

TERMS OF REFERENCE FOR THE PROVISION OF SERVICES OF AN INTERNATIONAL TOURISM EXPERT FOR THE DEFINITION OF THE URBAN TOURISM PROMOTION STRATEGY OF SAIDA, LEBANON

The Association MedCités / MedCities is an association of cities, with its headquarters in Barcelona, dedicated to sustainable urban development in the Mediterranean. It comprises more than sixty 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 COHESIMED, supported by the Municipality of Barcelona and aiming to reinforce socio-economic cohesion policies and actions in Mediterranean Municipalities. Concretely the assignment is linked to the component implemented in Lebanon, which addresses the “*Promotion of Urban Sustainable Tourism in the Old Saida*”. Within the framework of this project, [MedCities](#)¹, in partnership with the Municipality of Saida, is committed to reinforce the role of local authorities in promoting urban sustainable and inclusive tourism as a driver of economic activity in their territories.

In 2014, the Municipality of Saida, in partnership with MedCities, Hariri Foundation for Sustainable Human Development, *Entidad Metropolitana de Servicios Hidraulicos and Tractament de Residus de Barcelona* –currently Metropolitan Area of Barcelona – AMB- and other Euro-Med cities, defined its Urban Sustainable Development Strategy (USUDS) within the project “Mediterranean Network for the Promotion of Sustainable Urban Development Strategies”. In response to the application and follow-up of the strategy, the Municipality of Saida expresses its interest to develop a dedicated Strategy for branding and promotion of Urban Sustainable Tourism in Old Saida revising of the identified actions related to tourism. (ANNEX: Summary of the Urban Sustainable Development Strategy of Saida, Summary of the most recent touristic initiatives, Touristic map).

The present project aims to build upon the previous work of MedCities in order to strengthen the capacities of the Municipality of Saida to coordinate local actors in the touristic sectors and to strategize touristic promotion, draw comprehensive touristic measures, develop a touristic brand, and support it through the identification – and implementation of a number of -targeted projects.

1. Objective

The objective of this service provision is to provide methodological guidance and redact, with the participation of local actors an urban sustainable tourism promotion strategy for the City of Saida accompanied of an Action Plan to implement it.

2. Scope of the services

¹MedCities 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 Saida is MedCities member.

The objectives and scope of the services relate to two areas of work and are as follows:

1. **Development of a strategy** for the promotion of the city of Saida that puts forward sustainable and inclusive tourism, incorporating the perspective of environmental justice.

Under this task the expert is expected to:

- Provide the methodology and guide, with the support of a local project officer and the engagement of the Municipality, a strategic analysis of existing initiatives and touristic offer and identification of gaps towards an action plan to promote heritage based urban tourism including a branding proposal
- Provide the methodology to guide the participatory formulation of the Strategy and pursue the drafting of the Strategy, including objectives and a series of targeted actions to promote sustainable and inclusive tourism and their branding. The Strategy should include a: vision, strategic objectives, and a definition of priority projects to be implemented, taking into account a destination diagnosis, a marketing strategy, an operative plan and its implementation supporting actions.
- Showcase examples for the design and production of promotion and communication material linked to the strategy (the brand).

2. **Building capacity** of Saida city council teams and other local actors on city promotion through training and peer to peer exchanges. Under this task the expert is expected to:

- Supporting the organization of a capacity building workshop (training) on city branding and promotion by providing key expertise and identifying international good practices and inspiring examples.
- Supporting the organization of a capacity building workshop on sustainable and inclusive tourism, incorporating the perspective of environmental justice, by providing key expertise and identifying international good practices and inspiring examples.
- Supporting the technical exchanges with Barcelona City Council team responsible for Barcelona Strategic Tourism Plan and the private - public entity “Turisme de Barcelona” in order to facilitate the exchange with Saida. Participating in technical exchanges (virtual and face to face when possible) between Saida and Barcelona City Councils teams, including Tourism de Barcelona, to promote the city with a view to economic, environmental and social sustainability. This includes, if the sanitary situation allows it, the participation on either a mission from Barcelona representatives to Saida or one mission from Saida team to Barcelona.

Linked to these services, the expert will provide MedCities with the following **deliverables**:

1. A methodological proposal to approach the strategic analysis and the participatory process to draft the Strategy agreed with Saida’s Municipality and MedCities.
2. A brief inventory of international good practices to inspire the process.
3. A validated strategic analysis of existing promotion initiatives and gaps including a branding proposal.

4. The Strategy for Urban Tourism Promotion of the City of Saida including an action plan describing priority actions, the positioning and the marketing strategy, the operative plan and its implementation supporting actions.
5. Training materials developed by the expert for the capacity building workshops.

The expert will be supported by the team of the Municipality of Saida and by a local project officer to feed the necessary local information and animate the local actors through a “Local Tourism Table”. The expert will be supported by a local communications officer to implement the branding proposal. The expert will work in regular contact and in coordination with the MedCities Project Officer assigned to the project.

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 the end of the project, initially foreseen for 31st May 2021. The service will be carried out online from the service provider premises and with a possibility of travelling to Lebanon to participate in the Tourism table and do a local follow up of the strategy and action plan implementation, if possible. This trip, if possible, will be from three to five days on the territory.

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

4. Base budget for the tender

The maximum budget for the assignment will amount to €14.049,59 (including all taxes, unless the bidder is fiscally domiciled in Spain, the maximum amount will be €17.000 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.

If an international visit is possible, MedCities will organise and provide international transport, local accommodation, subsistence allowance, PCR tests costs, and local transportation in Saida to develop the mission. If the expert should pay these expenses in advance for any reason, MedCities will provide the expert instructions to know how to justify and claim the refund.

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
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.

2 invoices are required, according to the economic offer, upon presentation of the following deliverables:

- 40% of the awarded price: A methodological document agreed with Saida's Municipality and MedCités (deliverable 1), an inventory of international good practices (deliverable 2), existing tourism promotion activities (deliverable 3)
- 60% of the awarded price: A validated strategic plan (deliverable 4.1), a validated action plan (deliverable 4.2) and training materials (deliverable 5)

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 MedCités upon presentation of the deliverables.

The service providers 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).

MedCités 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, with proven experience in defining urban tourism promotion strategic plans, urban tourism branding and promotion and participatory processes in urban development and tourism, 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. The service will be provided in English language.

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 MedCités.

8. Ownership and authorship of the work

The ownership and authorship of any service provision work carried out belongs to MedCités. As owners of the study, any use or mention of it in publications, articles, interviews, conferences, etc. must have the express authorization of MedCités.

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 the provision of service of an international tourism expert for the definition of the urban tourism promotion strategy of Saida, Lebanon”
- 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 methodological proposal for achieving the objectives and scope of the service and technical offer of the services.
- 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 previously explained, the economic proposal must include all objectives, activities and items included in the Point 2 of the document (price per unit).
- o CV and portfolio 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

The most advantageous offer will need to be evaluated bearing in mind the cost-effectiveness ratio in accordance with the overall proposal. The assessment could take the price-quality ratio into account.

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, 8 February 2021.

Josep Canals Molina
MedCities Secretary General