

ANNEX II: TERMS OF REFERENCE

1. BACKGROUND INFORMATION	2
Beneficiary country	2
Contracting Authority	2
Country background	2
2. OBJECTIVE, PURPOSE & EXPECTED RESULTS	2
Overall objective	2
Purpose	3
Results to be achieved by the Contractor	3
3. ASSUMPTIONS & RISKS	4
Assumptions underlying the project	4
Risks	4
4. SCOPE OF THE WORK.....	4
General	4
Project management	5
5. LOGISTICS AND TIMING	5
Location.....	5
Start date & Period of implementation of tasks	5
Equipment	5
6. REPORTS	6
Reporting requirements	6
Special requirements	6

1. BACKGROUND INFORMATION

Beneficiary country

Greece

Contracting Authority

E.R.F.C. – European Regional Framework for Co-operation

Country background

The project “Black Sea Silk Road Corridor BSSRC” is financed by the Joint Operational Programme “BLACK SEA BASIN 2007-2013”.

The “Black Sea Silk Road Corridor BSSRC” will contribute to: (1) the support of cross border partnerships for economic and social development based on combined resources; (2) the creation of tourism networks in order to promote joint tourism development initiatives and traditional products.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

Overall objective

The overall objective of the project of which this contract will be a part is as follows:

Establish Cross-border Tourism Trail “Black Sea Silk Road Corridor (BSSRC)” in and between Black Sea region.

Achievement of this overall objective will contribute, in the long run, to the:

- Improvement of economic development in the Black Sea region
- Development of the local economies through tourism
- Improvement of tourism service provision
- Enhancement of visitors’ experience at tourism sites
- Creation of the trail and its operation as a tourist destination
- Marking the trail with branded directional signs to cultural, historic and natural monuments and protected areas on the trail
- Promotion of cross cultural cooperation through cross border partnerships
- Development of the 5 Apps and Web Portal for virtual self-guided visits
- Provision of detailed information for each site using GPS directional guidance and GIS mapping
- Provision of multimedia presentations and link among local service providers through Web and App directory of services
- Development of 3G/4G networks
- Increase of local ecologies awareness
- Increase of cultural monuments protection
- Creation and growth of ecotourism development incentives

To contribute to the achievement of the above-mentioned, the project intends to achieve the following specific objectives:

1. Support development of local economies through tourism in Partner states in the Black Sea Basin. The BSSRC project aims to improve economic development by its establishment and promotion of local services and products at communities along the Silk Route trail from Yerevan to Thessaloniki, through increased awareness, tourism and promotion. Tourism contributes 8% of the global GDP, and garnering its income at rural communities on the proposed Black Sea Silk Road Corridor (BSSRC) will contribute to economic development of communities that can offer tour services and traditional products to tourists.

2. Enhance visitor experience at tourism in Partner states in the Black Sea Basin. The BSSRC will improve visitor experience at sites on the trail in two ways: physically marking the trail with branded directional signs pointing to cultural, historic and natural monuments and protected areas on the trail, and virtually through the creation of self-guided visits in the 5 APPs and Web Portal the project will create. Using GPS directional guidance and GIS mapping, the virtual trail will provide more detailed information for each site, guide visitors along the trail, give a multi-media presentations of the trail destinations, and most importantly, link local tour service providers (B&Bs, eateries, local guides, traditional crafts and cultural providers, hiking, horse-back, water tour guides, etc.) with tourists through a Web and APP directory of services.
3. Promote cross cultural cooperation through cross-border partnerships. Establishing the BSSRC across borders is local, people-to people (both in creating the trail and in its operation as a tourist destination) and by its definition promotes working together to address the common challenges of rural isolation and poverty at many regions along the trail. The combined resource of our four countries is the remarkable history, natural beauty and authentic cultural makeup of the region—the BSSRC uses these as building blocks for its construction and highlights the common cultural interests of states while celebrating their diversity.
4. Encourage protection of cultural monuments and biodiversity hotspots through regenerative tourist activities. Communication development via 3G/4G networks and smart phone APPs and Web Portal spurs tourism and so the incentive to develop infrastructure and investments. This includes regenerative tourism, tourism that is not only sustainable, but actually regenerates itself by a) raising awareness of local ecologies (Marking Trails, signs, GPS positioning and maps, APPs with detailed descriptions and maps of hiking route, flora and fauna on the trail, and sites to be noted.) and b) give incentive to develop ecotourism in Protected Areas and to provide alternate means of income to communities.

Purpose

The purposes are as follows:

- Final recommendations in order to guarantee a continuous sustainability and improvement of project results.

Results to be achieved by the Contractor

- Prepare a map of all the processes for all ERFC's project tasks in order to perform quality reviews across the Project
- Identify the monitoring system and methodology to carry on quality assessment
- Conduct objective concise quality assessments
- Update the quality monitoring data management system to compile and track assessment information.
- Assist to implement and maintain quality processes, practices and measures for front line assurance activities and an increasing awareness for quality controls.
- Contribute towards improvement of current processes

At the end of the activity, the Quality Expert will draft a report that will contain the detailed description of the implemented tasks and a final evaluation with final recommendations in order to guarantee a continuous sustainability and improvement of project results.

3. ASSUMPTIONS & RISKS

Assumptions underlying the project

Implementation of the current contract will assure support for implementation and popularization of the project “Black Sea Silk Road Corridor BSSRC”

Below are the assumptions underlying the project:

- Stable political and economic situation in all partner countries
- Adequate requirements for cross-border collaboration and movement of persons
- Favorable global tourism conditions
- Natural disasters averted
- Activism and implication of all project partners
- Motivation of tour agencies to promote BSSRC
- Motivation of tourists
- Motivation of communities to create and list services and products in APP and web portal directory service
- Interest of the suppliers and subcontractors to participate at the procurement procedures
- Appropriate health and mental conditions of the project staff members
- Sufficient number of participants and beneficiaries of joint action activities
- Availability of project partners and beneficiaries to multiply the project results and knowledge

Risks

Following conditions can put into the question project’s results:

- Political and economic instability in countries
- Serious conflicts between the selected areas of operation
- Restrictions regarding the cross-border movement of persons (visa regimes)
- Unfavorable global tourism conditions
- Lack of the public consensus about the necessity to promote the Cross-border Tourism Trail
- Natural disasters

4. SCOPE OF THE WORK

General

4.1.1. Description of the assignment

The contractor will support the E.R.F.C. in the quality control management of BSSRC project by drafting a report that will contain the detailed description of the implemented tasks and a final evaluation with final recommendations in order to guarantee a continuous sustainability and improvement of project results.

4.1.2. Geographical area to be covered

Greece.

Central Macedonia

4.1.3. Target groups

Travel agencies, local tourism service providers, tour service providers (B&Bs, eateries, local guides, traditional crafts and cultural providers, outdoor activities providers, etc.), cultural, historic and natural monuments and protected areas.

The experts will have to undertake tasks within the following Group of project Activities (GAs):

GA 1: Creating and marking the BSSRC trail with directional signs, multi-language information panels, hiking trail markers and urban walking tour plaques

GA2: Creating a virtual BSSRC trail with Web Portal, APPs, Social Networking and online directory of services

GA3: Visibility of the Action

GA4: Management and coordination of the Action

All aspects are subject of prior approval by the Contracting Authority.

The Experts or Companies must also observe the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See http://ec.europa.eu/europeaid/work/visibility/index_en.htm).

The Consultant should provide in its offer the timing, sequence and duration of the proposed activities, taking into account mobilisation time. During the inception phase the Consultant and the Contractor will agree about the detailed time schedule for implementation of the above activities.

Project management

4.1.4. Responsible body

Contracting Authority will be E.R.F.C.

4.1.5. Management structure

The Contracting Authority is E.R.F.C., and in that capacity it is responsible to launch the service tender procedure, sign the service contract, authorize payments to the contractor and handle the financial management and control during project implementation. The day-to-day operational project implementation will be performed by Mr. Nikolas PETROPOULOS – which is responsible for implementation of project Black Sea Silk Road Corridor “BSSRC”, financed under Joint Operational Programme “BLACK SEA BASIN 2007-2013”.

4.1.6. Facilities to be provided by the Contracting Authority and/or other parties

Not applicable

5. LOGISTICS AND TIMING

Location

The operational base for the project will be set up in Thessaloniki, Greece

Start date & Period of implementation of tasks

The intended start date is 26/01/2015 and the period of implementation of the contract will be till the project ends.

Equipment

No equipment is to be purchased on behalf of the Contracting Authority / beneficiary country as part of this service contract or transferred to the Contracting Authority / beneficiary country at the end of this contract. Any equipment related to this contract which is to be acquired by the beneficiary country must be purchased by means of a separate supply tender procedure.

6. REPORTS

Reporting requirements

The Contractor will submit the following reports in English in one original and one copy:

- At the end of the activity, the Quality Expert will draft a report that will contain the detailed description of the implemented tasks and a final evaluation with final recommendations in order to guarantee a continuous sustainability and improvement of project results. The deadline for sending the final report is 20 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to support an informed decision on the problems and obstacles occurred during the implementation of contract (if applicable). The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

Special requirements

Not applicable