Preparation of two regions, (1) Srem (7 municipalities) and (2) Sumadija with Pomoravlje (13 municipalities) for DMO establishment, defining of tourism space and technical support for entities that sell destinations the targeted regions

CALL FOR BIDDERS

I GENERAL TERMS

Contractor: Regional Economic Development Agency for Sumadija and Pomoravlje
Address: Kralja Petra I 22, 34000 Kragujevac, Serbia
Web page: www.redasp.rs
VAT ID: 100559100
Reg. No: 17385828

Regional Economic Development Agency for Sumadija and Pomoravlje as lead partner with partners: 7 municipalities of the Srem administrative district, the city of Kragujevac and 6 municipalities of the Sumadija administrative district and 5 municipalities of the Pomoravlje administrative district, implemented the project "Preparation of two regions, (1) Srem (7 municipalities) and (2) Sumadija and Pomoravlje (13 municipalities) for the establishment of the DMO, the definition of tourist space and technical support for entities that sell destinations in the targeted regions "(hereinafter: the Project). The project is financed by the SDC through the RRDS program, implemented by a consortium of partners NIRAS Poland, Rural Forum of Poland and Partner Solutions.

PARTNERS

Lead partner	Regional Economic Development Agency for Sumadija and Pomoravlje
Partner 2	Regional Development Agency Srem
Partner 3	City of Kragujevac
Partner 4	Topola Municipality
Partner 5	Rača Municipality
Partner 6	Batočina Municipality

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Partner 7	Knić Municipality
Partner 8	Arandjelovac Municipality
Partner 9	Lapovo Municipality
Partner 10	Despotovac Municipality
Partner 11	Rekovac Municipality
Partner 12	Ćuprija Municipality
Partner 13	Paraćin Municipality
Partner 14	Pećinci Municipality
Partner 15	The City of Sremska Mitrovica
Partner 16	Stara Pazova Municipality
Partner 17	Šid Municipality
Partner 18	Irig Municipality
Partner 19	Inđija Municipality
Partner 20	Ruma Municipality

One of the project activities is the engagement of an expert to organize and conduct a study visit to the Spuren der Vulkane region in Austria, as a selected case of good practice for developing a sustainable tourism product and managing a tourist destination.
The objective of this procedure is to select the best bidder and conclude the contract. All the documents required for the application are attached to this Call.

Method and deadline for submission of bids: All bids received at the address of the Contractor (Regional Economic Development Agency for Sumadija and Pomoravlje, Kralja Petra I 22, 34000 Kragujevac, Serbia) or by e-mail: officekg@redasp.rs not later than 12.03.2018 at 12:00hrs will be considered timely.

Contact:
Contact persons: Nenad Popović, Marina Ćurčić
E-mail address: officekg@redasp.rs
Phone number: +381 34 302-702

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For all additional information, we are at your disposal.
The working hours of the Contractor are Monday - Friday, 8 am to 4 pm. Bids arriving by fax or e-mail outside working hours will be received on the first next working day.

II Technical characteristics

The objective of the Call for Bids is to select the best bidder for the provision of services in order to organize and conduct a study visit on the basis of the defined Terms of Reference in the process of implementation of the project "Preparation of two regions, Srem (7) and Sumadija and Pomoravlje (13 municipalities) for establishing the DMO, defining the tourist area and technical support for entities that sell destinations in the targeted regions."

Global objective of the project:

Increased attractiveness of Srem and Sumadija with Pomoravlje region among both local and foreign tourists it will be measured through the following indicators:

- "Increased number of tourists visiting targeted regions"
- "Increased revenues from tourism sector"

Specific objectives of the project:

1. Regions of Srem and Sumadija with Pomoravlje defined, recognized, managed and promoted as tourism destinations
2. Products and tourism offer in targeted regions developed and agreed among all stakeholders.

One of the activities to achieve the general and specific objectives of the Project is the Study Visit to the selected region in one of the EU Member States.

The purpose of the study visit is to introduce the representatives of all key stakeholders of the municipalities of Šumadija, Pomoravlje and Srem with the model of development and management of a tourist destination from one of the EU member states, and the ways of creating sustainability and promotion. The knowledge gained during the study visit should be implemented in:

- tourism development programs for the targeted districts in Serbia
- development of tourist destinations and management models
- destination sales models

The general objective of this procedure is the selection of the most favorable tenderer for the provision of services more closely defined in the Terms of Reference below.

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Terms of reference

for provision of services for organizing and conducting a study visit

The study visit is to be organized in the region of **Spuren der Vulkane in Austria**, as a good practice case for development of a tourist destination (creation of tourist products, promotion and destination management) from 24.03.2018. to 27.03.2018.

Services include:

1. Accommodation for the group and meals (transport organized by the Contractor)
2. Organizing and conducting guided tours
3. Organization and coordination of meetings
4. Organizing expert presentations
5. Preparation of an expert report from a study visit with conclusions and recommendations

1. Accommodation and meals

- 3 (three) nights in the region of Spuren der Vulkane in Austria for 35 persons on half board basis; 24.03.2018 - dinner and overnight, 25.03.2018 overnight, half board (breakfast and dinner), 26.03.2018. overnight, half board (breakfast and dinner), 27.03. 2018. the breakfast
- 3 (three) lunches for 35 persons (25, 26 and 27 March 2018.)

2. Guided tours – visits to best practices in the field of tourist offer and management development

- Expert preparation of the program:
  - Identification of best practices (rural tourism, wine tourism, spa tourism, tourist attractions, local products - promotion, branding)
  - Identification of stakeholders and contacts

- Organization and realization of visits to best practice examples:
  - Agricultural producers, local products, delicacies, organic production, sustainable energy sources (minimum 3 cases);
  - Association, branding, marketing, placement (minimum 1 example)
  - Wineries, sales of wines and local products - business concept development, promotion and integrated tourism offer (minimum 2 cases)
  - Visit and presentation of tourist attractions – obligatory castles and volcano (minimum 2 locations)

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3. Meetings with representatives of the region and the tourist destination

- Organising meetings with representatives of regional authorities (minimum 2)
- Organising meeting with LAG Vulkanland Styria – topics: management, models of sustainable development
- Organising meetings with representatives of education sector, in the field of tourism education and trainings

4. Ekspert presentations

- Organising expert presentation (minimum 2):

Obligatory topic: Vulkanland brand - tourism product development, valorisation of potentials, branding, stakeholders, regional vision, management models and sustainability

Other topics, indicative

- Integrated approach: natural heritage - volcanoes; cultural heritage - castles, traditional products; environmental protection - renewable energy sources
- Education and training in the field of tourism development

* It is desirable to allow participants to download expert presentations.

5. Producing an expert report from the study visit with conclusions and recommendations (up to 10 pages)

The report should include:

– The basic conclusions from the meetings held, the exchange of experience and presentations with the re presentatives of the tourist areas, experts, educational institutions and businessmen who participate in the creation of a tourist product

- development of a tourist destination - integrated approach and sustainability
- creating a tourist product and selling a destination
- managing a tourist destination

– Basic guidelines and recommendations for the implementation of the concept in the targeted territories - Srem and Sumadija and Pomoravlje, based on the exchange of experience, within the themes:

- The approaches and best practices that can be applied in the territory of Sumadija and Pomoravlje and Srem; which best practices require different approaches due to differences in the frameworks of legislation, institutions and strategies
- Development of a tourist destination - integrated approach and sustainability
- Creating a tourist product and selling a destination
- Managing a tourist destination

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Description of additional services for the purpose of realization of the project task:

In preparation for the realization of activities at expert level, provide:

- Identification of key stakeholders - list of institutions, organizations, producers, agencies and other stakeholders and contacts
- Study visit program - locations, institutions, examples of good practice, meetings
- Tour guidance - guide-thematic expert, (coordination of visits to good practice examples and coordination of meetings and presentations)
- Interpretation (German-Serbian, Serbian-German) during travel, visits, meetings and presentations
- Report from a study visit with conclusions and recommendations (in Serbian or English)

Reporting:

It is necessary to submit the following reports:

1. Preparation material: Detailed plan and programme of the study visit – not later than 8 days before the study visit

2. Report from the study visit with conclusions and reccommendations – by 15.04.2018.

Reports can be submited to the Contractor in digital format to the e-mail address of the Contractor: officekg@redasp.rs

Period of engagement: 12 days, from 20.03.2018. to 15.04.2018.

4 days - preparation

4 days - realisation of the study visit, 24-27. 03.2017.

4 days - report from the study visit

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III Conditions for applying for the call for bids

1. MANDATORY CONDITIONS

The right to participate in the procedure of the public procurement in question, have all bidders who meet the mandatory conditions for participation. Abiding by the mandatory conditions for participation in the procedure of the public procurement is proven by the bidder by the means of verification as defined in the following table:

R.br	MANDATORY CONDITIONS	MEANS OF VERIFICATION
1.	To be officially registered legal entity in accordance with the law of the country of registration	Signed Declaration of Honour
2.	That they and their legal representative have not been convicted of any criminal offense as a member of an organized criminal group, that they have not been convicted of criminal offenses against the economy, crimes against the environment, the criminal act of receiving or giving bribes, the criminal act of fraud	
3.	To have settled the due taxes, he contributes to other public duties in accordance with the regulations of the Republic of Serbia or foreign country when he has a seat on its territory	
4.	That he has respected the obligations arising from the current regulations on protection at work, employment and working conditions, environmental protection, and that there is no ban on performing the activity in force at the time of submission of the offer.	

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2. ADDITIONAL CONDITIONS

The bidder participating in the procedure of the public procurement in question must fulfill the additional conditions for participation in the public procurement procedure, defined by this tender documentation, and the bidder fulfills the additional requirements in the manner defined in the following table, as follows:

	ADDITIONAL CONDITIONS	MEANS OF VERIFICATION
4.	STAFF CAPACITIES/ EXPERTS	Signed Statement of Bidder about Sufficient Staff Capacities
	Engaging an expert with qualifications or evidence of work / professional experience in the field of tourism. Experience in organizing and conducting study visits for groups of 35 participants with a specialized topic in the field of tourist offer development, promotion and destination management. Engagement of the translator German-Serbian, Serbian-German	

IV Obligatory documents for application to be submitted:

1) Legal entity (Annex 1)
2) Financial Identification Form (Annex 2)
3) Financial offer with structure of the price (Annex 3)
4) Statement of Bidder about Sufficient Staff Capacities (Annex 4)
5) Signed Declaration of Honour (Annex 5)
6) Expert's CV - free form
7) Residence Certificate

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V AWARD CRITERIA

The choice of the best bid will be made on the basis of the criteria "economically most favorable bid".

Elements of criteria economically most favorable bid are:

1. Study visit quality - 50 points

1.1 Number and quality of study visit programs - 30 points
1.2 Professional experience of the service provider – 10 points
1.3 Expert qualifications and experience - 10 points

2. Offered price - 50 points;

VI METHODOLOGY OF ASSIGNING POINTS

1. Quality of the study visit

1.1. number and quality of programmes of the study visit – maksimal 30 points

Description of sub-criteria	Nimber of points
Number of best practices visited – up to 6	3
Number of best practices visited – more than 6	6
Organised meetings with representatives of the region, tourist destination, management organisations and - up to 3 meetings	3
Organised meetings with representatives of the region, tourist destination, management organisations and - more than 3 meetings	6
Meetings with representatives of sectors of education, culture, etc.	3
Expert presentations, 2	3
Expert presentations, more than 2	6
Obligatory visits to tourist locations/attractions - castles and volcano	3

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Additional visits to tourist locations/attractions – spa, transparent factories, etc.	6
Exibitions, discussions with representatives of tourist product development and management sector	3
TOTAL	

1.2. : Professional experience of service provider – maksimal 10 points

Professional experience is considered as experience in realization of multi-day thematic study visits for groups of 35 members.
Previous performance in the region of Spuren der Vulkane, Austria, is especially desirable.

Description of sub-criteria	Number of points
Organisation and realization of multi-day thematic study visits for groups of 35 members – at least 5 study visits	5
Organisation and realization of multi-day thematic study visits for groups of 35 members – 6-10 study visits	7
Organisation and realization of multi-day thematic study visits for groups of 35 members – over 10 study visits	10

1.3. Competences, qualifications and experience/expertise of the expert – max 10 points

Competences of the expert imply:

a. organisation and coordination of meetings with the key stakeholders, presentation of the territory/tourist destination, organisation of presentations of experts from target

b. interpretation Serbian-German, German-Serbian

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Qualifications - Diploma/certificate or proven work engagement/references in the field of tourism product development and/or destination.
Competencies and qualifications are subject to selection (mandatory) and are proved by references and work biography.

The experience/expertise of the expert implies: years of relevant work experience (minimum 3): Relevant work experience: participation in realization of study visits with the topic of presentation of good practice examples in the field of development of tourist offer, promotion and management of a tourist destination.

Description of sub-criteria – Experience of the expert/ expertise:	**Number of points**
3 years of relevant work experience	5
3-5 years of relevant work experience	7
over 5 years of relevant work experience	10

2. Offer / price - formula:

$$C = \frac{C\ min}{C\ pon} \times 50$$

C = number of points based on the offered price
C pon = offer price
C min = minimal offered price;

If more offers are the same – have equal and at the same time the highest number of total points, the best offer will be the offer with the lowest offered price. After making the decision on the selection of the most favorable bid within 3 days, a contract with the selected bidder will be signed.

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