**Programme:** Private Sector Development and TVET in South Caucasus (PSD TVET SC)

**PN:** 16.2179.6-002.00

**Activity**: Development of “Wine Tour Guide” Training Programme, Implementation of the Pilot Training

**Period:** November 2020 – February 2021

1. **Brief information about the programme**

The Private Sector Development and Technical Vocational Education and Training programme developed jointly with the public partners and private sector in the South Caucasus Countries, aims at promoting the private sector development with high attention to employment impacts and close integration of vocational education and training.

Due to the small domestic markets with limited purchasing power, the South Caucasus Countries have focused so far on expanding foreign trade to promote economic development.The export-dedicated strategy achieved only limited success in improving the employment situation and living conditions. Employment growth in sectors that afford the greatest potential for *pro-poor growth* and employment promotion in comparable economies and in the South Caucasus, such as tourism and agricultural, cannot be sustained, because businesses lack well-trained skilled labour.

The core challenge consists thus in the difficult framework conditions for sustainable economic development in the sectors relevant for employment. The capacities available are not yet enough to generate the envisaged employment and growth momentum.

Therefore, the programme **module objective** is: The conditions for sustainable economic development have improved in selected sectors relevant for employment.

The programme adopts the integrated approach of German development cooperation in employment promotion. It addresses both the supply and demand side of the labour market to lay a better foundation for employment.

The programme operates in three intervention fields:

**Intervention** **field 1** aims to strengthen capacities for improving competitiveness in the sectors relevant for employment.

In **intervention field 2**, it supports the cooperation of the private and public actors to improve the labour-market relevance of selected training courses.

**Intervention field 3** seeks to strengthen the regional and international exchange of experience in sustainable private sector development and dual-oriented vocational training.

The programme is scheduled for a term of 6 years (from April 2017 to April 2023).

1. **Context and current situation in the field of assignment**

Driven by the imperative to increase economic competitiveness and ensure sustainable economic growth, the RA Government has identified priority sectors for development. Tourism, Wine and IT sectors have been considered by the Government of Armenia as priority areas. In order to increase competitiveness of these sectors the Government is implementing different programmes.

Over the past 7 years, the wine industry in Armenia has seen impressive growth. Since 2007 large investments have been made in the winemaking sector, especially for purchasing progressive technologies and modernisation of production processes.

Simultaneously, steps are taken to boost wine tourism in Armenia and position the country as an attractive wine tourism destination.

Wine tourism (or oenotourism) has grown significantly over the past 5 years in Armenia but there is still a large untapped potential in the country. Growing potential of the wine sector, establishment of small boutique wineries and improvement of the wine quality and increasing number of incoming tourists are opening new opportunities for development of wine tourism in Armenia.

Development of oenotourism is an important aspect of regional development. Nowadays, oenotourism is not just visiting winery and winetasting it is much more starting from walks through the vineyards to help visitors understand the unique qualities of the region, participate in the working process in the vineyard ore in winery, staying in a small guesthouse at the winery etc.

On the other hand, the number of tourists visiting Armenia and particularly showing interest in wine tourism products is growing. As wine tourism is becoming a complex tour product, the role of wine tour guides as important links between tourists, winegrowers, wine producing community and other players of the industry is becoming more prominent. They can provide guests with new access to wine regions, their history, culture and traditions as well as its people and thus enhance attractiveness of the region by provide interesting facts and information in an experiential way, thus contributing to repeat visits to Armenia.

At the same time, the information on wine tourism products coming from different industry players – wineries, tour operators, tour guides etc. – is inconsistent and chaotic. In this sense there is a need to systematise and improve the knowledge base on wine and wine tourism products to improve Armenia’s image is a wine producing and wine tourism destination. The training course will also be aimed at filling in this gap.

1. **Conditions of the assignment**

**3.1. Objective of the assignment**

The objective of this assignment is to develop a short-term “Wine Tour Guide” training programme and implementation of the first pilot of training with further improvement of the course based on recommendations of the monitoring and evaluation of the project.

After the completion of the training programme, the tour guides will be able to successfully conduct wine tours, improve their knowledge on Armenian wine tourism offer and thus contribute to improvement of Armenia’s image as a wine producing country and wine tourism destination.

**3.2. The expected outcomes of the assignment**

*The expected outcomes of the pilot training are:*

* participants can design and perform/offer guided wine tours competently,
* participants can make guests feel enthusiastic about Armenian wine-growing landscape, regions history and wines,
* improvement of the quality of already wine tourism guide services,
* better trained workforce for the market and industry.
* a sustainable training programme recognised by the industry.

**4. Tasks and deliverables**

The tasks and relevant deliverables of the Contractor will include:

*4.1. Development of the learning modules for Wine Tour Guide training*

*4.2. Selection of the Examination Board for assessing the results with relevant mechanisms for recognition of competencies*

*4.3. Holding of the first pilot round of the course and assessment of the results by the Examination Board*

*4.4.* *Monitoring and evaluation of the course effectiveness; improvement of the training course based on the recommendations of the evaluation process; translation of the improved training course to English, Russian, German, French, Spanish and Italian.*

Below are the detailed tasks and deliverables for the assignment.

**4.1. Development of the learning modules for Wine Tour Guide training**

The modules will be conducted in classrooms and in the field. Relevant textbooks and other teaching materials will be acquired. The certificate programme will be offered in Armenian, but the final improved training course will be translated in to English, Russian, French, Italian, Spanish and German so that the trained guides have the materials in the most commonly used languages.

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| **Title of the Module** | **Objectives** | **Content of the Module** | **Methods/techniques to be used** | **Duration of the Module** | **Expert Days for Development of the Module**  | **Timeline** |
| Communication and Presentation Techniques | * learn and apply the basics of verbal and non-verbal communication,
* improve presentation skills and apply the appropriate techniques.
 | * Basic Communication Skills
* Presentation Techniques
* Rhetoric Techniques
* Psychology of Guiding
* Dramaturgy of Guiding
* Incentive Events
 | -Video Support-Lectures-Presentations | Up to 6  | Up to 12 | November 2020 – January 2021 |
| History, Arts, Culture | - The participants have an overview of the historical conditions and cultural life in the winemaking regions.- The participants get general knowledge of their homeland, its history, culture, traditions and customs. - The participants have an overview of the economic conditions and peculiarities of the winemaking regions.  | * Development of viticulture
* Settlement and social structure Figures, data, facts of the region
* Economy and infrastructure
* (Wine) Tourism (offers, special features)
* Gastronomy (offers, special features)
* Regional initiatives
 | -Lectures-Field Trips, -City Tours | Up to 7 | Up to 18 | November – 2020 January 2021 |
| Nature, geography, geology | - Participants have an overview of the geological and geographical conditions in the winemaking regions. - The participants will implement its knowledge of the ecology, flora and fauna of the region during guided tours. | * Geological and geographical conditions of the region
* Ecology, flora and fauna of the vineyard habitat
 | -Two-day excursion -Lectures-Visits to museums -Self-activity  | 2 days 3 days  | Up to 7 | November 2020 -January 2021 |
| Viticulture and Oenology | - The participants know the procedures in winegrowing and oenology.- The participants promote understanding of a professional and environmentally friendly viticulture in their guest groups. | Viticulture* Biology of the vine
* Grape variety
* Grafting wines
* Environmentally friendly, sustainable viticulture

Oenology* Wine making
* Sensor technology
* Wine culture and consumer behavior
* Moderation of wine tasting/degustation
* Furthermore, current topics on viticulture
 |  | 3 days 1 day1 day1 day1 day1 day | Up to 12 | November 2020– January 2021 |
| Total Duration of Training Modules  |  | **Up to 26 days** |  |  |
| **Submission of the Progress Report**  | **Progress Report including the first drafts of the modules submitted and approved by GIZ**  |   | **3**  | **By December 3, 2020** |
| **Subtotal Expert days**  |  |  | **Up to 52** |  |

*4.2. Selection of the Examination Board for assessing the results with relevant mechanisms for recognition of competencies*

*4.3. Holding of the first pilot round of the course and assessment of the course results by the Examination Board*

4.4. *Monitoring and evaluation of the course effectiveness; improvement of the training course based on the recommendations of the evaluation process; translation of the improved training to English, Russian, German, French, Spanish and Italian*

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| **Tasks** | **Deliverables** | **Expert Days** | **Timeline** |
| *4.2. Selection of the trainers for holding of the course and Examination Board for assessing the results with relevant certificates of recognition* |
| 1. Meetings and discussions with stakeholders for selection of Examination Board; finalisation of the exam format and mechanism for recognition of competenciesStakeholders include:*Tourism Committee of Armenia, Vine and Wine Foundation of Armenia, ICARE/EVN Wine Academy, Armenian Guides Associations, Tourism Armenia Association, wine producing companies, tour operators*  |  -Protocol of the results of the meetings submitted to GIZ -Examination Board selected and approved by GIZ-Exam format selected and approved by GIZ * Mechanism for recognition of competences selected and approved by GIZ
 | **5** | **January 2021**  |
| *4.3. Holding of the first pilot round of the course and assessment of the course results by the Examination Board* |
| 1) Announcement of the official start of applications for the first pilot through different communication channels (own and earned media, social media, email, etc.) with active involvement of project stakeholders Select the participants of the first round of trainings  | The official start of the application process announced and selection process launched  Participants selected by the Examination Board  |  **Up to 7** | January – February 2021 |
| 2) Other awareness-raising activities among wineries and tour operators  | Visits, meetings, presentations info tours, discussions held | ***Up to 7*** | January – February 2021 |
| 3)Holding of the first round of the training course 4) Final Exam and Evaluation of Results by the Examination Board 5) Awarding of certificates on recognition of competencies  | The training course held and completed, Exam Results announcedCertificates of recognition of competences awarded  | ***Up to 35*** | March – October 2021 |
| *4.4. Monitoring and evaluation of the course effectiveness; improvement of the training course based on the recommendations of the evaluation process; translation of the improved training to English, Russian, German, French and Italian* |
| 1) Monitor the implementation of the training course 2) Evaluation: Lessons learned and improved course content based on recommendations3) Translations of the final improved training course to English, Russian, Spanish, Italian, French and German | Monitoring and Evaluation Report: lessons learned and recommendationsImproved course content based on recommendations Final translated versions of the course in English, Russian, Spanish, Italian, French and German | ***Up to 20*** | November 2021 |
| **Final report**  |  **Final report submitted to GIZ** | ***3*** |  **November 2021** |
| **Subtotal expert days** | ***Up to 72*** |  |
| ***Grand total expert days*** | ***Up to 124*** |  |

**5. Coordination and communication**

* The hired company shall report to PSD TVET Programme Team Leader Armenia and closely cooperate with PR and DeveloPPP Projects Coordinator.
* The hired company shall comply with GIZ regulations for procurement and/or service provision.
* All reports should be provided to GIZ in English via email and/or in an external hardware, if required.

**6. Submission Requirements**

6.1. The hired company should meet the following requirements:

* Over 5 years of experience in development and implementation of educational programmes in winemaking, wine business and/or tourism;
* Having an international expert in the expert pool will be regarded as an asset;
* Experience in development of modules for short- and long-term training programmes and courses;
* Profound knowledge of innovative educational tools, methods and practices;
* Experience in implementation of projects in wine, viticulture and tourism;
* Excellent understanding of and ability to meet the demands and standards of an institution of international development cooperation. Prior experience working with international organisations and state agencies is a must
* Fluency in English and Armenian
* Flexibility and ability to meet tight deadlines

6.2. The company should submit the following documentation in the technical offer:

* Portfolio and CVs of key experts for the assignment (for the development of the course and trainers), brief portfolio (s) of the company or companies (in case you apply as part of a consortium)
* Description of the workflow, steering structure, tools and methods to be used (maximum 2000 words)
* At least 2 recommendations from international organisations
* Other documents that might be relevant to the assignment

**All the documents should be submitted as a single PDF file.**

**7. Other provisions**

* Please note that the selection of all the subcontractors if any should be agreed with GIZ. GIZ should also be involved in key working meetings with subcontractors.
* All the personal data (names, surnames, contact details, emails, phone numbers etc.) processed before, during and after the assignment and related to it should be treated as confidential, transferred to GIZ and by no means disclosed to other parties.