Introduction

MedCités / MedCities is an association 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, is committed to reinforce the role of the beneficiaries, namely the Union of Municipalities of Batroun, 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. In concrete, regarding the Union of Jezzine Municipalities, the project intents to strengthen its capacities to coordinate local actors in the touristic sectors and to identify and implement alternative tourism related projects as well as a territorial branding and communication strategy. The present service provision should build upon the previous work done by Union of Jezzine Municipalities with regards to its touristic promotion strategy (see Annex 1 and relative website).

1. Objective

The objective of this service provision is the Coordination of Local Activities of TER-BRAND project in Jezzine.

2. Scope of the services

The scope and characteristics of the services are as follows:

The service provider will coordinate the activities of the project under the supervision of the MedCities Knowledge Transfer Centre (KTC) of Al Fayhaa and MedCities General Secretariat based in Barcelona and will be responsible for:

1. Creation, coordination and animation of a Local Table for the Promotion of Alternative tourism in the territory of the union of Jezzine Municipalities.

- Identification of relevant actors in the promotion of nature based, alternative and religious tourism and touristic activities.

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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).
• Facilitation, together with the union of Jezzine Municipalities, of the setting up of a coordination structure (Jezzine Tourism Office) aiming to engage actors into joint activities and coordinate their action.
• Facilitation and animation of the meetings of the Jezzine Tourism Office and production of the Minutes of Meetings.
• Coordination of the Jezzine Tourism Office in updating of existing data base and cartography of the touristic offer in the territory (including religious, cultural, eco and agro-touristic activities, gastronomic offer etc.)
• Organisation and moderation of a workshop in order to update the action plan to promote alternative tourism activities in Jezzine and define new projects.
• Creation, in consultation with local private and public actors, of new touristic products.
• Commercialisation of existing and new touristic products
• Elaboration of a proposal for the financial sustainability of the Tourism Office

2. Coordination the implementation of pilot projects for the promotion of alternative tourism stemming from the action plan (i.e. preparation of new touristic products with a focus on linking cities/communication campaigns/improving access and signalization etc.)

• Identify, together with Jezzine Tourism Table of one, or more pilot projects, stemming from the action plan, to be implemented by the project.
• Produce a project sheet, identifying the objective, activities, calendar, detailed budget, role and means needed for the implementation of the project.
• Coordinate with a local Association or company the implementation of pilot activities
• Report progress to MedCities KTC Al Fayhaa and Secretariat and to the Steering Committee.
• Perform the evaluation of the pilot project/s, through quantitative and qualitative monitoring.
• Coordinate the production of communication material stemming from the Jezzine branding strategy and communication campaign.
• Implement capacity building activities aiming at creating job and other income generating opportunities for the inhabitants that would also strengthen the tourism sector in Jezzine including the tourism office staff, hiking guides etc.

3. Support MedCities in the overall coordination of the project and in the organisation of joint activities with the other involved territories
• Follow-up the day to day implementation and ensure a smooth flow of the project activities according to the project implementation plan.
• Supervising the respect to the rules of visibility and communication of the donors in all activities and products—which will be indicated by MedCities- and producing brief news items and photo material for communicating progress through local media and MedCities communication tools.
• Report progress to MedCities KTC Al Fayhaa and Secretariat.
• Support in the preparation of technical missions by MedCities Secretariat and KTC in Jezzine.
• Participate in workshops and seminars organised by the project.
• Participate in joint meetings and missions with the Municipality of Batroun and Zgharta Eden.
• Perform the evaluation of project activities in the territory of Jezzine, through quantitative and qualitative monitoring.

Summing up, the service provider will act as liaison with the MedCities KTC Al Fayhaa and the MedCities Secretariat in Barcelona and the Union of Jezzine Municipalities for the correct execution of the project. The service provider will work in coordination with the MedCities and the KTC team and maintain continuous communication, through exchanges by e-mail, skype and telephone call.

The service provider will have to submit the following deliverables:

• Updated Database and cartography of the touristic offer in the territory, in an Excel or Access file in English. A Document describing the structure, functioning and sustainability plan of Jezzine Tourism Office.
• An Action Plan of Alternative tourism promotion in the Union of Jezzine Municipalities
• Agendas and minutes of Jezzine Tourism Office Meetings
• Agendas and minutes of project team meetings
• Agendas and minutes of workshops organised
• Project sheet of pilot project(s)
• Report of the pilot project(s) explaining activities; results; stakeholders’ implication; evaluation of the project; and including photos and deliverables produced
• Catalogue of new touristic products identified and commercialisation options
• News items and high resolution pictures of the project implementation process
• Evaluation report of the project
• Bimonthly progress reports to MedCities KTC Al Fayhaa and MedCities General Secretariat.

3. Type of service, duration and place of execution

It will be a provision of services from the date following the notification of the order until 31st March 2020. The service will be carried out in Jezzine (Lebanon).

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

4. Base budget for the tender

The maximum budget for the assignment will amount to €8.804 (including all taxes, unless the bidder is fiscally domiciled in Spain, the maximum amount will be €10.652,84 including the VAT rate valid on the date of the publication of these terms of reference which is 21%).

Any offer exceeding this amount will be rejected.

It is understood that the budget includes all of the costs that the successful bidder is required to pay for the normal fulfilment of the services contracted such as general expenses, finance costs,
insurance, transport and travel expenses (with the exception of international visits organised by
the project, if any), 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 MEDCITES
C / 62. 16-18. EDIFICI B, ZONA FRANCA
08040 BARCELONA - SPAIN
NIF: ESG66401258

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

4 invoices are required according upon presentation of the following deliverables:

- Data base and cartography of the touristic offer in the territory, in an Excel or Access file in
  English: 10% of the amount
- A Document describing the structure, functioning and sustainability plan of Jezzine Tourism
  Office and An Action Plan of Alternative tourism promotion in the Union of Municipalities of
  Jezzine, including new touristic products identified and commercialised: 40% of the amount
- Report of the pilot project(s) explaining activities; results; stakeholders’ implication; evaluation
  of the project; and including photos and deliverables produced: 40% of the amount
- Evaluation report: 10% of the amount

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 upon presentation of the deliverables.

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 successful bidder about compliance with its
obligations relating to social security contributions and the payment of taxes.

6. Participation requirements

Those bidding for the service can be individuals or companies, experts in touristic promotion,
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. As owners of the study, any use or mention of it in publications, articles, interviews, conferences, etc. must have the express authorisation of 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 2019-03 for the provision of a tourism expert for TER-BRAND project implementation in Jezzine”
- It is essential that the submission should clearly indicate: business name, address, phone number, email address and the Fiscal ID Number (NIF) 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:

- Detailed offer of the services.
- 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.
- 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 10 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:

$$PE = 10 \times \frac{VL-VE}{VL - Vmin}$$

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 15 points.

- Overall quality of the Technical offer: up to 6 points.
- Methodology and work plan: up to 3 points.
- Organization and work team: up to 3 points.
- Innovations and improvements proposed: up to 3 points.

MedCities 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, 21 March 2019

Xavier Tiana Casablancas
General Secretary
THE JEZZINE REGION
DESTINATION TOURISM PLAN AND MARKETING
WHY?

CREATE AWARENESS ON THE JEZZINE REGION, WHICH IS ONE OF THE MOST UNDISCOVERED REGIONS IN LEBANON
WHY?

Boost the economic cycle: create job opportunities, encourage new entrepreneurial ventures from the locals and support the existing ones.
WHY?

Develop and reinforce the inhabitants’ sense of belonging and pride
WHY?

ENCOURAGE THE INHABITANTS TO STAY IN THE REGION
HOW?

Develop a long-term Tourism plan for a proper Destination Management plan

One-on-one meetings with the mayors/elected people to identify unknown points of interest
HOW?

First, we are launching the platform to be able to rehabilitate and develop the plan.

Project #1 - Tourism office / Tour operator
Project #2 - Full-fledge communication campaign
Tour Operator / Tourism Office

Central Operations

Coordination
- Clients B2B and B2C
- Bus & Pullman drivers
- Car rental companies
- Guides
- Restaurants
- Hotels and resorts
- Touristic sites
- Panoramic Bus Tour Res.

Business Development
- Acquire new customers:
  - Hotels
  - Tour operators
  - Travel agencies
  - Companies
  - Schools & universities
  - Clubs
- Maintain relationship with acquired clients & keep them coming.

Informative Platform
- Tourist information center providing visitors with information on the area’s attractions, lodgings, maps, and other items relevant to tourism.

Souvenirs Shop
- The souvenir is an important component of the tourist experience, with most tourists bringing back mementos and souvenirs as evidence.
PACKAGES

Team building & retreats
Company meetings
Schools
Universities
Customized Package
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8AM</td>
<td>DEPARTURE FROM BEIRUT</td>
</tr>
</tbody>
</table>
| 9:30AM - 2:00PM | LONG HIKE  
Butterfly in Saidoun - 360 degrees in Jezzine Haytoura - Coal Mine in Qaytouleh  
Vine Trail in Roum - Chouf to South - Niha Bkassine |
| 2:30PM - 4:30PM | LUNCH AT RESTAURANT OF CHOICE                                           |
| 4:30PM - 5:00PM | LADY OF JEZZINE                                                        |
| 5:30PM       | VISIT OF PINE HOUSE                                                     |
| 6:00PM       | DEPARTURE TO BEIRUT                                                     |
THE ACTIVITIES WE OFFER
THE ACTIVITIES WE OFFER

HIKING
THE ACTIVITIES WE OFFER

CYCLING
THE ACTIVITIES WE OFFER

MOUNTAIN BIKING
THE ACTIVITIES WE OFFER

CLIMBING
THE ACTIVITIES WE OFFER

HORSEBACK RIDING
THE ACTIVITIES WE OFFER

PICNIC
Jezzine History - The Villages History and Description - The Sites in Every Village - Jezzine Regions' Surroundings

Fauna and Flora
Hiking trails
1st aid training

Wider knowledge
Guide Beirut – Saida – Jezzine
Lebanon’s History
(Beirut-Saida-Bkassine explanations)

Fauna and Flora
Biking trails
1st aid training

Can be any of the other 3 since Jezzine and the village's are at the heart of this tour and all guides must know them
ALL OF THIS IS SUPPORTED BY
A FULLY FLEDGED COMMUNICATION CAMPAIGN
IT'S IN OUR NATURE
EXPERIENCE
MAP LEGEND

- Church
- Mosque
- Police Station
- Civil Defence
- Hospital
- Hotel
- Historic Monuments
- Serail
- Spot Heights
- Water Springs
- Trail Marker

TRAIL TERRAIN

* Trail Markers are located along the trail for Guidance

- Saida Jazzine Highway
- Walking Trail
- Major Roads
- Minor Roads
- Elevation Contours
- Streams
- Urban Areas
- Coniferous Forests
- Broadleaved Forests
- Olive Fruit Trees
- Vineyards

Elevation Minimum: 616 m
Elevation Maximum: 916 m
Elevation Average: 776 m
Total Distance: 7.56 Km
Maximum Slope: 27.5%, -28.5%
Average Slope: 10.1%, -11.9%
MAP LEGEND

Church
Mosque
Police Station
Civil Defence
Hospital
Hotel
Historic Monuments
Selal
Spot Heights
Water Springs
Trail Marker

TRAIL TERRAIN

Elevation Minimum: 458 m
Elevation Maximum: 683 m
Elevation Average: 527 m
Total Distance: 7.15Km
Maximum Slope: 33.0%, -32.9%
Average Slope: 11.9%, -11.9%

Trail Markers are located along the trail for Guidance
Start 902 m
8.5%
910 m
850 m
800 m
750 m
700 m
594 m
0.5 km 1 km 1.5 km 2 km 2.5 km 3 km 3.5 km 4 km 4.5 km
5.3 km

Church
Mosque
Police Station
Civil Defence
Hospital
Hotel
Historic Monuments
Serail
Spot Heights
Water Springs
Trail Markers

MAP LEGEND

- Salda Jezzine Highway
- Walking Trail
- Major Roads
- Minor Roads
- Elevation Contours
- Streams
- Urban Areas
- Coniferous Forests
- Broadleaved Forests
- Olive Fruit Trees
- Vineyards

TRAIL TERRAIN

- Trail Markers are located along the trail for guidance

Option 1
Elevation Minimum: 594 m
Elevation Maximum: 910 m
Elevation Average: 742 m
Total Distance: 5.3 km
Maximum Slope: 42.4% - 35.5%
Average Slope: 14.5%, -15.5%
EXPERIENCE
The Jezzine region website is dedicated to tourism

www.jezzineregion.com
What’s next?
THANK YOU