

**MAIS Movimento per lo sviluppo, L'interscambio e la solidarietà'**

**TERMS OF REFERENCE (TOR) FOR CONTRACTS FOR SERVICES AND WORK**

25<sup>th</sup> January 2015

**Scope of work:**

**1. Background Information**

MAIS is currently implementing in consortium with COSPE a project entitled BRAVO " Building Rural Assets with Valuable Opportunities"

The action aims at poverty-reduction of small producers, of women excluded from labour, and of unemployed youth, by tackling the challenges hindering the full development of Fayoum governorate in its three main economic sectors (tourism, handicraft, agriculture).

More specifically, the project aims at promoting Fayoum as an eco-tourism destination through the creation of a comprehensive system in which natural, archeological, cultural heritage are integrated and harmonized and typical productive activities are enhanced.

The strategic path shall be based on enhancing the available assets, creating new opportunities, that shall operate both on the market of goods and labour.

It is envisaged that the project shall significantly impact on the achievement of women's economic empowerment by targeting unemployed women and girls, as beneficiaries of skills development and micro finance actions, and fulfill a catalyzing function in services and facilities establishment.

Prior to engage on the development of the project, a situational analysis has been held and study of the current situation of the 4 villages tackled by the proposal (Nazla, Quota, Tunis, Abheet) in three relevant areas; eco-tourism, handicraft and agriculture.

Each section: ecotourism, handicrafts and agriculture have been dealt with independently, an assessment has been performed so to evaluate the current status, the interest in the matter of specific stakeholders, the potential for further developments and the requirements to achieve the expected results.

The study provided indications on developing areas of intervention and allows drawing recommendations and strategy for the ecotourism sector

- The three components of BRAVO Project are inextricably linked. Activities of one component should be linked with the other ones other to achieve "mutual results".
- The Ecotourism component of the BRAVO Project should include all the allocated villages as it is a base component which interferes with agriculture and handicrafts components
- Madinat Maadi needs to be included in the project because it is one of the strongest areas that took a new position especially after getting the support of the Governor and of the Italian Cooperation
- The necessity of work on market awareness for the people of the selected villages.
- Need to focus on Youth training through exchange of experience between the villages
- It is necessary to work on route planning. The route planning should include 4 villages and link the 3 sectors of Handicrafts- Agriculture, Ecotourism. This idea of route planning will represent the backbone of the project and link all villages representing the backbone of the project

## **2. Objective of the service agreement**

The purpose of the proposed contracted services is to create an action plan for the ecotourism component and to provide technical support for implement the activities 1.2, 1.3, 1.4, 1.5 related to the specific result 1 and contributing to reach the overall objective of BRAVO project as described in the logical Framework in section 3 and as detailed in section 4.

### 3. Eco tourism logical Framework

Overall Objectives	Specific Objective	Expected Results	Activities	Indicators for Results
Contribute to sustainable development, poverty reduction, through local community's economic empowerment	Promoting Fayoum as an eco-tourism destination through the creation of a comprehensive system where natural, archeological, cultural heritage are integrated and harmonized and typical productive activities are enhanced	<b>R1:</b> Fayoum governorate has been promoted as eco tourism destination	1.1 Conduct a research about typical , artistic and historical traditions and products of Fayoum	1) By the end of the project the percentage of the touristic flow (national and international tourists) has been increased of the 10-15 %
			1.2 Develop ecotourism itineraries containing heritage sites	2) By the end of the project new thematic ecotouristic itineraries have been set up in the governorate
			1.3 Organize exhibitions and community trade fairs	3) By the end of the project 2 exhibitions have been organized, and they have been attended at least by 500 persons each one.
			1.4 Increase the visibility of the 6 Villages and its products and services	4) By the end of the project the number of publication and touristic material printed and on line about Fayoum area has increased by the 50%
			1.5 Enhance current ecotourism services and promote entrepreneurship initiatives in the target villages	5) At least 5 national and international touristic agencies have included Fayoum in their touristic routes
				6) Touristic services (accommodation and catering facilities) have increased of 5% thanks to local initiatives

#### **4. Deliverables and general time schedule**

Activities will be carried out in collaboration with the project management team, the stakeholders in charge of the other components and other supporting entities involved in the project.

The subcontractor is expected to implement the activities, through establishing partnerships with national and local stakeholders that play a significant role in the sector of ecotourism.

In addition to the implementation of activities, the contractor is expected to provide policy advice for sustainability and up-scaling of the piloted activities.

The duration of the contract will be of 12 months.

MAIS is seeking to identify, by competitive selection, one contractor to provide the following services:

##### A 1.2 Develop ecotourism itineraries containing heritage sites

- Develop and introduce ecotourism guidelines and an action plan for BRAVO ecotourism itinerary.
- Conduct mapping of eco-tourism stakeholders, among them commercial partners, local institutions, target customers and civil society, and identify the most effective tools to reach them.
- Raise public awareness of ecotourism guidelines and action plan among local stakeholders.
- Select active local key persons and get them to gain advocacy from population to commit their village to ecotourism activities.
- Select potential young people from the targeted villages for intensive training in the new ecotourism itinerary and develop a training program
- Promote the four villages among individual tourists and visitors through local hotels, private businesses, NGOs, restaurants, etc.
- Follow up and monitor the implementation of the ecotourism action plan.

##### A 1.3 Organize exhibitions and community trade fairs

- Organize exhibitions to promote new ecotourism itinerary.

- Accompany exhibition by lectures and seminars for potential tourists, travel agencies, private tourism businesses, etc., regarding promotion of new trends for ecotourism in Fayoum.

#### A 1.4 Increase the visibility of the 6 Villages and its products and services

- Prepare and implement a marketing plan.
- Awareness campaigns on the new ecotourism itinerary among travel agencies, hotels, ecotourism related private businesses and non-for-profit organizations in Cairo and Fayoum; information and promotion on the new tour guiding services through meetings, lectures, trips, presentations, etc.
- Develop an ecotourism resource map and online Blog for the BRAVO ecotourism itinerary. Prepare information materials to raise awareness on nature and culture based tourism and on ecotourism itinerary, activities and services to be distributed among tourists and key stakeholders.

#### A 1.5 Enhance current ecotourism services and promote entrepreneurship initiatives in the target villages

- Prepare and implement a business plan after mapping the current ecotourism services.
- Identify possible entrepreneurship activities to be supported by the project in the targeted villages ( ex: supporting local groups of women in catering services, supporting the opening of local cafes or small cooperatives of men and women in creating local business)
- Develop an ecotourism resource map and online Blog for the BRAVO ecotourism itinerary. Prepare information materials to raise awareness on nature and culture based tourism and on ecotourism itinerary, activities and services to be distributed among tourists and key stakeholders.

### **5. Supervision and reporting**

The Contractor is expected to submit the following reports in English, complete of all the original work files and photos, both in electronic and hard version:

- Quarterly progress reports detailed per activity
- Final report at the completion of all the activities including sustainability plan

All written material submitted to MAIS should be produced in a high quality written content that no additional technical editing has to be required

The respective experts assigned to this project by the chosen service company must possess the following skills and qualifications (CVs are to be provided):

- An established expertise and demonstrated experience in the ecotourism sector
- High conceptual, writing and presentation skills
- Excellent command of English and Arabic language

In response to the present solicitation, interested institutions should bid for all the required scope of work, as detailed in the present Terms of Reference.

The submission will have to include:

- A brief description (1-2 pages) of your understanding of the work to be performed, methodological
- approach and plan of action
- A brief description (1-2 pages) of work undertaken by your organization in the area of ecotourism activities
- Names, qualifications and specific tasks of the key staff/experts to be assigned to this work
- A detailed breakdown of the costs to perform the different activities divided by main category as per attached budget template (see below)

Please note that your quotation should be inclusive of all costs foreseen to perform the work outlined and other related logistical and administrative cost.

- A minimum of 3 reference persons who might be contacted (Name and contact details – phone and email – of reference persons).

**The applicants will have to submit a complete proposal as detailed in the present Terms of Reference to [hr.mais.eg@gmail.com](mailto:hr.mais.eg@gmail.com) no later than 31<sup>st</sup> January 2015, indicating in the subject “TOR-ecotourism BRAVO”**

## 6. Budget Template

1	Technical Assistance Personnel		unity	quantity	rate	total
	<b>1.1</b>	international consultants				0.00
	<b>1.2</b>	national consultants				0.00
		<i>others (specify)</i>				0.00
<b>2</b>	<b>Services Contracts</b>					0.00
	<b>2.1</b>	training				0.00
		studies and surveys				0.00
		visibility				0.00
		<i>others (specify)</i>				0.00
<b>3</b>	<b>Supplies Contracts</b>					0.00
	<b>3.1</b>	materials				0.00
	<b>3.2</b>	equipments				0.00
		<i>others (specify)</i>				0.00
<b>4</b>	....					0.00
						0.00
<b>Provision for contingency reserve</b>						