
TERMS OF REFERENCE AND SCOPE OF SERVICES
FOR CONDUCTING A TRAINING FOR TOURIST GUIDES
CONSULTING SERVICES –SELECTION OF INDIVIDUAL CONSULTANTS

Sub-project: Increased tourist offer of the Pelagonija region through the restoration and adaptation of the House of Army along with the arrangement of the ground floor

I. BACKGROUND

Local and Regional Competitiveness Project (LRCP) is a four-year investment operation financed with a grant from the European Union (IPA II), and consists four components. LRCP is based on a holistic approach to tourism development and destination management and will provide investment funding and capacity building to support sector growth, investment in destinations, and specific destination prosperity.

The sub-project "Increased tourist offer of the Pelagonija region through the restoration and adaptation of the House of Army along with the arrangement of the ground floor" aims to improve and create capacities with historical and cultural value in the direction of tourism development in Pelagonija region and the surrounding area.

With the implementation of the sub-project, the House of Army as a tourist attraction in Bitola and the Region of Pelagonia will be actualized, and the distinctive strategic locations for tourism in the country will be connected. With the implementation of the project activities, the capacity to encourage the development of tourism will be increased, thus facilitating the management of the destinations.

This call is a call within the sub-project "Increased tourist offer of the Pelagonija region through the restoration and adaptation of the House of Army along with the arrangement of the ground floor" which aims to improve and create capacities with historical and cultural value in the direction of tourism development in Pelagonija region and the surrounding area.

This call is specifically aimed at an individual consultant who will have the task of organizing training for capacity building of tourism stakeholders.

Tour guides are those who are the main promoter of the region's tourist specificities, so it is essential to have highly trained, continually supported, and empowered staff who are more likely to provide high quality results and overall development.

Tourist guides training is a practical and theoretical guide for training tourist guides, with the aim of enhancing the capacities of tour guides.

II. OBJECTIVE OF THE ASSIGNMENT

To provide training for tourist guides in Pelagonija region, which should be realized in 10 days with a practical and theoretical case for training for tourist guides and representatives of the tourism sector, in order to raise the capacities of tourist guides as a major promoter of tourist attractions of the region, especially the large number of tourist guides working in travel agencies. The consultant should submit a training program for organizing and carrying out training sessions of competency modules developed, including preparation of materials etc. Due to the COVID 19 pandemic, the training will be conducted online through a platform of the consultant's choice.

III. SPECIFIC TASKS

The Consultant should conduct all activities necessary to achieve the training outlined above. Specific tasks include:

- 1) To prepare a training course. Based on the goal of the training course, the consultants will develop the training curricula. He/she need to submit a training program for organizing and carrying out training sessions of competency modules developed, including preparation of materials etc.
- 2) Provide a summary, to be posted on web-site and other social media,
- 3) To organize 10 days online training sessions;
- 4) Submission of Final Training report.
- 5) Other tasks mutually agreed in line with this assignment.

IV. REPORTING OBLIGATIONS

After realization of the training, the consultant will submit a Final Training Report with details about the organized training. The consultant is also expected to utilize different tools to evaluate sessions at the training program relying on both quantitative and qualitative data. The Final Training Report should include the following information:

- 1) Signed attendance lists by the participants with their contact details,
- 2) Topics covered on the training,
- 3) Copy of the presentations held on the trainings/training manuals/material,

- 4) Conclusions whether the trainings achieved their goals and whether they were successful, including the details on participants' assessment of the training program,
- 5) Training evaluation.

The Report in English and Macedonian must be sent for approval to the Municipality of Bitola and coordinator not later than 10 days after the training.

V. QUALIFICATIONS AND EXPERTISE

The shortlisting criteria are:

- The Consultant should have at least 5 years of work experience in the field of tourism or field of tour guide.
- Tour guide licenses or proof of education in the field of tourism (to provide copy with application)
- The Consultants should provide evidence of proven track record in organization and conducting trainings, reference list (list of contracts awarded, including description, value, year of commencement and of completion, client and a contract person for reference) that would demonstrate that the Consultant has experience similar to the assignment;

The interested applicant is expected to submit a Draft Training Program as part of the application.

VI. DURATION OF THE ASSIGNMENT

The training should be realized in the March -April 2021 period.

VII. SELECTION METHOD AND CONTRACT

The consultant shall be selected in accordance with the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, published by the World Bank in January 2011, Revised in July 2014 available at www.worldbank.org.

The Contract shall be standard World Bank Lump-Sum Contract for small assignments also in accordance with the WB Guidelines for Selection and Employment of Consultants' by World Bank borrowers.