

**Programme:** Private Sector Development and TVET South Caucasus  
EU4 Business “Innovative Tourism and Technology Development for Armenia” project

**PN:** 16.2179.6-009.00

**Activity:** Safety and Security in Tourism - TUV Certification of Tourism Businesses with Fun/  
Action/ Adventure/ Sports component based on ISO International Standards

**Period:** Estimated duration 8 months; 09.03.2021-10.11.2021

## 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) support to 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 4) 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 Tourism Committee of the Ministry of Economy, 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.

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

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** to competitively selected and eligible organisation, start-ups, businesses or ventures.

In this framework, the project initiated the “Innovative Tourism Action Grants in Times of COVID-19” to support the tourism sector in the three Northern Regions Shirak, Lori and Tavush to answer COVID-19 challenges, optimally adapt to a shifting context and get prepared for changing markets, changing demand and changing ways of doing business.

As a result, 25 tourism or tourism related businesses and 5 consortia of tourism or tourism related businesses, foundations and NGOs won a grant, out of which 4 projects plan to provide fun/sports/adventure tourism services. Short descriptions of those projects are to be found in the list below:

Nr	Project
1	<i>Project 1 is planning to build a 300m-<b>zip-line</b> near Haghpat in Lori Region.</i>
2	<i>Project 2 will launch <b>kayaking tours</b> in different destinations, e.g. Arpi Lake in Shirak, Parz Lake in Tavush and on other still waters in Armenia.</i>
3	<i>Project 3 will focus on constructing new <b>high rope course</b> in Dilijan in Tavush Region.</i>
4	<i>Project 4 aims to build a <b>via ferrata</b> ("iron path") in the Ijevan Mountains in Tavush Region.</i>

In this regard, it’s highly important to assure that required safety and security measures based on international standards are in place for a sustainable implementation and later operation of the mentioned projects.

Adherence to safety and security standards is of high significance to assure safe and secure conditions for both tourists (clients) and employees. It is also important to provide quality products and services in a global and increasingly competitive tourism industry. Hence, it’s crucial to apply international standards on risk management for the businesses, as well as develop ways to ensure and communicate compliance to internationally acceptable standards.

### 3. Conditions of the assignment

#### 3.1 Objective and tasks

**The objective of the assignment** is to prepare the identified organisations for TÜV certification and as a result, certify the organizations as “TÜV Certified” based on developed Standard Operating Processes (SOPs) and international ISO standards.

The contractor should provide all services related to the preparation of the organisations towards becoming TÜV certified.

#### **Milestones of the assignment are:**

- Conducting risk assessment of the 4 selected organizations to identify the improvements required;
- Leading, guiding and coordinating inputs to develop Standard Operating Processes (SOPs) based on relevant international ISO standards
- Drafting and finalizing the SOP for the certification
- Provide training services to the relevant employees on subsequent SOP requirements and other related processes to assist the organization to obtain TÜV certification
- Guide and support to take corrective measures prior to certification
- Arrange, coordinate and conduct the actual certification procedure of the four identified organizations and award the certificates in cooperation with the representative office of the TÜV Rheinland GmbH in Armenia

#### **Expected outcomes of the assignment are:**

- Guiding documents such as SOPs, quality manual, instructions as required in ISO standards
- Risk/Hazard management plan
- 4 TÜV Certified organizations

**The training materials and SOPs should be provided in Armenian and English.**

In this context and to tackle those issues, the project aims to have the above-mentioned projects prepared for certification and following preparation also certified based on international recognised TÜV standards. For that and in line with the objectives and milestones outlined above the project seeks to commission an experienced Armenia registered company to provide the respective preparation towards TÜV certification and to coordinate the full certification process in close cooperation with the representative office of the TÜV Rheinland GmbH in Armenia.

### 3.2 Deliverables and resources

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

Tasks & Deliverables	Timeline deliverable	Peron days
<p><b>Phase 1: Preparation and risk assessment</b></p> <ul style="list-style-type: none"> <li>• Kick off meeting with the EU4Business “Innovative Tourism and Technology Development for Armenia” project team to present the activity plan/required steps for implementation, incl. timeline</li> <li>• Assessment meetings with the identified four stakeholders to identify the areas for development</li> </ul> <p><b>Deliverable:</b></p> <ol style="list-style-type: none"> <li>1. stakeholder needs and their expectations</li> <li>2. working/ activity plan;</li> <li>3. documentation/short visitation reports on assessment results</li> </ol>	1 <sup>st</sup> month after contract signing	15 days
<p><b>Phase 2: Development of Standard Operating Processes</b></p> <ol style="list-style-type: none"> <li>a) Hazard Identification and development of control measures</li> <li>b) Design and development of Standard Operating Processes (SOPs) based on ISO standards</li> <li>c) Implementation of trainings/capacity building measures for the staff based on SOPs</li> </ol> <p><b>Deliverables:</b></p> <ol style="list-style-type: none"> <li>1. potential hazards and impacts</li> <li>2. control measures to manage identified hazards</li> <li>3. training materials, list of participants</li> <li>4. draft SOP to further present to the project team and finalize it</li> <li>5. finalized SOP that will be possible to adapt as safety, health and security standard for the adventure/sport activities in the tourism industry</li> </ol>	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> months after contract signing	40 days
<p><b>Phase 3: Implementation and certification of respective organizations with “TUV certification”</b></p> <p><b>Deliverables:</b></p> <ol style="list-style-type: none"> <li>1. Four partner organizations certified with “TÜV Certificate”</li> <li>2. Final report to be presented to the project team</li> </ol>	5 <sup>th</sup> , 6 <sup>th</sup> , 7 <sup>th</sup> , 8 <sup>th</sup> month after contract signing	25 days
<b>Total duration</b>	<b>8 months</b>	<b>80 days</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, incl. traveling costs
- 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, implementing team's CVs. The description of approach, methodology and work plan must include activities and deliverables as indicated in above table.

### 3.4 Coordination and communication

The Contractor reports to the Tourism Component Lead of 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

- 1 Expert in quality management, risk, safety and security management, process management with at least 10 years of professional experience in the development of safety management system. Solid knowledge on the provision of consultancy and training solutions during assessment and preparation towards TÜV certification. Master level education in safety/security/quality management, business or equivalent an asset.
- 1 expert on ISO International standards, TÜV Certification and Audits with at least 10 years of professional experience on providing trainings and consultations in the frame of preparing and certifying organisations in compliance with ISO international standards. Being certified and/ or having master level education in health/safety/security/quality management, process management or equivalent is an asset.
- Proven international working experience in the respective sectors i.e. consultancy on quality management system, risk assessment and management, TÜV Certification and Audit and other related topics by the experts an asset.
- Experience in implementation of a quality management system according to the international ISO standards certified by "TÜV Rheinland Cert" GMBH and accreditation of training and consulting solutions by International Accreditation Organization (IAO) an asset.



- If additional expertise shall be necessary, the contractor can consider the involvement of relevant expert(s) to the required extend.
  - Flexibility and readiness to make adaptations/changes upon request
  - Proficiency in English (written and spoken)

### 3.6 Additional Documentation

- upon request

#### Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.