

**Programme:** Private Sector Development and TVET South Caucasus  
Innovative Tourism and Technology Development for Armenia (EU-ITTD)

**PN:** 16.2179.6-009.00

**Activity:** Winter Tourism Feasibility Study with Focus on the Shirak Region

**Duration:** 6 weeks after contract signing; **estimated 25.01.2021 – 08.03.2021**

### 1. Brief Introduction

The EU4Business “Innovative Tourism and Technology Development for Armenia” project started in November 2019 and will run until April 2023. It is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ) and is being implemented by German Development Cooperation GIZ under the umbrella of the Private Sector Development and TVET South Caucasus Programme. The project is part of the EU4Business initiative ([www.eu4business.eu](http://www.eu4business.eu)) of the European Union. The EU4Business “Innovative Tourism and Technology Development for Armenia” project has an overall objective to foster shared and balanced inclusive growth in tourism and innovative industries. This will be achieved through a) transformative, innovative tourism ventures in the Northern regions of Armenia, b) support to high tech and innovative entrepreneurs, c) international knowledge exchanges for high tech researchers and entrepreneurs as well as tech start-up institutions and d) networks for the benefit of entrepreneurship culture for students and general population groups.

The EU4Business “Innovative Tourism and Technology Development for Armenia” project targets two main directions: development of innovative tourism and of start-ups and existing investable and innovative technology ventures. Methods used will be competitions for grants, technical assistance by experts, community and stakeholder participation, and the entrepreneurial eco-system development.

The **first component** is focused on the **development of enhanced tourism offerings**, especially in the Northern regions leading to good jobs, sustainable businesses and responsible tourism value added. It foresees the conceptualization and implementation of three grant schemes focusing on tourism ventures. Furthermore, it includes the strengthening of the RA Tourism Committee, including supporting data driven tourism marketing activities.

The **second component** of the project is focused on **transformative creation and development of SMEs to enable diversification of economic growth**. It will also support the entrepreneurship ecosystem, as well as technology ventures through a grant scheme approach as well as through innovation partnerships between science, education and businesses, including innovative youth at universities and aiming at an increased participation in Horizon 2020 / Horizon Europe grants.

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## 2. Context and current situation in the field of assignment

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The **tourism component's specific goal** is the development of an enhanced tourism offer leading to good jobs and sustainable businesses for a transformative and inclusive growth in the three northern regions of Armenia, Shirak, Lori and Tavush. Under **tourism sub-component 1.1 (Grant Schemes for Innovative Tourism Ventures)** the project aims to improve the tourism offer regarding diversity, quality, innovativeness and competitiveness by **awarding grants via 3 different schemes** to competitively selected and eligible organisation, start-ups, businesses or ventures.

**Grant Scheme 3 - Clusters of innovative tourism ventures in the three northern regions** - especially aims to create thematic clusters of innovative private and/ or public tourism ventures to better exploit the touristic potential through involved companies' and NGOs pooling of resources, improving cooperation amongst these actors and, eventually, targeting the grants. By unifying and harmonising potential tourism ventures the grant scheme aims to develop attractive, marketable and competitive tourism offers.

**Preliminarily, three thematic clusters have been identified** to have potential to being developed in the three northern regions:

- Winter sports and tourism (Shirak)
- Ecotourism (Lori)
- Wine tourism (Tavush)

A full study to provide further needed information to thoroughly design Grant Schemes 2 and 3 was commissioned. Among the recommendations provided the study also called for a specific and comprehensive feasibility study to especially and further explore the potential of winter tourism in the Shirak region and give recommendations on how to effectively tap into this potential.

In this context **the Project aims to commission a comprehensive Winter Tourism Feasibility Study with focus on the Shirak region.**

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## 3. Conditions of the assignment

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### 3.1 Objective and tasks

With a focus on the possible expansion and diversification of the existing tourism offer the feasibility study is supposed to analyze Shirak region's potential to develop winter tourism, investment and other needs (e.g. administrative, infrastructure, education, sector coordination, and others) to promote winter and general tourism development and the economic effect a growing tourism industry, operating year-round, would have on the region's general economic development.

The study is also expected to give recommendation if and how to go ahead with developing winter tourism in the Shirak region considering factors such as general tourism trends, market potential and developments, local, regional and international competition, existing tourism facilities and offers, regional and national development strategies, plans and initiatives, regional public and private development and investment plans, local and regional labor markets, legal framework conditions, sector coordination and general accessibility. Risks such as climate change, pandemics (e.g. COVID-19), and changes in the geopolitical situation should be reflected, too.

### The main objectives of the winter tourism feasibility study are:

To assess the market potential for winter tourism products in Armenia's Shirak region considering local, regional and international trends in travel and especially related to winter tourism and to recommend measures to be taken to tap into that potential. Specifically

- to determine resources that exist or can be developed to promote winter and potentially all-year-round-tourism
- to evaluate existing tourism facilities and infrastructure relative to their ability to meet market needs
- to identify initiatives, entrepreneurs and other relevant stakeholders in Shirak and beyond relevant to winter and all-year-round tourism
- to identify tourism products most suited for the resource base and with the greatest market potential
- to recommend itineraries and tour packages, potentially including other Armenian and cross-border regions
- to assess new and existing markets and provide recommendations for marketing activities aiming at introducing or re-introducing Armenia's and Shirak's winter tourism products; special attention shall be paid to the domestic market
- to provide an estimate of the potential economic impact of winter tourism activities
- to evaluate the relevant legal and institutional framework conditions and suggest ways to improve tourism sector promotion and coordination, e.g. strategic directions, guidelines, PPD platforms and other
- to identify potential sources of funding and public and private investment and suggest ways to tap into them
- to identify risks possibly affecting the development of winter tourism, e.g. climate change, crisis situations (pandemics), regional and political developments and recommend measures to counter them

In line with the objectives outlined above the EU4Business "Innovative Tourism and Technology Development for Armenia" project seeks to contract an **Armenia registered consulting company** to conduct a comprehensive Winter Tourism Feasibility Study with focus on the Shirak region.

The contractor shall produce the feasibility study as outlined in the table #1 below.

Draft and final versions of the feasibility study must be provided in English.

### 3.2 Deliverables and resources

The following deliverables are to be submitted during the assignment period:

Tasks & Deliverables	Timeline deliverable	Expert days (max)
Preparation: preparatory meeting with the EU4Business “Innovative Tourism and Technology Development for Armenia” project team, study of relevant background information, development of working plan  <b>Deliverable:</b> working/ activity plan including travel plan and meeting agenda	1 <sup>st</sup> week after contract signing	2
Implementation: Meetings/ interviews/ workshops with relevant stakeholders in Yerevan, the target and if needed other regions, visit of selected destinations/ places/ attractions in the target area, collecting of necessary information  <b>Deliverable:</b> list of meetings and interviews, list of visited places	2 <sup>th</sup> -3 <sup>th</sup> week after contract signing	9
Meeting/ workshop with ITTD Tourism team to discuss collected data, resulting opportunities and risks and possible changes in the outline of the study  <b>Deliverable:</b> meeting notes and list of key take-aways	3 <sup>th</sup> -4 <sup>th</sup> week after contract signing	1
Evaluation of the collected data and elaboration of the draft study, 2 rounds of editing with the EU4Business “Innovative Tourism and Technology Development for Armenia” project team, finalization of the study  <b>Deliverable:</b> full study to be delivered in English	4 <sup>th</sup> -5 <sup>th</sup> week after contract signing	10
Presentation of Feasibility Study and its results to the EU4Business “Innovative Tourism and Technology Development for Armenia” project team  <b>Deliverable:</b> ppt presentation	6 <sup>th</sup> week after contract signing	2
<b>Total (expert days)</b>		<b>24</b>
In addition, contribution of sector-specific expert(s) with international experience in tourism/ winter tourism/ destination/ and/ or tourism product development to support the contractor’s team up to 16 expert days.		<b>16</b>

### 3.3 Conditions and payment terms

The contractor's offer needs to include:

- The **Financial offer** requires the Contractor to submit for consideration a summary of costs with respect to the above sections including
  - Costs for 1 (tourism) expert for up to 24 expert days. Daily rate should be mentioned.
  - Costs for sub-contracted international (virtual) tourism/ winter tourism/ destination/ and/ or tourism product development expert for up to 16 expert days. Daily rate should be mentioned.
  - Costs associated with travel and other costs if any

The activities for the feasibility study should be conducted during **up to 40 expert days** (up to 24 local expert days + up to 16 expert days for international expertise) **within 6 weeks** after assignment's starting date as contracted.

If expertise in a field other than tourism shall be necessary, a contractor can consider the involvement of a relevant expert to the extend required and within the total maximum number of expert days as indicated above.

- The **Technical offer** requires the contractor to submit the relevant contractor's experience to this assignment; comments/suggestions on the Terms of Reference, description of approach, methodology and work. The description of approach, methodology and work plan must include activities and deliverables as indicated in above table.

#### **Payment terms:**

- Final payment upon satisfactory fulfilment of the contract.

### 3.4 Coordination and communication

The Contractor reports to the Tourism Component Lead of the The EU4Business "Innovative Tourism and Technology Development for Armenia" project and closely collaborates with the responsible Project Expert and the administrative support team within the project.

### 3.5 Submission Requirements

Provision of an expert (team) with proven expertise in the area(s) of assignment

- Expert with at least 10 years of experience in tourism product and/or destination development projects in the region. Experience in winter tourism product or destination development an asset. Master level education in business, management, tourism, geography or equivalent.
- Up to 2 experts based in Armenia or abroad with at least 10 years of international working experience in a respective professional organization, i.e. a tourism consultancy, a DMO/tourism board, a sectoral business association, a tourism or sectoral development project and specific and proven experience related to winter tourism product or destination development to be sub-contracted to virtually support the contractor's team. Master level education.

Flexibility and readiness to make adaptations/changes upon the request

Proficiency in English (written and spoken)