



“Local level responses to the youth employment challenge in Albania” project

Project 103778, ALB/63/639/34

**TERMS OF REFERENCE TO SUPPLY INFORMATION MATERIAL
TO PROMOTE TOURISM IN THE SHKODRA REGION**

Background and rationale

Although tourism is now growing rapidly in Albania, guest house tourism, specifically that in the mountains and by the lakes, is relatively new, and accommodation has yet to reach a good standard of comfort, particularly in the remote mountain areas. Shkodra region is now visited by large numbers of tourists each year, not mass tourism—indeed the area is unable to cope with such demand—but it now deals with >10,000 visitor nights.

The development of tourism is a major objective of the Shkodra Region Development Plan, and specifically Strategic Guideline 1 states the need to ‘Develop the necessary elements required to offer a diversified regional tourist product that satisfies international demand of ‘theme travels’ focused on special-interest activities.’

The standards of service and accommodation in remote areas of northern Albania, while friendly, have room for improvement. Improving the standard of accommodation in the guesthouses of Shkodra region, coupled with support to skills development has the potential to impact youth employment in the areas.

In order to achieve the desired results, the project has identified the following activities:

1. Improving the quality of touristic services by the existing guest houses in the Shkodra region.
2. Training 15 local young people on customer care, hike guiding, English communication and entrepreneurship.
3. The trained youth will be encouraged to establish one or more enterprises.
4. Preparation of touristic information leaflet and touristic guides

Scope of the contract

The scope of this contract is the design and supply of touristic information material for supporting tourism development in the region of Shkodra on the basis of the specifications provided in this Terms of Reference.

Time Schedule

The proposed information material has to be provided in 300 copies in English and Albanian language within a month from the contract signature.

Price

The maximum amount available for the assignment is 3,000 USD. The bidder has to indicate which is the price offered within the above-mentioned ceiling. Price should be turn-key and include transportation and Value-Added Tax (VAT), as appropriate. No extra can be requested later on for any unforeseen expenditures.

Specifications

The ILO requires a provider to design and supply touristic information brochure and touristic guides with the following specifications:

- The format of the material has to be of about 50 pages, size (150 x 210 mm) and filled with text and photos on each side;
- Original design, innovative from the other material already produced in this field;
- Emphasis on areas which have a huge, currently not yet exploited, touristic development potential;
- Emphasis on the services supported by the current ILO project (e.g. guesthouses, training of touristic guides);
- The material has to focus more on images and less on written text;
- It must include the relevant information on where to book or ask for information on touristic services in the region of Shkodra;
- The format of the material has to be downloadable from the web of the Regional Council of Shkodra;
- At least 300 brochures should be delivered in hard copies;
- The information material must be in Albanian and English language.
- Length and details of the touristic material have to be included by the bidders in their technical proposal.

Submission of proposals

Proposals must be sent by email to Zejno@ilo.org and to vilma.shiroka@yahoo.it **before 12:00 midday on 14 May 2014**, indicating as subject: "*Touristic information material for Shkodra Region*".

The supplier submitting the proposal should include the followings:

- Detailed technical description of the information material it is offering;
- A specimen allowing to understand how the product will look like once printed;
- Availability to produce the information material in both English and Albanian;
- Time schedule for the preparation and delivery of the product;
- Inclusive price requested.