REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

Republic of Armenia

Local Economy and Infrastructure Development (LEID) Project

Loan No.: P150327

**07 September 2022**

**Assignment Title: International Visitor Survey on National Level**

**Reference No**.: **LEID-IVS-02**

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.

Drawing on the methodology and questionnaires used for conducting previous two IVS, the Research Firm will be responsible for updating and refining sampling methodology and questionnaires along with collecting and summarizing data about inbound and outbound tourism trips such as demographic and geographical information, travel patterns, expenditure structure and feedback on travel experience.

After completion of the fieldwork, a final survey report will be developed based on comprehensive analysis of main target markets, clustered consumer preferences, spending behavior, existing and potential products accompanied by comparisons with 2013 results to serve as an essential tool for TC to continue the enhancement of the National Tourism Strategy and its Action Plan, as well as marketing and promotion policies. The report should also include a focused analysis of the market development/targeting strategy for tourism infrastructure development, financing strategy and tourism-related policy reform implications. The analysis should be based on both survey data and secondary data. The research firm should be located in Armenia.

**The consultant shall:**

All proposed actions and activities must be carried out in close coordination with the TC.

To achieve objectives, the Consultant shall implement the following activities.

1. **Refine the methodology:** Review and refine the methodology used in previous two IVS once these documents will be provided by the Client. Compliance with theinternational recommended methodological frameworks described in the following documents should be ensured:

* “International Recommendations for Tourism Statistics” UN, 2008
* “Tourism Satellite Account: Recommended Methodological Framework” UN, 2008
* Instructional Materials on “Conducting and Processing a Visitor Survey” World Tourism Organization, 1994
* "Balance of payments and international investment position manual", 6th edition, IMF,2009

**2. Prepare sampling methodology and plan:** Building on the sampling methodology used in previous surveys provided to the Consulting Firm at the beginning of the project, prepare detailed documentation on the sampling methodology and interviewing plan based on arrival and departure (2019 and 2021) data per border point.

Sample sizes should be determined with reference to previous two surveys and ensuring representativeness for at least top 20 target markets. The sample size should also ensure no more than 5% margin of error for the total annual expenditure.

**3.** **Update/adopt questionnaire:** Adopt the questionnaires ensuring the reflection of requirements for getting specific information needed for possible introduction of TSA

**4. Implement pilot survey implementation:** The Consultant shall carry on pilot survey with at least 100 respondents in Zvartnots International Airport, and 2 of the land border crossing points. This aims to ensure the validity and relevance of the questions, the sequencing and efficiency of the questionnaire structure. Any ambiguity and confusion shall be eliminated. After the pretest, the questionnaires shall be revised and submitted to the Client for assessing the appropriateness of the pretest and providing clearance to carry out the survey.

**5. Determine the database structure:** The database structure shall be determined and presented to the Client’s reviewbefore the fieldwork execution.

**6. Execute and monitor the fieldwork:** Based on the sampling plan, the Consultant shall conduct and monitor the fieldwork to ensure quality of the collected data and representativeness of the survey sample.

**7. Update the survey database on monthly basis:** The survey database should be updated on monthly basis and submitted to the Client for review along with a brief report on the fieldwork implementation based on pre-defined format. Questionnaires shall be reviewed by the Individual Consultant for completeness and monitored for accuracy of recording (both manually and by using boxplots of the ‘outliers’).

**8. Finalize the survey database including necessary encodings:** After the completion of the fieldwork, data cleaning should be performed and in case of open-ended questions necessary encodings should be done.

**9. Prepare full activity report:** The research firm in coordination with the individual consultant should prepare a full activity report determining the whole survey process, undertaken activities, results and lessons learned (suggestions and recommendations).

**10. Prepare final analytical report:** The research firm will ultimately be responsible for preparation of the final report with comprehensive analysis of main target markets, clustered consumer preferences, spending behavior, existing and potential products with reference to 2013 results (2nd Survey), The report should also include a focused analysis of the market development/targeting strategy for tourism infrastructure development, financing strategy and tourism-related policy reform implications In addition, the RF will prepare a presentation on the main findings, data and insights of the Survey (in PPT format). The final report should be developed under the supervision and direct involvement of an International Consultant.

The implementation period is **18 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:

* Provide evidence on minimum 8-year work experience in (research) conducting surveys and analysis: list of provided similar services, including project scope, duration, budget, and customer data
* Relevant experience dealing with international recommended methodologies (by UN, EUROSTAT) on tourism or other statistics.
* Relevant experience in drafting survey analytical reports with policy recommendations.

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 **September 22, 2022, at 17:00 (Yerevan time).**

Armenian Territorial Development Fund

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