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

PN: 16.2179.6-002.00

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Activity: Development of educational materials for implementation of dual programmes for teachers and students in tourism sector

Period: October 2020 – April 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 also in 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 sufficient 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).

2. Context and current situation in the field of assignment

The PSD TVET Programme, implemented by GIZ on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ), is piloting the Dual TVET system in close cooperation with the Ministry of Education, Science, Culture and Sport (MoESCS) and private sector companies in selected sectors relevant for employment: tourism, wine, precision engineering and IT. The implementation of the Dual TVET system fosters local economic development and increases youth employment through recognition of TVET quality by the private sector.

The PSD TVET Programme focuses on the development of supportive legislation and normative documents as the base for the sustainable run of the Dual TVET system in Armenia. Additionally, the Programme supports the institutional set up of qualifications in the TVET Colleges and the organisation of practical education in private companies, as well as human capacity development measures for TVET teachers and instructors from the private sector.

Since 2017 the introduction of the Dual TVET System in Armenia, inspired by the German Model, considered the following steps: analysis of the skills in selected sectors and identification of training needs, formulation and standardisation of curriculum and modular programs, training of trainers and piloting of developed Dual TVET programs, as well as design of quality management system. The piloting of Dual approach covers long- and short-term programmes. For tourism sector, due to September 2020, the piloting of below presented Dual TVET programmes are in the process:

Year	Long-term programme name	Piloting organisations
2017	Tourism Manager (with focus on Hotel Business)	Yerevan State College of Humanities and private companies
	Tourism Manager (focus on Tourism Services)	Tavush Regional State College and private companies
2018	Tourism Services	Yerevan State Greek-Armenian College of Tourism, Service and Food Industry, Shirak Regional State College and private companies
	Organisation of Services in Tourism	Kotayk Regional State College and private companies
	Service Management in Hotels and Tour Complexes	Yerevan N2 State Regional College and private companies

Conditions of the assignment

3.1 Objective and tasks

The objective is to develop up to 10 training and methodological materials (TMM) based on special professional modules from the curriculum of the 5 dual programs in tourism (2 TMM per programme). The TMM should support the teaching and learning objectives in college and private company and in long run through human capacity development will enhance the upscaling of developed Dual programmes in tourism in other colleges.

The basic provisions of the Dual curriculum as a whole, practical and systemic aspects that contribute to the in-depth study of interdisciplinary connections, as well as the continuity of TMM should be considered during the development process.

General Requirements for the developed materials:

- The content of training material should meet the requirements of selected special professional modules particularly and dual programmes in general. It should contain reference and help character that complement the content of the required structural elements.
- The methodological guideline contains materials on teaching methods and assessment, the requirements for the achievement of learning outcomes. It offers self-mastering technology for system of training activities.
- The language of materials is Armenian. In case of translation of selected materials, the Project will ensure the translation.
- The volume of TMM and the depth of its statement should not go beyond the requirements of the curriculum modules. The maximum size of each material should not exceed 100 pages and not be less than 70 pages.
- The 5 working groups will be established for development of TMM for dual programmes. The combination of the working group members includes 2 tourism sector experts.
- 10 TVET teachers will be nominated as Experts by PSD TVET for implementation of assignment.

3.2. Tasks and deliverables

The tasks will include developing of the structure and content of TMM, including design of all structural elements based on requirements, final review and text proofing.

The hired company will be responsible for the selection, coordination and liaising with the subcontractors and beneficiaries the activity throughout the whole process of the activity. Selection of the subcontractors (Expert and private sector representatives) should be approved by GIZ.

Step	Tasks/Deliverables	Time / location	Man Days
1.	<p>Analysis of the existing curriculum and dual modules</p> <p>Modules from the curriculum are selected and agreed</p>	October, 2020/ Yerevan	24 days
2.	<p>Establishment of the working groups</p> <ul style="list-style-type: none"> ▪ List of the working group members with contact information is presented and agreed ▪ Meeting with working group members is organised 	October, 2020/ Yerevan	3 days
3.	<p>Development of the structure of TMM and structural elements:</p> <ul style="list-style-type: none"> ▪ Structure and elements are agreed and presented 	October, 2020/ Yerevan	36 days
4.	<p>Development of first draft of TMM:</p> <ul style="list-style-type: none"> ▪ Development results are finalised and presented to colleges teachers and instructors during the round table discussion ▪ Mid-term report 	November 2020/ Yerevan	48 days
5.	<p>Based on feedback and results of the round-table discussion development of the second draft of TMM (including graphics, charts, assessment tools and etc.):</p> <ul style="list-style-type: none"> ▪ Changes and additions are presented and agreed with colleges teachers and instructors during the round table discussion 	February 2021/ Yerevan	20 days
6.	<p>Finalisation and editing of TMM:</p> <ul style="list-style-type: none"> ▪ Up to 10 TMM edited and ready for printing 	April 2021/ Yerevan	20 days

Step	Tasks/Deliverables	Time / location	Man Days
Total			151 days

Round-table discussions and reimbursable costs are not foreseen in the implementation of this assignment. The timeline with exact days for each task will be agreed before the implementation of this assignment.

3.3. Coordination and communication

- The hired company shall report to PSD TVET Programme Expert Yulia Stakyan (yulia.stakyan@giz.de) and closely cooperate with above mentioned colleges and private companies. The Contractor is responsible for monitoring all deadlines and transmission of deliverables.
- The team shall keep GIZ updated about all the stages of project implementation including selection of subcontractors and shall provide any information related to this assignment and required by GIZ.
- GIZ visibility should be kept throughout the whole period of implementation of the event. Wording, logos and other GIZ corporate branding elements in materials should be agreed with GIZ beforehand.
- The hired company shall comply with GIZ regulations for procurement and/or service provision.

3.4. Submission Requirements

The hired company should meet the following requirements:

- Over 5 years of proven expertise in tourism sector,
- Over 5 years' experience in design and development of TMM,
- Pool of experts: CVs of the experts and/or profiles of subcontracted companies that will be working on the project for the whole contracted period with work samples shall be submitted,
- Excellent understanding of and ability to meet the demands and standards of an institution of international development cooperation. Prior experience with international organisations is an asset,
- Recommendations from international organisation will be regarded as an asset
- Fluency in English and Armenian; all deliverables in British English,
- Flexibility and ability to meet tight deadlines.

3.5. Other provisions

- Please note that for data security reasons, filled-in paper or digital declaration of consent for all the photos or videos taken during the event will be required. GIZ will provide the consent form.

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- Please note that the selection of all the subcontractors should be agreed with GIZ. GIZ should also be involved in key working meetings with subcontractors including brainstorming, strategy development etc.
 - All the personal data (names, surnames, contact details, emails, phone numbers etc.) processed before, during and after the event and related to it should be treated as confidential, transferred to GIZ and by no means disclosed to other parties.
 - All the print and digital materials produced before, during and after the event and related to it should be transferred to GIZ. In this regard, the contractor shall sign an annex on transfer of copyright, attached to the agreement.