REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

Republic of Armenia

Local Economy and Infrastructure Development (LEID) Project

Loan No.: P150327

**07 December 2021**

**Assignment Title:** Preparation of Destination Management Organization (DMO) Development Model for the Republic of Armenia

**Reference No**.: DMO-01

The Government of Armenia has received financing from the World Bank toward the cost of the Local Economy and Infrastructure Development (LEID) Project, and intends to apply part of the proceeds for consulting services.

The objective of this assignment is to identify the best suited model for organizing the management, promotion of a destination (country, region, location) and ensure the healthy competition of specific regional destination/s in Armenia, provide its operational and functional specifications, content, offerings, as well as budgetary allocations, that would enable the Tourism Committee to enhance and transfer its policy and strategic planning; governance and vertical cooperation, i.e. national-regional-local levels; and establishment of Public Private Partnerships (PPP) in more coherent and holistic manner.

**The consultant shall:**

**Assignment 1: DMO best practice and Armenia specific modality**

* Provide comparative advantages of internationally known models of DMOs.
* Develop comprehensive analysis of existing DMOs
* Provide legal, institutional, and functional requirements for DMO modalities (2-3) to be applicable and established in Armenia.

**Assignment 2: Tourism Niches Identification and Development Plans**

* Analyze and assess the top potential niches for tourism development
* Provide conceptual 3 to 10 years’ approach to develop tourism niches
* Conduct brief SWOT analysis, status quo data per each niche, development plans

**Assignment 3: Preparation of 4 Site Management Plans**

Develop 4 site management plans as follows:

* Areni community – known for its wine and cultural and natural heritage
* Khor Virap Monastery - historical-cultural heritage monument
* Garni Sympthony of Stones - natural heritage monument
* Poqr Tagh, Mgehri – a small historical district in the town on Meghri

The implementation period is **six (6) months after** signing the contract.

The Armenian Territorial Development Fund (ATDF) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

**Requirements of the Consultant**

**The Consultant should:**

* + - 1. Demonstrate track record and minimum 5-year work experience of similar assignments related to tourism strategy development, destination management planning;
1. proven experience in strategic development planning and in tourism development strategy documents
2. experience working with governments, civil society, rural communities,

The brief description, duration, name of the client (beneficiary) should be presented. If the results of the service are available online, the relevant link must be presented.

* + - 1. Proven track record to conduct legal and regulatory framework analysis, provide key recommendation to support tourism sector development,
			2. Have experience in CIS/Eastern Europe, preferably in Armenia.

The consortium of different firms is allowed.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s *Guidelines: Selection and Employment of Consultants under IBRD Loans by World Bank Borrowers* (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the Quality-and Cost-Based Selection (QCBS) method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours from **09:00 to 17:00 (Yerevan time).**

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **December 21, 2021, at 17:00 (Yerevan time).**

Armenian Territorial Development Fund

Attn: Mr. Gurgen Matsoyan

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