



REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

Republic of Armenia

Local Economy and Infrastructure Development (LEID) Project

Loan No.: P150327

Assignment Title: Consulting Services for Development of Dilijan Tourism Cluster Vision

Reference No.: TRIP-QBS-DDCV-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 Local Economy and Infrastructure Development Project (LEIDP) is expected to result in higher economic growth and employment in the selected regions. Project activities intend to focus on improving the quality and reliability of municipal infrastructure; supporting the tourism and agribusiness development; and creating an enabling environment to attract private sector investments.

The Armenian Territorial Development Fund (ATDF) under the LEID project Component 2: Institutional Development, seeks consultancy services for development Dilijan Tourism Cluster Vision for Armenia Tourism and Regional Infrastructure Development Project (P179968).

Dilijan cluster is part of the country-level tourism clusterization strategy to be adopted by the Armenian Government. Among 20 clusters identified by the strategy, Dilijan, with over a century long legacy, is considered as the nature and culture cluster. Its strategic geographic location and growing public and private interest in the region broadly, and in Dilijan in particular for the past two decades, gives Dilijan everything to morph into a world-class tourism destination with niche specialization - nature-based, adventure, recreation, wellness, gastro and education.

Within the Dilijan tourism cluster, the focus of interventions within Armenia Tourism and Regional Infrastructure Development Project would include (i) identification of disaster and climate resilient urban infrastructure challenges and respective measures will be recommended; (ii) cleaning of the city's main river (Aghstev r.) where currently the city's sewerage flows; (iii) creation of proper pedestrian infrastructure, with underground crossing/s, green areas and parks, as well as sports stadium and ropeway construction; (iv) wastewater and drinking water cleaning issue and solid waste management.

The cluster investments are expected to outline a growth trajectory for Dilijan that assures sustainable and inclusive urban development, capitalizes on the cultural and natural assets of the place, but is mainly driven through high value tourism product creation.

The objective of this assignment is to craft a compelling vision for the Dilijan tourism cluster as a vibrant and sustainable tourism destination and propose a prioritized portfolio of investments that will effectively bring this vision to fruition.

The consultant is expected to reveal the unique narrative of Dilijan based on destination's core values and legacy, its cultural and natural assets, and its inherent sense of place. The narrative then should become central to proposed placemaking strategies to shape the physical and social character of the town linking the need to attract visitors and the desire to add value to existing assets and build long-term competitiveness. On the other hand, the assignment should include an macroeconomic background of Dilijan including indicators such as public/private investments, employment, consumption, unemployment., etc. The exact list of indicators should be discussed with the selected candidate.

Throughout the work, the consultant is expected to ensure active engagement of key ecosystem actors, considering this endeavor as a collaborative effort by locals, individuals, and groups to collectively reimagine their surroundings.

The ultimate convergence of these efforts is anticipated to yield a set of priority investments. These investments are strategically aimed at enlivening public and private spaces, breathing new life into structures and streetscapes, bolstering local business viability, and enhancing public safety. The envisioned outcome is a transformed Dilijan tourism cluster, where the interplay of vibrant spaces and strategic investments fosters a sustainable and thriving tourism ecosystem.

The consultant shall:

The proposed engagement unfolds into the following two tracks:

- Phase 1: Articulating a comprehensive Dilijan tourism cluster development concept note;
- Phase 2: Strategically prioritizing the portfolio of cluster investments.

The details of the works envisaged under each phase include:

Phase 1: Cluster Concept Note

1.1 Baseline assessment of the current state, including

- i) Assets [detailed mapping of all endowed (e.g. nature, cultural heritage) and acquired (e.g. events/festivals, hiking trail networks)]
- ii) Ecosystem actors [detailed mapping of key public (both local and central), private and civil society actors engaged/contributing to the tourism value chain, mapping/analysis of the current linkages/interdependencies between the actors, and their role within the existing ecosystem]
- iii) Tourist [profiling of key tourist archetypes, their motivations, preferences, variety of experiences (including type, length, cost)]
- iv) Host community [socio-demographic characteristics of the host community, behavioral patterns, perception of tourism impact, social cohesion matters in regard to locals engaged in tourism related jobs and not]

1.2 Gap analysis

[detailed description of gaps identified across the tourism value chain and framing of development needs both within hard and soft infrastructure]

1.3 Cluster concept

[distinctive narrative of Dilijan intricately woven with destination's core values, assets and its authentic sense of place]

[outline of potential themes and niche specializations driven both by global tourism trends and local context]

[placemaking concept (concepts) to define Dilijan’s image as a tourism destination, including but not limited to destination positioning/brand concept, visual identity]

Phase 2: Cluster Investment Portfolio

2.1. Selection criteria [strategic rationale/selection criteria for the investments to be included in the cluster;]

2.2. Pre-feasibility study of investments [high-level description of each investment in the cluster, including operational model, cash flows and financial outcomes; initial assessment of feasibility from implementation, operation and maintenance stances, key stakeholders; key impact figures; key risks]

2.3 Feasibility study of investments or validation exercise in case of the investments with credible feasibility study reports issued by third parties [detailed description of each investment in the cluster, including operational model, cash flows and financial outcomes; assessment of feasibility from implementation, operation and maintenance stances, stakeholder management plan (power/interest matrix), impact value chain, risk management plan;]

2.4. Investment portfolio – [portfolio level aggregation of all cluster investments in terms of operations and financial flows]

2.5. Management modality of the cluster [governance and modus operandi of the structure responsible for the overall destination management]

2.6. Transformation pathway [cluster investments mapped across the timeline and tourism value chain, which reflects the successive stages of adding value to the tourist experience and enabling the overall ecosystem]

The implementation period is **four 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.

The shortlisting criteria are:

The contractor should:

- a) *Provide evidence on minimum 10-years work experience in development of strategic development documents.*
- b) *Relevant experience in developing and implementing strategic visions in at least one community in Armenia or somewhere else.*

Examples of similar work samples from previous projects; 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.

The contractor best complying with all the qualification criteria, must present in the Technical Proposal the methodology of services and describe how the relevant professional and organizational standards will be met during the implementation.

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. The consortium of maximum 3 different members is allowed.

A Consultant will be selected in accordance with the Quality-Based Selection (QBS) 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 **March 05, 2024, at 17:00 (Yerevan time)**.

Armenian Territorial Development Fund

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