

**Creation, management and maintenance of a tourism portal for Qarku of  
Gjirokastra**  
*Call for proposals*

**Location:** Albania, with frequent travel to Qarku of Gjirokastra

**Estimated duration:** August 2018– July 2019 (12 months)<sup>1</sup>

## 1. Background of RisiAlbania project

The RisiAlbania Project is funded by the Swiss Agency for Development and Cooperation (SDC) and implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania. The overall goal of the project is to contribute to an increase in employment opportunities for young women and men (age 15-29) in Albania. This goal will be achieved through:

- (i) enhanced growth and job creation by the private sector in three selected subsectors agro business, tourism, and ICT (labor demand),
- (ii) improved access to job opportunities and labor market information and services (intermediation), and
- (iii) improved skills of young people by improving the offer of private training providers in the three selected sectors (labor supply).

In the tourism sector, Risi is supporting the tourism stakeholders in Qarku of Gjirokastra to develop a multi-stakeholder approach to the creation, maintenance, management and dissemination of tourism information and specifically, with the creation, management and maintenance of a **tourism portal for Qarku of Gjirokastra**. In May, Risi organized a meeting that resulted in the establishment of a “Management Forum” composed of public and private tourism stakeholders in Gjirokastra, Risi has identified the stakeholders that have most interest in the sustainability of this initiative.

## 2. Objective of the service contract

The “Management Forum” and Risi are looking to engage the services of a tourism marketing company, organization or joint venture (“the Consultant”) that will carry out the implementation of the project and will guarantee, in collaboration with the tourism stakeholders, its future sustainability. Submitted proposals will need to demonstrate experience in tourism marketing and in e-tourism. The candidate will need to submit a management model.

The objective of these TORs is to select a Consultant that will develop the Website in a collaborative way with tourism stakeholders from Qarku of Gjirokastra, and that will propose a financially sustainable content generation and maintenance model involving tourism stakeholders. This model must be a **public-private partnership**.

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<sup>1</sup> With the possibility of extension depending on agreement between the marketing company and Gjirokastra stakeholders.



### 3. Expected outputs

- High quality Website portal for providing information, communication and promotion of tourism for Qarku of Gjirokastra, including additional marketing activities needed such as a promotion strategy and a branding initiative;
- Clear process and procedure to guarantee the sustainability of the project (management, local stakeholder involvement, maintenance, and financial viability);
- Clear portal ownership model, which must be a public-private partnership;
- One-year marketing and promotion plan following the completion of the Website.

### 4. Deliverables

- Kick-off meeting report, including a workplan for the design and launch of the Website (by end of 1<sup>st</sup> month after contract signature);
- A report outlining how the requests and needs of different tourism stakeholders will be incorporated into the Website and a branding strategy (by end of 2<sup>nd</sup> month after contract signature);
- A beta version of the Website (by end of 5<sup>th</sup> month after contract signature);
- A final version of the Website (by the 10<sup>th</sup> month after contract signature);
- A promotion strategy (by 11<sup>th</sup> month after contract signature);
- Marketing and statistical information about the performance of the Website (by end of contract);
- Monthly progress reports;
- A final report outlining achievements and lessons learned (one month after finalization of contract 2019).

### 5. Consultant profile

- Experience working in marketing and communications for the tourism sector;
- Experience developing Websites;
- Experience working in teams and integrating contributions from different parties;
- Excellent English and Albanian oral and written communication skills;
- Track record of working in Albania.

### 6. How to submit proposals

We expect proposals to be submitted in English or Albanian (English preferred) in 1 hard copy and 1 electronic copy (on USB stick or CD) in closed and stamped envelope to the address given below<sup>2</sup>, by July 16<sup>th</sup>, 2018, at 15.00 o'clock. Only proposals handed in within the indicated timeline will be considered. Please use the formats provided by Risi for the narrative proposal and the business plan. Proposals will be evaluated according to the following criteria:

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<sup>2</sup> RisiAlbania- Rr. Ismail Qemali, P18, H.3, Apt. 15, Tiranë, Shqipëri



<b>Evaluation criteria</b>	<b>Rating</b>
<b>1. Viability of the business plan for Website development and management including:</b> -Clear plan for the sustainability of the Website (the business model); -Management plan ensuring alternative tourism actors from the Qarku of Gjirokastra are included in Website operations.	50
<b>2. Experience developing tourism and destination promotion portals and Websites</b>	30
<b>3. Cost</b> , including a financial plan with a clear strategy for sustainability, and the amount of cost sharing with RisiAlbania requested in the proposal	20
<b>Total Points</b>	<b>100</b>

## 7. Management and reporting

The selected Consultant will work with the tourism stakeholders in Qarku of Gjirokastra and with Risi. The Consultant will report to the Risi Intervention Manager for Tourism.