

2020-04 TENDER CALL FOR THE CREATION OF WINTER TOURISM PACKAGES, ACTIVITIES AND OFFERS FOR THE UNION OF JEZZINE MUNICIPALITIES

Introduction

The Associació MedCités / MedCities is a network of cities and metropolitan areas, with its headquarters in Barcelona, dedicated to sustainable urban development in the Mediterranean. It comprises more than fifty cities in sixteen different countries and runs projects in the fields of strategic urban planning, urban services, the environment and local economic and social development, as well as training activities, technical support and the capitalisation of best practices. The network was created in 1991, since which time it has carried out dozens of projects in Mediterranean cities.

This assignment is part of the project "*TER-BRAND Empowering Mediterranean Municipalities in branding their territorial added value*" cofunded by the Municipality of Barcelona. Within the framework of this project, [MedCities](#)¹, is committed to reinforce the role of the beneficiaries, namely the Union of Municipalities of Jezzine and the Municipality of Zgharta Edhen, in promoting sustainable and alternative tourism as a driver of economic activity in their territories. The project intends, among others, to strengthen the capacities of the Union of Municipalities of Jezzine to coordinate local actors in the touristic sectors and to identify and implement alternative tourism related projects. During the implementation of the project, Union of Municipalities of Jezzine and local stakeholders agreed on the need to create new touristic offer during the winter, in order to attract off seasonal tourism, enhance the region reputation and help boost tourism revenues to help locals.

For this reason, TerBrand project will recruit a service provider capable of developing touristic offer for winter and spring activities, in cooperation with local stakeholders and under the guidance of Union of Jezzine Municipalitie.

1. Objective

The objective of this service provision is creation of winter tourism packages, activities and offers for the Union of Jezzine Municipalities.

2. Scope of the services

The scope and characteristics of the services are as follows:

1. Develop the detailed concept, prepare a fully-fledged programme for the following winter activities and packages and assure implementation:
 - a. Hiking trip (twice)
 - b. Snowshoeing or another outdoor activity (twice)

Packages will include hotel accommodation, breakfast and lunch.

¹ MedCities is a network of Mediterranean local authorities aiming to empower municipalities in respect of urban development issues. MedCities General Secretariat is based in Barcelona Metropolitan Area (AMB) while its territorial antenna for the eastern Mediterranean is hosted by the Union of Municipalities of Al Fayhaa (KTC Al Fayhaa).

Tourism businesses, regardless of their size, can gain competitive advantage by working with other partners to create irresistible packages. The packages should take advantage of the resources available on the internet, such as businesses that help to distribute the product like online travel agents, retailers and wholesalers and other local businesses. Therefore, by creating a new package, the Jezzine tourism sector will be able to increase the demand and attract new potential guests by offering a full experience. The package should be designed to improve the visitor experience in Jezzine area, increase their stay and increase revenue.

Deliverable: Concept note and programme of winter packages.

2. Define the operational process of the proposed packages in cooperation with involved stakeholders:

For that reason, the service provider will have to consider the following:

- Who takes the booking?
- How will you manage the inventory?
- Who takes the payment, and what are the agreed terms of funds transfer?
- Who handles any complaints, and what is the process (customer attention)?
- Are there any “block out periods”?

Deliverable: Operational and logistics plan of proposed packages, as validated by implicated stakeholders.

3. Ensure that the local visitor information center, and all staff and actors involved in the packages are well trained and informed about the packages and their functioning. The service provider will offer a detailed training to the touristic operators involved in the packages.

Deliverable: Training session programme, training material and presence list

4. Ensure adequate package promotional strategy and tools are available and implement a media exposure campaign showcasing the event, project and sponsors with prior approval of the donor and partners, and in line with the visibility rules of the project. The service provider will have to develop the promotional details of the package and to carefully consider the timing of the release. For that reason it is important to plan well in advance, allowing adequate time for promotion and booking. Therefore, the service provider should consider ongoing promotional opportunities for advertising and make sure that the local visitor information center offers relative information. The process of operation and promotion may include:

- An itinerary, make sure it's available on all partners' websites and downloadable as a PDF
- Mutual online listings, including content and imagery e.g. photos and videos that specifically match the experiences
- Combined displays in region and at the visitor information center
- Joint logos or branding
- Short video advertising the activity
- During the event: the service provider should make sure that a fly cam will be available for taking photos and videos of the event.

Deliverable: Full-fledged communication campaign proposal and material produced.

5. Review and refine the packages upon their completion. The service provider will propose and implement an evaluation methodology, by gathering inputs and feedback from the customers and the local stakeholders involved. As a result, a reviewed proposal of the packaged will be submitted for future implementation.

Deliverable: Report on implemented activities, evaluation of the results and proposals for amendments based on the evaluation.

The service provider should take into consideration the following:

POTENTIAL PARTNERS IN PACKAGING

- Restaurants/Food & Beverage Services
- Accommodations
- Transportation Services
- Adventure Tourism & Recreation (Hiking and Snowshoeing)
- Wholesaler
- Entertainment
- Special Events Festivals/Conferences
- Nature interpretation providers

DISTRIBUTION OF TOUR PACKAGES

- Tourist operators
- Consumers
- Retail Travel Agencies

TRAVEL INDUSTRY TERMS OF REFERENCE

The benefits of tourism development are substantial with the opportunities to create new and lasting employment, supported by increased revenue generation, being the principal rewards. Tourism does not happen by accident and requires a number of elements to be brought together to formulate a coordinated and planned approach.

- Public Bodies
- Local Authorities
- Government Agencies
- Travel Trade
- Private Sector
- All stakeholders

TOUR OPERATOR

The individual who runs his or her operation such as town tour, assumes full responsibility for the day to day operation of the attraction

RECEPTIVE OPERATOR

The travel industry who coordinates and deals for the variety of services involved in the tour package, in general, are located in the region within which the programs operate and assume the role of BROKER between the product supplier (Tour Operator) and the external industry sales outlets.

TOUR WHOLESALER

The tour wholesaler plan, set and promote the sale of the product in its region of operation. Traditionally, the wholesaler market its offering through retail travel agents by means of a brochure and pays a commission to the selling agency.

TRAVEL AGENT

A travel agency sells a bulk of travel services to its clientele.

WHAT SHOULD BE INCLUDED IN A PACKAGE?

Packages may include a wide variety of components, and vary according to a key element or theme. Components may include:

- Transportation to or within the destination area (vehicle or bicycle rental, van, bus transport).
- Accommodations on route or at the destination (hotel, motel, bed and breakfast, cottage, camp site).
- Meals at or on route to the destination (bed and breakfast plan, all meals included, meal vouchers at a variety of restaurants).
- Activities or entertainment, which may be the main reason for the package or be secondary to the tour (adventure and sport activities, nature observation)
- Mementoes or souvenirs (T-shirts, photos of the client participating in an activity, gifts of local arts or crafts, focusing on responsible and sustainable items).
- Related services (interpreters, translators, guides, instructors, equipment rental or sale, equipment service, welcome reception, baggage handling).
- Extra and/or creative elements (photo service and film delivery, self-help coffee, discount coupons from local gift stores).

DEVELOPING THE PACKAGE

Determine the potential components to be included, considering your strengths and opportunities and your target market then develop the itinerary.

Will you include any or all of the following?

- transportation (and transfers)
- accommodations (e.g. hotels, camp sites, lodges, bed and breakfasts)
- relevant services (e.g. meet and greet, translators, guides, outfitters, environmentalists, rentals, instructors, hosts, interpretative guides)
- meals (e.g. snacks, main meals, beverages)

- entertainment, activities (e.g. museums, parks, community, events, galleries, sporting events, hiking)
- additional items (e.g. mementoes, coupons, welcome breakfasts, greeting from the mayor)
- fees, admissions and service charges

What is required to be done?

- Create a single day or multi day package itinerary with each activity in a sequence, as it will occur during the package.
- Complete a plan sheet for each day, not to forget that the first and last days may only require services for part of the day.

3. Type of service, duration and place of execution

It will be a provision of services from the date following the award of this tender until 30th March, 2020. The service will be carried out in Jezzine (Lebanon).

The service will be governed by Catalan law, Spanish law and the courts of Barcelona.

4. Base budget for the tender

The maximum budget for the assignment will amount to €5.000 (all taxes included, unless the bidder has its tax domicile in Spain, the maximum amount will be €6.050 including the VAT rate valid on the date of the publication of this tender which is 21%).

Any offer exceeding this amount will be rejected and excluded from the adjudication process.

It is understood that the budget includes all of the costs that the bidder is required to pay for the normal fulfilment of the services contracted such as general expenses, financial costs, insurance, transport and travel expenses, remuneration for the staff under its control and all verification and job costs.

5. Price of the contract and economic conditions

The administrative details of the Contracting Body are:

ASSOCIACIÓ MEDCITIES AND/OR MEDCITÉS
C / 62. 16-18. EDIFICI B, ZONA FRANCA
08040 BARCELONA – CATALONIA - SPAIN
Tax number (VAT): ESG66401258

The contract price is the one established by the tender award, in line with the offer submitted by the successful bidder.

The payment will be done upon presentation of one invoice after the completion of the activity and will be subject to the presentation of all deliverables.

The payment term of the invoice will be: bank transfer 30 days after the date of the invoice (bank account details are required) after favourable report issued by the General Secretariat of MedCities at the end of the service.

The service provider will be directly responsible for paying the local or national taxes applied to the services except if the bidder is fiscally domiciled in Spain, whereupon the current tax law in respect of personal income tax (IRPF) will be applied.

Bank charges arising from the payment of invoices will be shared (SHA according to bank coding).

MedCities may require information from the service provider regarding its compliance with obligations relating to social security contributions and the payment of taxes.

6. Participation requirements

A tender can be submitted by individuals or companies that have the full capacity to carry out the work, that are not subject to a ban on hiring staff and that can demonstrate their technical reliability and professional experience.

7. Confidentiality clause

The information that the successful bidder will have access to in order to fulfil the purpose of this contract must be kept strictly confidential and must not be used for any activity not covered by this contract. In circumstances where a particular use of the information gives rise to doubts in respect of this confidentiality clause, the successful bidder must, in all cases, request the consent of MedCities.

8. Ownership and authorship of the work

The ownership and authorship of any service provision work carried out belongs to MedCities.

9. Termination of the service

By giving notice of one month, the service can be terminated by either party before the date indicated in Point 3 of this tender for objective reasons.

10. Submission of offers

The offer must be sent to the following email address: contact@medcities.org

- Proposal submission period: 10 working days from the time this tender is published on the MedCities website.
- Specify in the email subject line "Proposal for Tender 2020-04 for the creation of winter tourism packages, activities and offers for the Union of Jezzine Municipalities"
- It is essential that the submission should clearly indicate: business name, address, phone number, email address and the Fiscal ID Number (VAT – Tax number) of the bidding company.

The offer must include the extent of the services offered and fulfil the conditions expressed in the previous sections. Notwithstanding that bidders can attach to their offer any complementary information they consider to be of interest, the tender must include the following documentation:

- o Detailed offer of the services, including: a detailed planning and allocation of tasks and

resources for all activities to be implemented; a letter of commitment to the good implementation of the events; Media and advertisement plan; any documents the provider judges of relevance to the good completion of its task.

- o Economic proposal: bidders must submit an economic proposal in euros that either they or their representative must sign. The prices offered should include any type of tax, charge or fiscal ruling of a European, state, autonomous community or local nature as indicated in Points 5 and 6 of this tender, as well as all consumables and specialised subcontractor fees and direct or indirect costs, associated to the activity. The bidder should also provide a copy of its fiscal registry certificate.
- o CV of the professional person or company involved and of the working team, giving relevant examples of similar work undertaken and, if applicable, international experience.

In case additional information is required to submit the proposal, we kindly invite you to contact MedCities by writing to the e-mail address contact@medcities.org. Only written questions about clarifications of the tender will be answered.

MedCities may request additional information related to the proposal if it deems it appropriate. If this is the case, the Tenderers whose submissions require clarification will be asked to reply within a reasonable deadline set by the assessment team.

11. Assessment criteria

Assessment of the offers will respond to the most advantageous considering the following scorecard:

1. For the best offer to the economic proposal defined in this document, up to 15 points.

As for the best economic offer, the highest score will be given to the most economical and the rest of the offers will be scored proportionally according to the price they offer, according to the following:

$$PE = 15 \times (VL - VE) / (VL - Vmin)$$

being:

PE Score according to economic offer
VL Amount of bidding
VE Amount of the offer
Vmin Lowest bid amount

2. Criteria of value judgment up to 25 points.

- Technical offer: up to 10 points.
- Overall quality of the proposal: up to 5 points.
- Methodology and work plan: up to 5 points.
- Organization and work team: up to 5 points.



MedCités guarantees equal treatment of the people/companies bidding and will keep their offers confidential.

The person/company adjudicated as the successful bidder will be notified within a period of 5 working days from the final submission date for offers.

Barcelona, 26th February 2020

Josep Canals Molina
MedCités Secretary General

General Secretariat

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