
- The Consultant shall make sure that safeguards criteria according to World Bank operational guidelines are being correctly implemented, including criteria listed in the Environmental and Social Management Plans and the environmental permit, including clearance from ADF Environmental Unit.
- The Consultant must not commence any works prior to receiving clearance from ADF on the complete implementation of Resettlement Action Plan (if applicable), in line with World Bank guidelines.
- The Consultant shall ensure that the conditions of contract are strictly adhered to and Contractors and any sub-contractors fulfill their contractual obligations.
- The Consultant shall maintain up-to-date records of all contractual administration, correspondence, measurements, payments, variations etc. All instructions to the Contractor shall be clearly documented by the Consultant.
- The Consultant shall ensure that all operational health and safety risks during construction and commissioning of the works have been assessed in advance and risk mitigation measures have been established and appropriately costed prior to commencing the respective activities.
- The Consultant must make sure that prior to start of works the construction contractor must also possess appropriate protective equipment in accordance with IFC Environmental, Health and Safety Guidelines and that the workers are trained for health and safety at work.

The Consultant's team shall also include a Health and Safety Auditor who shall visit the construction site on a regular (monthly to bi-monthly) basis to conduct safety audits to validate the OHS supervision of the resident engineer and independently confirm compliance with the Contractor's OHS plan. Audit reports of the findings will be provided at the end of each visit.

- The Consultant shall supervise daily the contractor's implementation of the works in accordance with the contract requirements and the ESMP; update the ESMP to reflect changes to the project, area of influence or activities, with Borrower to re-disclose; inspect and approve contractor's work; check compliance with the Contractor ESHS Code of Conduct; ensure Contractor submits ESHS reporting timely and in accordance with WBG guidelines and national legislation. The approval of continuation of works must be done upon clearance by the borrower safeguards team on compliance with the ESMP by the Contractor.
- The Consultant shall be in continuous contact with the Contractor to identify and resolve any potential problems in an active manner. The Consultant shall hold weekly site meetings and monthly progress meetings with the Contractor and other stakeholders. All potential delays and other problems shall be identified, and corresponding actions discussed and agreed in order to assist the Contractor in avoiding or mitigating overall delay. The Contracting Authority shall be kept informed of the progress of works by providing properly prepared reports, briefings and minutes of meetings.
- The Consultant shall check and comment on the adequacy and authenticity of all certificates, insurance, securities, indemnities, ownership of plant etc. for which the Contractor is liable under the conditions of contract. The Consultant shall issue all requisite certificates in compliance with the Conditions of Contract.
- The Consultant shall prepare all supervision reports in accordance with the requirements laid down in the present TOR.
- The Consultant shall assist the Contracting Authority in administrative duties, including financial planning and preparation of cash flow forecasts for all contracts on monthly basis.
- The Consultant shall advise the Contracting Authority on any appropriate measures that may be taken to avoid and rectify any deficiencies and improve the cost effectiveness of the project. The Consultant shall also consider possible cost savings to the Contracting Authority.
- The PMU's safeguards officers will provide independent oversight and inputs to the Consultant with regard to all aspects of environmental and social compliance, for the Consultant to have addressed on the project through their role as the Engineer. The PMU will undertake at least monthly inspections of the construction sites, accompanied by the Consultant's safeguard specialist and the Resident Engineer.

2.2 Design Review and approval

- The Consultant shall review and approve the Contractor's working drawings and possible modifications to the detailed design and the affiliated Environmental and Social Management Plan. In case of any design modification needed he should inform the Contracting Authority and liaise with the designer.

2.3 Site supervision

- The Consultant shall carry out day-to-day supervision of construction works in accordance with the Works Contracts, Site Procedures Manual and Supervisor's Quality Assurance Manual.
- The main objective of the supervision is to facilitate achievement of the highest possible standard of construction works within the contract time. In addition to good quality

- workmanship the Consultant shall also consider possible cost savings to the Contracting Authority. The Consultant shall advise the Contracting Authority on any appropriate measures that may be taken to avoid and rectify any deficiencies and improve the cost effectiveness of the project.
- The Consultant shall ensure that the quality of materials and the end product is in line with the related works contract technical specifications standard and quality. All testing shall be carried out in accordance with the works technical specifications specified procedures and at the specified intervals.
- The Consultant may propose amendments to the design and specifications for the Contracting Authority's approval, if such alterations are sought to be benefit to the quality and economy of the Project and are in line with provisions of works contract conditions.
- The Consultant shall order the Contractor to substitute and make good any part of the works, if levels, dimensions, materials or workmanship do not conform to the requirements and specifications or are otherwise insufficient;
- *The Consultant shall monitor the correct implementation of the Environmental and Social Management Plans for each site and monitor environmental parameters (air, water and soil quality) as required in the environmental monitoring plan.*
- The Consultant shall conduct regular site inspections to check the quality of the workmanship and materials in accordance with the Contract and good engineering practice, as well as the Contractor implementation of the environmental and social mitigations measures as agreed in the site specific Environmental and Social Management Plan.
- The Consultant must provide quarterly data on environmental parameters during the implementation of civil works, as specified in the ESMP. These include noise levels, Air pollution parameters of dust, particulate matter, water and soil quality (suspended solids, oil and grease. These data must be issued by a licenced/authorized public or private entity.

2.4 Measurements and Payments:

- The consultant shall verify and keep accurate technical records of permanent works executed by the Contractor. The works shall be measured on site by the Consultant supervisor in the presence of the contractor.
- The Consultant shall ensure that the Contractor's payment applications for work executed are accurate, fair and reasonable representations of the value of the work. The Consultant shall prepare subsequent certificates and present these to the Contracting Authority for approval and further processing. The Consultant shall ensure that the Contracting Authority is at all times informed of all matters relating to payments, cash flow or any other impacts on budgetary provisions.
- The Consultant is required to consider time required for all requisite endorsements and/or approvals by authorities before actual payment of the Contractor's invoices can be made. To avoid any delays in payments the Consultant shall ensure high quality of all payment documents.
- The Consultant shall carefully monitor all levels, lines and other parameters affecting the work, so as to ensure the works are constructed to fulfill requirements of the detailed design and of the Contracting Authority, in a timely manner.
- Accurate records shall be taken throughout the duration of the contract in order to reach agreement on the Contractor's final account.
- The Consultant shall monitor Environmental, Health and Safety guidelines for construction and decommissioning at all times throughout the site including safety of the public/communities, visitors, consultant's staff, contractor/subcontractors' staff, report to the borrower and take action upon clearance from the borrower.

- The Consultant shall appraise traffic management proposals in line with the Traffic Management Plan prepared by Contractor and compliance to requirements of the works contract.

2.5 Other activities

The Consultant shall carry out all other activities needed for the smooth implementation of the Project. These activities include inter alia the following:

- Administration of the contract in accordance with the works contract documents;
- The Consultant shall take particular note of the requirement to obtain the specific approval of the Contracting Authority before taking any of the actions as detailed in the Special Conditions of Works Contract;
- The Consultant shall give the order of commencement
- The Consultant shall organize monthly progress meetings with each contractor, keep records and distribute the minutes of the meetings.
- Checking and confirming that the Contractor mobilizes and supplies to the contract all materials identified in the contract, to be committed to the project and ensure that all works performed remain on site until release has been authorized;
- Approval of Contractor's details of temporary works and operations;
- Approval and surveillance of the traffic management proposals prepared by the Contractor to ensure, that the Contractor carries out the work to minimize interference with adjacent traffic by providing necessary lights, guards, fencing and watchmen etc. and always provide access to local buildings and properties;
- Approval and surveillance of environmental measures identified by the Contractor to carry out the work in an environmentally safe way, taking appropriate mitigating action to meet the relevant requirements of the contract and those of the local and state authorities, with the clearance of the borrower safeguards specialists Follow up and report weekly on the implementation of the ESMP.
- If applicable, provide data to the Contracting Authority for determination of the value of any variations to the contract;
- Assist the Contracting Authority (CA) in processing of Variations, approve the setting-out of the works and give instructions to the Contractor in this regard;
- Review any changes in drawings and/or specifications, which may prove necessary or desirable before or during execution of the construction works, and consult this with the Contracting Authority;
- Negotiate and recommend to the Contracting Authority any Variations initiated by the Contractor or to be initiated by the Contracting Authority;
- Verify and approve "as-built drawings" and deliver to the Contracting Authority all reports, records, quality certificates, measurement sheets, etc. prepared or supplied by the Contractor;
- The Consultant shall instruct the Contractor to carry out any on-site tests required under the Works Contracts technical Specifications, including load tests, as may be considered necessary to confirm the adequacy of the Works. The Consultant shall supervise such tests, record the test measurements and verify the adequacy or otherwise of the results;
- Issue list of defects ("snag list") and other documentation as required before the Certificate of Provisional Acceptance will be issued, the list must include compliance with the ESMP and environmental permit.
- Carry out inspection upon the completion of works and prepare Provisional Acceptance Certificate, list of defects and other documents as required by the works conditions of contract;

- Organize the Inspection in the presence of a representative from the Contractor, Contracting Authority and the Beneficiary and issue the Provisional Acceptance Certificate.
- Ensure that taking over procedures are carried out in line with local regulations and requirements, as appropriate;
- Advice on any claims or contractual disputes and problems arising during the works and prevent claims and delays whenever feasible.

2. **Deliverables:**

Progress Monthly Reports: The Monthly Reports should be based on the physical and financial progress, as well as dealing with contractual and technical matters, for each of the Civil Works Contracts included in the reports. They will make use of graphics and include statements covering (but not limited to) the following:

- Physical progress related to programmed and time;
- Explanations for variances to the above;
- Expenditure related to cash flow forecast and budget;
- Explanations for variances to the above;
- Claims or disputes;
- Human resources, mechanical equipment and materials;
- Testing and quality control;
- The Project Monitoring Indicators for Project Activities Table issued by the Contracts Manager;
- Local issues;
- An updated maintenance works programme; and
- A revised Cash Flow forecast.

Draft Completion Report: The report will include, but not be limited to, the following inputs:

- i. Physical progress related to the original programme;
- ii. Explanations for variances to the above;
- iii. Expenditure related to original budgets;
- iv. Explanations for variances to the above;
- v. Overall review of the project objectives and whether achieved successfully or not.

Other information to be included in the Completion Report shall be addressed following the review by WB and ADF.

Activity 3: Defects Liability Period

During and after the Defects Liability Period the Consultant shall carry out the following duties:

3.1 Provide quarterly inspections reports during the 12 months of Defects Liability Period.

- The consultant shall supervise, inspect and record completion of any outstanding work and remedy of defects after Provisional Acceptance has been issued.
- The Consultant shall undertake three intermediate inspections at approximately three-monthly intervals during the Defects Liability Period. In the event that the Employer calls the Consultant to the Works to deal with a particular defect at another time this shall be deemed to be one of the intermediate inspections.
- In addition to dealing with any particular defect all intermediate inspections shall cover the entire Works. The Consultant shall:
 - a. Notify and instruct the Contractor accordingly of all defects found.

- b. Report on the status of the Works and on the operation and maintenance of the Works to date.

3.2 Undertake the Final inspection at the end of DLP and issue the Final Acceptance Certificate

- On the expiry of the Defects Liability Period, the Consultant shall make the final inspection of the Works and issue the Final Acceptance Certificate in accordance with the Works Conditions of Contract.
- The final inspection shall be carried out in the presence of a representative from the Contractor, Contracting Authority and the Beneficiary/is.

3. **Deliverables: Final completion:** The Final Report will be based on the Draft Completion Report but will incorporate any comments/suggestions made by the reviewing parties (WB and ADF).

Implementation timeframe and deliverables

The supervision consulting activities (1-3), will be carried out in accordance with the implementation schedule of packages of works. These activities will start as soon as the 1st (first) package of works contract for the selected list of investment is signed. (Detailed design for this investment is prepared in Task 5 of the design services);

It is expected that there will be *multiple packages of works* contract, as foreseen to be financed by the PIUTD. The Consultant will carry out its overall assignment in **8 months**. Following up defect Liability period for each contract is 12 Months.

It is expected that the packages of works contract will have different starting date. The Contracting Authority will give notice to the Contractor of the start date of each work contract for which supervision is required, and the supervisor will mobilize the required staff accordingly. An estimation of the starting date for each of the packages of works will be calculated upon the availability of the detailed designs prepared in **Task 5** of the design services and the procurement time needed for each package, all reflected in the implementation plan. It is expected that all packages will be implemented *within 8 months' time frame*.

Report	Time due	Number of copies
Inception report	One month after the start of the contract	<i>1 paper copy in English and 1 paper copy in Albanian + electronic copy on CD or DVD, in each language</i>
Progress Monthly reports	1 week after last day of each month	<i>1 paper copy in English and 1 paper copy in Albanian + electronic copy on CD or DVD, in each language</i>
Draft Completion report	4 weeks prior to completion of the contract period	<i>Electronic copy on CD or DVD, in each language</i>
Final Completion report	2 weeks after completion of contract period or after comments on the draft completion report are provided by ADF, whichever comes later	<i>2 paper copies in English and 2 paper copies in Albanian + electronic copy on CD or DVD, in each language</i>

Team profile and key personnel

The Consultant shall provide an experienced construction supervision and contract administration team of 6 key staff with proven technical and managerial competence and experience in the supervision of construction works under World Bank Conditions of Contractor, Albanian Legislation and internationally recognized contract conditions used by IFI's. The working language of the project is English and Albanian language. The key staff team assigned by the Consultant must possess proficiency in English language. Day-to-day communication language with the employees of municipalities, water, electrical, telecom and other utilities and local authorities will be either English or Albanian language. An adequate number of Albanian speakers shall be assigned at the field level to ensure smooth communication among all participants, direct and indirect, of the Project.

For the supervision assignment, all experts should work in the beneficiary country 100% of the contracted working days, unless specifically requested and approved by the Contracting Authority, as following:

Key Staff	Approximate Working MM input
Team Leader (Key staff 1 International)	6
Site Supervision Engineer - (Key staff 2)	8
Material Engineer - (Key staff 3)	3
Environmental & Social Specialist (Key staff 4)	3
Architect/ Urban Designer (Core team, Local _ DESIGN TEAM K-4) (Key staff 5)	4
Designer _Local_ (DESIGN TEAM_ K 6) (Key staff 6)	2
Short - term expert international ³	5

The construction and contract administration team of 6 key specialists shall have the following Key staff that will cover all works contracts:

*Short – term expert will be engaged to support the team to cover specific tasks of the assignment when expertise is needed and requested by the Client, upon instruction and approval by the Client. (for a provisional equivalent of 1 man-months). Expert's CVs will be reviewed by ADF at the time of requirement.

The Consultant will be evaluated and selected on the basis on the composition of the proposed team and the profile, qualifications and experience of the relevant members. No changes in the composition of the team and the team members will be allowed during the implementation of the assignment unless jointly authorized by the ADF, in consultation with the World Bank.

³ Short – term expert will be engaged to support the team to cover specific tasks of the assignment when expertise is needed and requested by the Client, upon instruction and approval by the Client. (for a provisional equivalent of 1 man-months). Expert's CVs will be reviewed by ADF at the time of requirement.

PHASE C: Event Implementation & management

In the event implementation and management phase, the Consultant will perform activities such as:

1. Event implementation, as per the events calendars approved. At least 1 event per each tourism product developed is expected.
2. Promotion of the event through online and offline channels, as per marketing/communication plan agreed. The consultant will have to closely collaborate with the "marketing consultancy".
3. Building capacity and systems within the municipality (or the institution/organization that is in charge of the management of the tourism product) to deliver events consistently. As part of the building capacity the Consultant must prepare a manual with guidelines and procedures of event implementation, to be used in the future for event implementation by the beneficiary.
4. Result monitoring, with focus on the KPI's.
5. Prepare an economic impact study/report on the quantitative and qualitative effects of the event on the destination.

During phase C, the Consultant will have to report on monthly basis to the Client regarding the project progress, and inform the Client in due time for any changes in the event plans if needed.

CONSULTANT QUALIFICATIONS AND TEAM COMPOSITION REQUIREMENT:

Qualification requirements and the procurement procedure

The consulting company must have evidence and records of the previously implemented projects and results accomplished by the company and the team of experts in the required field.

It has to demonstrate that have the qualifications and relevant experience to perform the Services (Summary of relevant experience of the firm, description of similar assignments, experience in similar conditions, CV for the key personnel, etc.).

The consultant will be a consultant company, also with an international experience in tourism product development, which can be organized also as a Joint Venture. Examples and experiences of successful implementation of similar services in Western Europe, the Central and Eastern Europe and the Western Balkans countries are considered to be an advantage.

The selection of the consulting company will be carried out in the framework of the international procurement procedure in line with the QCBS method and the *Guidelines: selection and employment of consultants under IBRD loans and IDA credits and grants by World Bank borrowers*.

Qualifications of the consulting company:

The company shall have the following professional experience:

1. Overall professional experience in described field of assignment (Design, Supervision of works, and event implementation for the development of new tourism products) in the last 10 (ten) years.
2. Demonstrated experience in at least 4 tourism product development projects similar to the below mentioned categories, in the last 10 (ten) years:
 - Zipline system
 - Adrenaline park
 - Themed playing zones for kids
 - Trails signage
 - Tourism valorization master plan for cultural heritage sites
 - Augmented reality for cultural heritage sites
 - Interpretation center for culinary
 - Beaches systematization and categorization/Family beach
 - Base Camp and boot camp
3. Experience in event promotion activities for tourism products similar to the above.
4. Previous experience in the region would be an advantage.

Team profile and key personnel required

The consultant team proposed by the company must include the following expertise, some of which may be presented by the same individual. Additional staff may be proposed by the consultant as per its methodology and judgement. Some of the professional qualifications may be possessed by the same person.

The Consultant will be evaluated and selected on the basis on the composition of the proposed team and the profile, qualifications and experience of the relevant members. No changes in the composition of the team and the team members will be allowed during the implementation of the assignment unless jointly authorized by the ADF, in consultation with the World Bank.

In Table 1 are listed the qualifications that serve as a guide and the Consultant Team may with justification propose additional staff. The Consultant Team shall also propose the time allocation for each of the staff dedicated to their respective tasks and the breakdown of the time that those work will be performed on location or remotely.

Phase A: DESIGN SERVICES - Team profile and key personnel

A multi-disciplinary team of ***10 key staff professional and technical personal*** will be required for the execution of the project. The Consultant Team should be led for this phase by a Principal Tourism Product Development Expert as the Team Leader with international experience in developing similar projects to the scope of this consultancy and background in cultural and natural tourism product development and Project Management. A local tourism expert and an Architect/Urban Planner with knowledge of local language should be mobilized fully for the duration of the consultancy to serve as local liaison. The Team Leader, tourism expert and the Architect/Urban Planner (of the local liaison) should make a minimum of field visits to the project areas each as part of the development of design services, which will be reflected in the work

plan and be subject of evaluation process. Indeed, their presence is considered obligatory as part of the deliverables in the stakeholder workshop, this do not limit the presence of the other team members as valued important by the Consultant, in consultation with the Client.

In addition to the above, the following qualifications are expected to be needed for the development of the assignment: *Property evaluation Specialist/Expert, electrical/electronic engineer, mechanical engineer (HVAC systems, etc.), historian, procurement specialist, quantity surveyor, a local cultural heritage expert with relevant license issued by the Ministry of Culture⁴, etc.*

Others Key – experts shall be foreseen to be engaged by the Consultant if any specialized services are evaluated and needed during the assignment implementation, upon proposal by the Consultant and approved by the Client, or by request of the Client if deemed necessary. The time provision will be evaluated based on the task that the mobilized expert will conduct.

Phase B: Supervision SERVICES - Team profile and key personnel

The Consultant shall provide an experienced construction supervision and contract administration **team of 6 key staff** with proven technical and managerial competence and experience in the supervision of construction works under World Bank Conditions of Contractor, Albanian Legislation and internationally recognized contract conditions used by IFI's.

The working language of the project is English and Albanian language. The key staff team assigned by the Consultant must possess proficiency in English language. Day-to-day communication language with the employees of municipalities, water, electrical, telecom and other utilities and local authorities will be either English or Albanian language. An adequate number of Albanian speakers shall be assigned at the field level to ensure smooth communication among all participants, direct and indirect, of the Project.

PHASE C: Event Implementation & management -Team profile and key personnel

A multi-disciplinary team of **4 key staff** professional and technical personal will be required for the implementation and management of the project. The Consultant Team should be led during this phase by the Tourism Product Development Expert as the Team Leader with international experience in developing similar projects to the scope of this consultancy and background in cultural and natural tourism product development and Project Management. An Event Organizer, Designer and marketing expert should be mobilized fully for the duration of the consultancy to serve as local liaison.

The proposed team composition for the contract shall be as per following table.

⁴ These experts might be needed in case the cultural heritage expert (Key Staff Nr. 4_ Architect/ Urban Designer/ Urban Planner) or other members of the team, does not have local licenses issued by the Ministry of Culture in Albania, as requested by Law no.9048. date 07.04.2003 "For Cultural Heritage", Amended;

No	Position	Qualifications	Experience
TEAM - DESIGN SERVICES			
1	Team Leader Tourism Product Development Expert (Core team, International _ Key Staff 1)	Educated to degree level in relevant field, with experience in international product development in cultural & natural tourism products	International senior tourism product developing expert, with at least 15 years postgraduate relevant experience in developing tourism products for the international market, with previous experiences in cultural & natural tourism
2	Tourism Expert (Core team, local _ Key Staff 2)	Educated to degree level in relevant field, with experience in local tourism product development.	Local senior tourism product developing expert, with at least 10 (ten) years postgraduate relevant experience in tourism in Albania.
3	Event Organizer (Core team, local key staff 3)	Educated to degree level in relevant field	10 (ten) years of postgraduate experience in planning and organizing events, including events of large size.
4	Architect/ Urban Designer (Core team, International key staff 4)	M.Sc. in Architecture, Urban Design, or landscape design with postgraduate qualifications similar to the project scope of work.	10 (ten) years of postgraduate experience in designing projects related to Architecture and Urban Design. <i>-He/she should have worked minimum 5 (five) yrs. of relevant experience in similar projects.</i> <i>-Equipped with respective licenses as requested by the regulations.</i> <i>-Experience in supervision of works is preferably.</i> <i>-Knowledge of local language.</i>
5	Civil Engineer (Core team, Local Key Staff 5)	M.Sc. in Civil Engineering.	15 (fifteen) years postgraduate experience in designing projects in civil engineering. <i>- He/she should have worked minimum 5 (five) years in designing engineering projects of structural and constructions interventions in projects relevant to the scope of this consultancy.</i>
6	Designer (Core team, Local Key Staff 6)	M.Sc. in Graphic Design, Design Innovation, Strategy and Product.	10 (ten) years postgraduate experience in graphic design. <i>- He/she should have worked minimum 5 (five) years in designing event's visual components.</i>
7	Business Plan Expert (Core team, Local_Key staff 7)	Educated to degree level in Economics, Business Administration or relevant field.	7(seven) years of postgraduate experience in preparation of business plans. Previous experience in preparing Cultural or Natural Heritage/ Tourism / Start up Business Plans is preferred.
8	Marketing Expert (Core team, Local_Key staff 8)	Msc. in Marketing	10 (ten) years of postgraduate experience in marketing. <i>He/she should have worked minimum 5 (five) years in marketing goods/services in the tourism industry.</i>

9	Topographic Engineer (Core team, Local_Key Staff 9)	M.Sc. in Topographic Engineering.	8 (eight) years of postgraduate experience in topographic surveys. GIS Expertise <i>- He/she should have worked at least 5 (five) years in topographic surveying in projects relevant to the scope of this consultancy</i>
10	Environmental and Social Specialist (Core team, Local_Key Staff 10)	With relevant postgraduate qualifications in the relevant field. Certified for Environmental Impact Assessment- EIA, from the National Licensing Center for EIA, National Registration Center extract.	5 (five) years' postgraduate experience with preparation of EIA reports according to national laws.
TEAM – SUPERVISION SERVICES			
1	Team Leader (Key staff 1 International)	He/she shall have at least a Master (3+2) or equivalent University Degree in Civil Engineering/Architecture	15 (fifteen) yrs. postgraduate exp. in projects of Architect/Urban Planning & Project Management, design project of buildings/infrastructure rehabilitation and interior design projects and relevant to the scope of this consultancy. <i>- He/she should have worked minimum 10 (ten) years as Team Leader/Resident Engineer/Engineer Representative/Supervisor's representative in service contracts in charge of supervision of works contracts for construction/reconstruction/restoration of civil buildings and relevant urban infrastructure projects. Experience in interior design projects and interventions in build heritage.</i>
2	Site Supervision Engineer - (Key staff 2)	He/she shall have at least a Master (3+2) or equivalent University Degree in Civil Engineering	10 (eight) yrs. in design/supervision/construction in projects relevant to the scope of this consultancy. <i>- He/she should have worked minimum 5(five) years in the position of site supervision engineer in service contracts as part of supervision consultant team, in charge of supervision of works for construction /reconstruction/restoration of civil buildings and relevant urban infrastructure projects. Experience in interior design projects and interventions in build heritage.</i>
3	Material Engineer - (Key staff 3)	He/she shall have at least a Master (3+2) or equivalent University Degree in Civil Engineering	10 (ten) yrs. of material engineer experience in design/supervision/ construction projects. <i>- He/she should have worked minimum 5 (five) years in the position of material engineer in service contracts as part of supervision consultant team, in charge of supervision of works for</i>

			<i>construction/reconstruction/restoration of civil buildings and relevant urban infrastructure projects. Experience in interior design projects and interventions in build heritage.</i>
4	Environmental and Social Specialist (Key staff 4)	University Degree in Environmental Engineering or equivalent. Environmental Science, Natural Resource Management or equivalent. Extra qualifications in social aspects are a plus	5 (five) yrs. on environmental engineering. - <i>He/she should have worked preferably 5 (five) years (on relevant environmental management plans and monitoring of such plans) responsible for monitoring the Works Contractors' compliance with the environmental, health and safety requirements of the ESMPs and also monitoring of social requirements, in line with the Code of Conduct Environmental, Social, Health and Safety Guidelines. He/she should demonstrate capacity to manage environmental and social issues including issues pertaining to the community health and safety</i>
5	DESIGN TEAM: Architect/ Urban Designer (Core team, International_ key staff 4) Key Staff 5	M.Sc. in Architecture, Urban Design, or landscape design with postgraduate qualifications similar to the project scope of work	10 (ten) years of postgraduate experience in designing projects related to Architecture and Urban Design. - <i>He/she should have worked minimum 5 (five) yrs. of relevant experience in similar projects.</i> - <i>Equipped with respective licenses as requested by the regulations.</i> - <i>Experience in supervision of works is preferably.</i> <i>Knowledge of local language</i>
6	DESIGN TEAM: Designer (Core team, Local_ Key Staff 6) Key Staff 6	M.Sc. in Graphic Design, Design Innovation, Strategy and Product	10 (ten) years postgraduate experience in graphic design. - <i>He/she should have worked minimum 5 (five) years in designing event's visual components</i>
7	Short - term expert international *	Senior experts shall have, university diploma relevant to the proposed field, be good in English language	<i>A minimum of ten (10) years professional experience relevant to the scope of the work to be undertaken</i>
TEAM – EVENT IMPLEMENTATION & MANAGEMENT			

1	<p>Team Leader Design Team: Tourism Product Development Expert (Core team, International _ Key Staff 1)</p> <p>Key staff 1</p>	<p>Educated to degree level in relevant field, with experience in international product development in cultural & natural tourism products</p>	<p>International senior tourism product developing expert, with at least 15 years postgraduate relevant experience in developing tourism products for the international market, with previous experiences in cultural & natural tourism.</p>
2	<p>Design Team: Event Organizer (Core team, local key staff 3)</p> <p>Key staff 2</p>	<p>Educated to degree level in relevant field</p>	<p>10 (ten) years of postgraduate experience in planning and organizing events, including events of large size.</p>
3	<p>Design Team: Designer (Core team, Local_Key Staff 6)</p> <p>Key staff 3</p>	<p>M.Sc. in Graphic Design, Design Innovation, Strategy and Product.</p>	<p>10 (ten) years postgraduate experience in graphic design. <i>- He/she should have worked minimum 5 (five) years in designing event's visual components.</i></p>
4	<p>Design Team: Marketing Expert (Core team, Local_Key staff 8)</p> <p>Key staff 4</p>	<p>Msc. in Marketing</p>	<p>10 (ten) years of postgraduate experience in marketing. <i>He/she should have worked minimum 5 (five) years in marketing goods/services in the tourism industry.</i></p>

Table 1: Team profile

TIMEFRAME FOR THE ASSIGNMENT

The Consultant should be a Firm. The selection method to be applied is **Selection Based on Consultant Qualification (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).

Design Services should be performed within **12 months** period, and the level of inputs required is **65 man/months**. **The firm will be contracted for the design phase under a lump sum contract.**

Supervision Services should be performed within **8 months period**, and the level of inputs required is **33 man/months**. **The firm will be contracted for the supervision phase under a time base contract.**

The terms and **conditions of payment** mirror the implementation schedule of the assignment for *the supervision services and are time basis*. A 5 % of the total amount of the contract for supervision assignment will be paid in the end the defect liability of the last contract.

Event Implementation & management phase should be performed within **4 months period**, and the level of inputs required is **16 man/months**.

Supervision services and event implementation & management will be under 1 (one) contract that will be time based.

RESPONSIBILITIES AND PENALTIES OF CONSULTANT

The Consultant will be responsible for implementing the entirety of the tasks defined in the scope of the assignment. To this end, the Consultant will bear all the costs related to the employment and mobilization of its team of international and local experts. This includes travel expenditures and subsistence costs.

No facilities will be provided by ADF. The consultant will be expected to arrange office facilities, as deemed by the project. Finally, the Consultant will be responsible for the costs of producing, translating, printing and distributing all the information material, documents and reports required to carry out its assignment.

The consultant will be solely responsible for the timely and qualitative fulfillment of all matters cited above under this assignment. Towards the Consultant will be applied penalties and other forms of remuneration of damage in case of non-fulfillment of these obligations/services undertaken which include but are not limited to such elements as quality of service, time of service delivery and work contracted, reporting to the responsible structures.

COORDINATION WITH CENTRAL AND LOCAL AUTHORITIES

The Consultant will work in strict coordination with ADF which is responsible for managing the project implementation, the technical aspects of specific investment projects as well as the overall investment program and PCU which will support its implementation.

At central level, the Consultant will also need to interact with the Ministry of Tourism and Environment, IMC and NAPA for the investment projects, if any, pertaining to their areas of

interest. Moreover, the Consultant will need to interact with ADF concerning the technical aspects of specific investment projects as well as the overall investment program. The MoIE will facilitate this interaction by introducing the Consultant to the competent officials and participating to key meetings.

At local level, the Consultant will work in strict coordination with the concerned municipalities' authorities. The MoIE (through PCU) will introduce the Consultant to these authorities. The Consultant shall maintain good coordination and interaction with The Client during all stages of the assignment and aid if changes are required from the Client for specifications.

REPORTING

Reporting and all deliverables documents must be submitted to the Client in English and Albanian. Also, the Consultant must possess high-level English Language skills to ensure effective communication with the Client and stakeholders.

The Consultant should provide translators if required to have good communication with the Client and the Stakeholders during field visits or meetings organized as part of the assignment process.

All reports and deliverables developed during this assignment will require World Bank clearance/no objection. ADF/MoIE will be responsible to make all reports and deliverables available to the World Bank and to manage the Bank's clearance, step by step as defined along the ToR.

LIST OF ANNEXES - Indicative list of Tourism Products

1. Zipline system
2. Adrenaline park
3. Themed playing zones for kids
4. Trails signage
5. Tourism valorization master plan of the Berat Castle area
6. Augmented reality in Antigonea
7. Gliko interpretation centre
8. Permet food and crafts
9. Beaches systematization and categorization
10. Family beach
11. Base Camp Permet
12. Boot Camp Permet

Note: it is advised that activities 11 and 12 can be coordinated at the same location, to be built as an area to carry sports activities in the future.

1. ZIPLINE SYSTEM

Zipline system is a collection of different ziplines, varying in sizes and lengths, placed around Permet with the aim to showcase destination's resources and further enhance the active and adventure tourism product. Although setting up of the lines and construction of stations can be part of private or public sector initiative, zipline system will be commercialized by specialized outdoor agencies who would work on this project primarily during the season with scheduled working hours but also upon request.

Starting point of the zipline system is the currently unused City Stone from where the zipline crosses the Vjosa river and which then becomes a real tourist attraction. Other locations should be defined according to most adequate natural preconditions. Setting up the zipline system in Permet includes assuring highest security standards on and around selected locations, a wire connecting starting and ending point, sitting belt, etc. Also, a training session

before the start must be assured in order to assimilate the participants with the zipline technique.

The zipline experience around Permet can be used as a watching point during descending, giving a stunning view on Permet and surroundings.

Key components and activities for implementation

1. Create a business plan with the concept, locations and area to be covered with zip line tracks
2. Set up the zip line system
3. Establish cooperation with specialized outdoor agencies
4. Conduct targeted promotional activities on regional and international level

Market segments

- Adult couples w & w/o children
- Independent young people
- Just married w/o children
- Adult couples w/o children
- Dependent young people

Source markets

Primary:

- Domestic
- Regional

Secondary:

- DACH region
- Benelux region
- Scandinavia

Examples

Zipline Omiš <https://zipline-croatia.com/en/>

Bovec zipline <http://www.zipline.si/en>

2. ADRENALINE PARK

Adrenaline park is an outdoor complex built in the surroundings of Permet offering different levels of adventure experience with activities suitable for all age groups. The main idea is that the adrenaline parks challenges their visitors both physically and mentally involving different experiences and using the most of the natural resources offered in Permet.

Adrenaline park location will be in the Permet vicinity, with infrastructure made out of wood and other natural materials in order to fit in the natural environment meeting highest safety standards.

Adrenaline park activities will be divided into two different programmes:

- Soft - suitable for wider population and providing lower adrenaline levels (bike park riding, archery, high nets & ropes courses, laser tag courses, tubing slide, slingshot, etc.)
- Hard - suitable for adrenaline enthusiasts and providing higher adrenaline levels (paintball, rock climbing, tower jumping, altitude trail, giant swing, free fall, etc.)

The activities in the adrenaline park will be tailor-made for different ages, skill and capabilities levels ensuring professional support by trained staff.

Additional facilities include snack/cafe bar, toilettes, changing rooms and parking.

In order to raise attractiveness and ensure high level of activities quality, it is recommended to engage specialized professionals in selected sports to help create quality settings for activities in the park.

Key components and activities for implementation

1. Define the park concept and business plan
2. Define the location and ensure easy accessibility
3. Define the ownership structure and financing model
4. Define and build the parks attractions/activities
5. Conduct promotional activities on local and regional level

Market segments

- Young couples with children
- Adult couples w & w/o children
- Independent young people
- Just married w/o children

Source markets

Primary:

- Domestic
- Regional

Secondary:

- DACH region
- Benelux region
- Scandinavia

Examples

Adventure valley <https://www.adventure-valley.be/en>

Soča fun park <https://socafunpark.si/en/>

3. THEMED PLAYING ZONES FOR KIDS

This initiative aims to create outdoor themed playing zones for kids on different locations throughout the city (e.g. parks, green areas, etc.). These playgrounds will contain the most modern playing equipment such as houses, fortresses and swings, climbing frames, sandpit, sand dunes, slides etc. all in accordance with defined topics and various children's age.

The main aim of the initiative is to upgrade tourist experience and provide additional activities for main market segment in Saranda - families with kids.

Additionally, certain areas can be equipped with fitness gadgetry and recreational facilities, while on the other hand, in the parks on the suburbs of Saranda with larger areas, parks can be built focusing on specific sports skills such as mountain biking, climbing, skating, etc.

Key components and activities for implementation

1. Define locations that will be turned into playing zones for kids
2. Build and maintain all locations

Market segments

- Young couples with children
- Adult couples w & w/o children

Source markets

- Primary:
- Domestic
 - Regional

Examples

Toddler parks <http://strollerparking.ca/favourite-parks-toddlers/>

Sky Fox skill park <http://skyfox-porec.com/en/offer/blue-track/>

4. TRAILS SIGNAGE

This initiative implies development of active and adventure tourism product through development and reconstruction of trails, their mapping and implementing regional signage system. In order to achieve that, first step is to create outdoor product development plan which covers a detailed analysis of existing trails and potential new ones, including, among others, estimation of development costs and phasing.

Municipalities will have to collaborate and agree on various components of project implementation (conceptual solution, contractor, visual design, route, digital solution, maintenance, etc.).

Mapping and signage of biking, trekking and other kinds of trails (horse-riding, jeep safari, etc.) with recognizable signs offer a sense of security for users and leads them to the most significant points of interest on route.

Trails need to be diversified in terms of various themes (rural, gastronomy, sacral, nature, cultural – historical, etc.), by difficulty and target segments (families with kids, recreational, for professionals, etc.) but also by kind of recreational or sport activity.

Trails need to be presented on maps both available online and offline in print. However, more important is to create a digital solution (mobile application) where users can choose preferred trail, create their own and download it in order to use it offline. When created, along with promotion through usual online and offline promotion channels, it is advisable to include created trails on international web platforms specialized for active and adventure activities.

Key components and activities for implementation

1. Create outdoor product development plan
2. Agree on project concept including financing, routes to be mapped and signed, points of interest to be included, maintenance options, etc.
3. Design and set the signs
4. Create the map and print them out to distribute in TIC
5. Create a mobile application
6. Promote trails on international outdoor platforms

Market segments

- Independent young people
- Just married w/o children
- Adult couples w/o children
- Dependent young people

Source markets

Primary:

- Domestic
- Regional

Secondary:

- DACH region
- Benelux region
- North America

Examples

Trails signage in Tyrol, Austria

<https://www.tyrol.com/things-to-do/sports/mountainbiking/mtb-information-and-service>

5. TOURISM VALORIZATION MASTER PLAN OF THE BERAT CASTLE AREA

The Tourism valorization master plan of the Castle area is a document which will provide a conceptual layout to guide future development of the site.

Master plan will analyze whole Castle area and provide such recommendations to connect physical buildings with social setting and surrounding. Within the master plan recommendations for site's population, economy, housing, transportation, facilities and land use will be given.

Master plan needs to:

- Identify priorities for action in terms of revitalization/reconstruction needs (buildings, safety measures, waste management, etc.);
- Define usage of public spaces and needed amenities;
- Determine the function of each area/site and interpretation upgrade activities;
- Define accessibility, traffic and circulation guidelines;
- Define visitor management system etc.

This master plan should take into consideration not only placement of buildings, uses and guest flow, but also guests' experience and look into how all elements relate to one another and create a holistic experience.

Additionally, in agreement with local public stakeholders, master plan will define responsible entity which will implement activities and measures set in the master plan and be in charge of Castle maintenance.

Key components and activities for implementation

1. Create tourism valorization master plan of the Castle area
2. Define the entity responsible for master plan implementation
3. Evaluate and monitor the master plan implementation

6. AUGMENTED REALITY IN ANTIGONEA

Augmented reality in Antigonea showcases the site of Antigonea in its original appearance through the usage of augmented reality (AR) display. The main idea is to put physical displays on site (such as panels) with QR code (or other available triggers) that can be scanned via tablets (given at the entrance) or personal smartphones. Such triggers will open computer-generated images and sounds on the device, which will create an enhanced user experience and revive the site.

The AR tour is planned to be self-guided, providing audio and visual guidance through the site history with the aim to showcase the location as it once was (revive the buildings and showcase everyday life). Moreover, such usage of modern technologies will innovate current interpretation of the site. The tour will be available in different languages.

Implementation of such initiative should be done in cooperation with historians and specialized AR company which will suggest technological solution for projection display, program videos, images and sounds as well as consult on other technological requirements.

Key components and activities for implementation

1. Define operating, management and financing model that best suits the needs of the site and raise funds
2. Collect images of the site as it one was and stories related to everyday life
3. Create an interpretation plan
4. Program audio and visuals for storytelling in collaboration with AR company
5. Place new panels on site
6. Improve access road and parking
7. Procure tablets
8. Adjust working hours of ticket office
9. Promote the site through online and offline channels

Market segments

- Dependent young people
- Adult couples w/o children
- Non-active adult couples
- Active and adults
- Adult couples w & w/o children
- Young couples with children
- Independent young people
- Just married w/o children

Source markets

Primary:

- Domestic
- Regional

Secondary:

- DACH region
- Skandinavia

Highland Augmented Reality Experience <https://highland.org/highland-augmented-reality-experience/>

Berlin wall augmented experience <https://techcrunch.com/2014/09/22/timetraveler-app-allows-you-to-see-the-berlin-wall-story-in-augmented-reality/?guccounter=1>

Walking with dinosaurs Augmented Reality Experience <https://www.industry.com/videos-portfolio-1/2016/2/29/walking-with-dinosaurs-augmented-reality-with-bbc-20th-century-fox-visit-isle-of-wight>

7. GLIKO INTERPRETATION CENTRE

Gliko interpretation centre in Permet is a place where individuals and groups will be able to get unique experience related to this authentic gastronomic product. Centre can be located in one of the currently unused buildings in Permet centre and will be open for visitors year-round.

Main idea is to present story behind gliko through innovative and attractive storytelling about production process, product specifics, possible variations and other interesting facts.

Interpretation centre content can include themed multimedia, graphic panels, tools used in production and presentation along with self-guided tours enablers - such as printed materials and audio guides on different languages.

Visit to the interpretation centre will also include a tasting of different types of gliko with guidance of trained personnel or producers themselves. Price of the entrance ticket will vary according to the visit tour type - with or without guided tasting, special presentations, group visits, etc.

Key components and activities for implementation

1. Define adequate interpretation centre location
2. Define concept with operation model
3. Identify and invite local producers for cooperation
4. Create high quality and attractive interpretation centre content
5. Include information about interpretation centre on destination level tourism web site
6. Conduct marketing activities on regional and international level

Market segments

- Young couples with children
- Adult couples w & w/o children
- Independent young people
- Just married w/o children
- Adult couples w/o children
- Non-active adult couples
- Active and adults
- Dependent young people

Source markets

Primary:

- Domestic
- Regional

Secondary:

- DACH region
- UK
- Italy
- France
- North America

Currywurst Museum Berlin <http://currywurstmuseum.com/en/>

Chocoversum - chocolate museum in Hamburg <https://www.chocoversum.de/en/>

Museo del Jamon Madrid <https://museodeljamon.es/en/>

8. PERMET FOOD AND CRAFTS

Permet food and crafts is a shop with distinctive brand where visitors will be able to buy traditional Permet's products. The aim of the initiative is to gather products from local food producers, traditional craftsman and artisans and place them in a visible, attractive and centrally located store. In this way, initiative leverages on the unique point of sale that will showcase the gastronomy and cultural heritage of local community to the visitors.

Initiative is envisioned to be conducted through two main components: development of an online market place and establishment of a specialized shop in the city.

1. Online shop

This component implies the creation of an online shop (under the same brand) where key information about producers will be presented along with innovative and inspirational presentation of their products. Online shop will provide a possibility to buy the products and to arrange delivery.

2. Specialized shop

This component implies the establishment of specialized shop in one of the public sectors owned properties in Permet city centre. Within the shop, visitors will also be able to find out more about producers that can be visited, buy specialized tours, etc. It is recommended to extend the initiative on other parts of the region in order to offer good quantity and variety of products.

Key components and activities for implementation

1. Identify the producers whose products will be sold in the shops
2. Gather all interested parties and negotiate a joint model of cooperation
3. Define an appropriate location in the city for the specialized shop
4. Create shop brand
5. Engage professional website developers to create a modern online shop based on benchmark analysis
6. Determine how to resolve logistic challenges of products delivery and its stocking up
7. Define promotion channels and marketing activities

Market segments

- Adult couples w & w/o children
- Independent young people
- Just married w/o children
- Adult couples w/o children
- Non-active adult couples
- Active and adults

Source markets

Primary:

- Domestic
- Regional

Secondary:

- DACH region
- UK
- Italy
- France

Zagreb Crafts <http://www.zagrebcrafts.hr/>

Moja Manufaktura <https://www.mojamanufaktura.hr/kategorija-proizvoda/gastro/>

9. BEACHES SYSTEMATIZATION AND CATEGORIZATION

Beaches systematization and categorization includes identification of all beaches in Saranda and its surroundings (including Ksamil), definition of their primary function and theme as well as main amenities and services to be provided, all presented through a catalogue.

Catalogue will summarize all relevant information in form of a list with defined beach theme and development guidelines according to type (arranged and natural) and target segments. In addition, this initiative should define beach management options and how to maintain them in a sustainable way.

Main idea behind this initiative is to define priority beaches to be developed and to set the quality standards for each beach such as carrying capacity, supporting facilities, amenities and basic services. By implementation of this initiative, Saranda will get a stronghold for further development of its primary tourism product.

Key components and activities for implementation

1. Communicate the catalogue's content to interested private and public stakeholders
2. Establish action group responsible for project implementation

10. FAMILY BEACH

Family beach in Saranda (or its surrounding) is a newly constructed or redeveloped themed beach, with highest quality standards and in line with development guidelines set within the beach categorization catalogue. The beach will be modernly designed and will represent an attractive visual upgrade to the surrounding environment. The beach will be easily accessible, have a secured parking lot and, most importantly, it will meet global safety standards (facilitated access to the sea, gradual increase in depth, etc.).

The new family beach will have to meet minimal technical requirements such as sea cleanliness level, lifeguard services, info panel availability, deckchairs and umbrellas, first aid equipment, etc. and provide basic elements such as free Wi-Fi, F&B outlets and rent of beach facilities (kayaks, pedal boats and other), etc.

The beach will additionally offer various facilities and services adapted for families with children including, but not limited to: children's' playground with slides, swings and other gadgetry, inflatable water platforms, artificial climbing rock, adrenaline park, etc. In addition, free programmes for children will be available in terms of animation programmes, babysitting options and creative workshops.

In order to become and remain Saranda's primary product stronghold, family beach will have to be professionally managed and continuously maintained by a dedicated entity.

Key components and activities for implementation

1. Define which is the priority beach to be reconstructed and developed to be the family beach
2. Conduct a public procurement for the best family beach construction
3. Construct the beach
4. Establish an entity responsible for maintaining the beach and animation programme organization

Market segments

- Young couples with children
- Adult couples w & w/o children
- Independent young people
- Just married w/o children

Source markets

Primary:

- Domestic
- Regional

Secondary:

- Eastern Europe
- Scandinavia
- Italy
- DACH region

Oasis de la playa <http://www.oasiscattolica.com/public/en/spiaggia-bimbi.asp>

Bagni Kursaal <http://www.bagnikursaal.it/>

11. BASE CAMP FESTIVAL

The base camp festival is a sport, recreational and educational outdoor event that gathers outdoor enthusiasts and nature lovers. It takes place in the unspoiled nature of Permet during the pre or/and post season, lasts 3-5 day and is suitable for all age groups. The main goal of the festival is to provide comfortable camping experience and organization of various adventure activities.

Activities are going to be organized in secure environment and can be divided in to four categories:

- Outdoor activities include hiking, biking, kayaking, climbing, rafting, etc.
- Survival skills courses include bush craft, first aid workshops, basic techniques for surviving in the nature, knot tying, etc.
- Educational workshops held by outdoor professionals.
- Evening programme which will consist of local gastronomy offer presentation, concerts, etc.

Key components and activities for implementation

1. Determine the festival concept and content, business and financing model and raise funds
2. Establish cooperation with specialized outdoor and event agencies
3. Define a specific location of the festival
4. Ensure easy accessibility to selected location
5. Define the placement of additional attractions such as artificial climbing rock, zip lines, etc.
6. Ensure all necessary facilities such as restrooms, waste disposal locations, power stations, etc.
7. Undertake focused marketing activities towards the niche market
8. Economic impact study – report on the quantitative and qualitative effects of the event on the destination

Market segments

- Independent young people
- Just married w/o children
- Active and adults
- Non-active adult couples
- Adult couples w & w/o children

Source markets

Primary:

- Domestic
- Regional

Secondary:

- DACH region
- Benelux region

Examples

Base Camp Festival, UK <http://www.basecampfestival.co.uk>

Base Camp Festival, India <http://basecampfestivalindia.com>

12. BOOT CAMP PERMET

Boot camp initiative represents an outdoor camp placed in the unspoiled nature of Permet designed for building strength and fitness through special physical training programme. Initiative targets travellers who seek to achieve various goals in terms of physical well-being (change of bad habits, weight loss, achievement of a better physical fitness level, etc.).

Boot camp activities will be divided into two different programmes:

- Soft - suitable for wider population and providing lower intensity activities such as yoga.
- Hard - suitable for amateur and professional athletes that include specialized programmes for sports training.

Training programmes include 2-3 training sessions per day, different health-related workshops, nutritionist consultation, etc.

By engaging additional efforts in terms of promotion and commercialization through market-recognized travel agencies, Permet can become recognizable as the outdoor destination in

the short term. However, boot camps may also represent additional activity for the guests already in the destination and provide them additional outdoor activity.

Key components and activities for implementation

1. Define a clear business and financing model and raise funds
2. Establish a cooperation with specialized agencies and individuals with required know-how
3. Define an appropriate location for the camp
4. Build an attractive camp suitable for different profiles of well-being travellers
5. Define training programmes suitable for different profiles of well-being travellers
6. Conduct marketing and promotional activities
7. Economic impact study – report on the quantitative and qualitative effects of the event on the destination

Market segments

- Independent young people
- Just married w/o children
- Adult couples w & w/o children
- Dependent young people

Source markets

Primary:

- Domestic
- Regional

Secondary:

- DACH region
- Benelux region
- Scandinavia
- UK

Examples

Wildfitness Zanzibar <https://www.healthandfitnesstravel.com/africa-indian-ocean/tanzania/wildfitness-zanzibar/>

AXN Bootcamp, Algarve, Portugal <https://www.axnbootcamp.com/en/>