

## Terms of reference for the provision of external service by a “historian/geographer for the development of two joint sustainable tourism products for the Union of Municipalities of Batroun”

### 1. Introduction

This assignment is part of the project *“Joint tools to promote nature and religion based tourism throughout the Union of Municipalities of Batroun”* funded by the Catalan Agency for Development Cooperation (ACCD) and the Barcelona Metropolitan Area (AMB). Within the framework of this project, MedCities<sup>1</sup>, in partnership with the Union of Municipalities of Batroun, is committed to increase local capacities for the development and promotion of Eco-tourism and Religious Tourism in the Union of Municipalities of Batroun Region - North Lebanon.

To this end, MedCities is launching a call to recruit a *“geographer or historian to pursue the quality control of contents and language of two products – a tourism guide and a tourist map- and define a story line”*.

The expert will be part of a team including, additionally, a local coordinator, a sustainable tourism expert, a photographer and a geographical surveyor.

### 2. Tasks and responsibilities of the Service Provider

The service provider undertakes to liaise with the contracted sustainable tourism expert to define a narrative framework (story telling) for two tourism products (a Tourism Guide and a map) and to critically revise the products for quality control of content and language.

The service provider will NOT be responsible for the development of the highlighted contents of the Tourism Guide and a Tourist map but of finding a narrative line and providing the framework and the introduction, elaborating the “story telling” that gives coherence to the highlighted assets and routes, putting it into its historic and geographic frame.

The service provided will further control the veracity of the contents of the Guide and map contents and the quality of the language (Arab and English).

The service provider will undertake the following tasks:

- Participate in project team meetings and Steering Committee meetings upon invitation of the project coordinator.
- Join the tourism expert on some meetings with municipalities of the Union or with other relevant actors on an “as needed” basis.
- Liaise with the tourism expert to elaborate the “story telling” that gives coherence to the highlighted assets and routes, putting it into its historic and geographic frame.
- Reviewing the general introduction of the guide.
- Control historical and geographical veracity of the assets highlighted in the Guide.

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<sup>1</sup> 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). The Union of Municipalities of Batroun is MedCities member.

- Control historical and geographical veracity of the assets highlighted in the Map.
- Control the quality of the language both in Arab and English, including final editing.

The work will be supported by the tourism expert, a photographer and a geographical surveyor.

The service provider will work under the supervision of a project coordinator with whom a Work Plan will be agreed. The assignment will be further guided and validated by the Project Steering Committee. MedCities KTC Al Fayhaa will be the overall supervisor and the liaison with the MedCities General Secretariat.

The information produced will need to be validated with the ministry of Culture and other appropriate ministries as well as by the project Steering Committee.

### 3. Outputs of this assignment

- Proposal of story line to lead the development of the Tourism Guide based on the knowledge and understanding of the territory and the inventory of assets and on the knowledge of the area delivered by the tourism expert.
- Statement of performance of a content quality control: Report highlighting the revisions needed in the Tourism Guide and the Map from a historical and geographical perspective.
- Final draft products Language edited (Arab and English): Statement of performance of the language editing of the final draft Guide and Map.

The expert must deliver the services on due time and format, following the project work plan.

The final approval of the products by the relevant Ministries and the production and printing of the Guide and Map will fall, however, outside the responsibility of the expert.

### 4. Background information on the project under which the service will be delivered

#### **The project specific objectives are to:**

- 1) Foster local economic development by promoting Batroun heritage and touristic spots connecting the assets of the various municipalities
- 2) Reinforce the cooperation between public actors in the tourism sector: bilateral coordination between the municipalities and the Union of municipalities of Batroun Region and between the municipalities of the Union and the ministries of Culture, tourism and environment.
- 3) Support the office of tourism in Batroun to become a Hub of all touristic activities in the Batroun region
- 4) Share best practices and challenges ahead to alternative forms of tourism among Lebanese municipalities

#### **Scope of the project:**

The project represents one of the identified priority actions in the study realized by MedCities for the Municipality of Batroun and the Union of Municipalities that helps in promoting heritage, eco-touristic and religious tourism in the region of Batroun. Moreover, it aims to

increase coordination and cooperation among the municipalities and the Union and those with the Tourism Office. Engagement of private sector and civil society will also be fostered.

In this context the project foresees a series of activities to identify natural, cultural, gastronomic, religious assets with tourism interest throughout the Union and promote them at the national and international level through different tools. Such tools will be available on the Union website in addition to the office of Tourism in Batroun who will become a Hub for visitors asking for information about the area.

The main tools to be developed in order to attract visitors to the newly identified spots and to give an overall view of the assets and the leisure potential of the territory of the Union will be a Tourism Guide and a Tourist Map in English and Arabic. These tools were identified as a priority in the participatory meetings organized with all Municipalities within the Union in the context of the study carried out in 2017. Such guide is needed to create a link between different cities and villages of the Union as well as with the concerned ministries. It will highlight the eco-touristic and religious spots in the entire Batroun region from coast to high mountains. Information on spots of religious, cultural or natural interest as well as other assets as agro touristic activities and gastronomic offer will be inventoried and mapped.

Guides will be distributed to the Union, municipalities, schools within the Union and the office of Tourism. They will further be available to be uploaded on the Websites of Batroun Municipality and the Union website. The office of tourism will distribute the guides and maps free of charge to the visitors wishing to visit the region.

**End products of the project:**

- Tourist Guide: Guide showing most important cultural and natural heritage and touristic spots in all the municipalities' member of the union with the gathered information for all the union municipalities (2 pages for each, 2000 hard copies printed).
- Tourist Map: touristic map showing the heritage and touristic spots in all the municipalities' member of the union, related facilities, activities and services and proposing routes (2000 hard copies).
- Final event with all municipalities in the union and possibly guest MedCities cities

**Other than the local historian/geographer, the project team will involve:**

- One project local coordinator
- One sustainable tourism expert
- One photographer and one GPS surveyor

The project will be overseen and validated the Steering Committee and the MedCities KTC Al Fayhaa and General Secretariat.

## 5. Requisites to submit candidacies

**Applications can be submitted by:**

- Individuals or legal entities, with their normal and tax place of residence in Lebanon, who have full capacity to act and are not subject to prohibition to recruit.
- Individuals or legal entities who can prove their technical solvency and professional experience in a similar position

**General Secretariat**

**Profile and experience:**

- University Degree on History, Human Geography or a field related to the study and promotion of natural and cultural heritage.
- Excellent knowledge of the territory, Union of Municipalities of Batroun from a historical and geographical perspective. Residence in the project area is valued positively.
- Relevant professional experience on writing or editing texts on historical and geographical matters.
- Experience on the promotion of cultural and historic values (lecturing, writing, etc)
- Oral and written communication skills.
- Facility for interpersonal relations.
- Initiative and rigour.
- Organization and responsibility.
- Work skills in multidisciplinary teams.
- Languages: high level of English and Arabic.
- Good command of Microsoft office automation tools.

**6. Presentation of candidacies**

- Cover letter in English indicating their motivation as a candidate.
- Submission of the curriculum vitae in English
- Candidacies are to be submitted by email the email addresses: [contact@medcities.org](mailto:contact@medcities.org) and [ktcalfayhaa@medcities.org](mailto:ktcalfayhaa@medcities.org) stating in the subject “Historian/Geographer Batroun”
- Deadline for submission of candidacies is 24<sup>th</sup> October 2018 at 23h59 (GTM+2)

**7. Remuneration and payment terms**

MedCities will pay the Service Provider a **total amount of 3.000,-EUROS** upon presentation of an invoice and delivery and approval of ALL the products of the assignment.

The remuneration shall **include all national taxes** to be covered by the Service Provider **and travel expenses** within the geographical territory of the Study necessary to perform the functions of the Service.

The Service Provider will be requested to present a Fiscal Residence Certificate.

Local taxes and VAT taxes in Spain will be taken by MedCities.

The term of payment of the invoice will be: bank transfer 30 days after the invoice date which **cannot exceed 31.12.2018**.

Bank commissions from bill payments will be shared (SHA in bank coding).

Tax legislation in force at the date of this document will apply.

MedCities may require information about the Service Provider to comply with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of its country.

## 8. Obligations of the Service Provider

It is recalled that the Service Provider is bound by an obligation of means and acts on behalf of MedCities. He must therefore carry out his duties in accordance with the rules in force in his profession and by complying with all the data acquired in his field of competence.

He acknowledges that MedCities has given him full information about his needs and the requirements to be respected.

He undertakes to comply with the internal regulations and the safety instructions applicable to MedCities.

Finally, it undertakes to respect the rules of visibility and communication of the project which will be indicated to him by the MedCities.

## 9. MedCities Obligations

In order to enable the Service Provider to carry out the mission in good conditions, MedCities undertakes to provide all the necessary documents as soon as possible.

## 10. Responsibility

The liability of the Service Provider can only be called into question in the event of a breach of its obligations. In addition, MedCities cannot invoke it in the following cases:

- if he has not provided the Service Provider with a document or information necessary for the service,
- in the event of force majeure or other causes beyond the control of the Service Provider.

## 11. Authorship and ownership of the work

The ownership and authorship of the work covered by this contract shall belong to MedCities and any use or mention thereof in publications, articles, interviews, conferences, etc., in any language and without any temporal or territorial limitation, shall have the relevant authorization and indicate MedCities as the owner

## 12. Confidentiality clause

The information to which the Service Provider obtains access for the development of the purpose of this contract, provided that it is not classified as public, shall be of a confidential nature and may not be used for activities other than those included in this contract. In the event that a particular use of the information raises doubts with regard to respect for this Confidentiality Clause, the service provider must, in any case, request the consent of MedCities.

## 13. Duration and termination of service

The duration of the service and the tasks to be performed will be from the date of signature of this document until the successful delivery of all the assignment's outputs by 31/12/2018 at the latest.

Barcelona, 11<sup>th</sup> October 2018