
TERMS OF REFERENCES – PROMOTION OF DESTINATION JALAL ABAD BY INVOLVING INTERNATIONAL & NATIONAL TRAVEL BLOGGERS.

Contact information

Po number:	81247859 LOT 1
Project/mandate number:	Quality and competitiveness of tourism
Project/mandate name/country:	«Visit Jalal – Abad» - in Jalal – Abad city, Arstanbap (Gumkana, Belterek, Jaradar, Arstanbap villages) and Sary – Chelek (Arkyt, Kara – Suu villages) touristic destinations, Kyrgyzstan

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1. Background

The Public Association “Youth of Osh” together with co-partner “Destination Osh” Public Union, announcing a call for international bloggers on the frame of “Visit Jalal – Abad” project.

This project is aimed at developing tourism in three target locations Jalal – Abad city, Sary – Chelek (Arkyt and Kara – Suu villages) and Arstanbap (Bel – Terek, Jaradar, Gumkana and Arstanbap villages). Project is not only intended on developing tourism specifically, but as well will better the economic condition of population. Create a unified platform to promote and improve the quality of tourism services. Establish subsidiary Destination Jalal- Abad that will become the driver of growth for the tourism industry, consolidating within itself the functions of coordination, marketing, representation, training and others. Strengthen the Internet representation of the Jalal-Abad region developing high-quality content in English, Russian and other languages regarding travel offers, accommodation options, transportation services and other aspects that will make a tourists’ stay in the region comfortable, rich and informed through creating Website for Jalal – Abad region. Develop tourist

products that emphasize the historical, cultural and gastronomic peculiarities of the target locations, which in turn will provide the locations with a tourist appeal and additional sources of income.

Project strategy for achieving those outcomes is to:

Support development unified platform for tourism sectors in order to achieve system-level improvements for involved stakeholders and create income and employment gains for the poor.

ASSIGNMENT DESCRIPTION

Assignment Title: Promotion of Jalal – Abad region by involving international and national travel bloggers:

- writing and publishing blogposts;
- taking and preparing photos and promo videos of destinations
- assessing and improving existing tour products;
- professional assessment of the touristic destinations.

Location(s): Jalal – Abad city and Arstanbap (Gumkana, Belterek, Jaradar and Arstanbap villages), Sary – Chelek (Arkyt, Kara – Suu villages) touristic destinations;

Assignment periods: May, June 2021 (or a date agreed upon)

Objective: To promote Jalal – Abad city, Sary – Chelek and Arstanbap villages by involving international (**min. 1 English speaking audience & 1 for Russian speaking audience**) and national travel bloggers (**min 5 national bloggers**), writing and publishing blogposts through visiting the project region; assessing and improving existing tour products; professional assessment of the touristic destinations.

Tasks for international travel blogger:

1. Travel to Jalal- Abad city, Arstanbap and Sary – Chelek villages to evaluate/assess existing tour products of Destination Jalal – Abad, as per the provided agenda during an approximate 10 days period. Assessment will proceed considering region’s evolving tourism identity and positioning (e.g., what makes the Jalal - Abad region unique in Kyrgyzstan).
2. Identified potential tourism products can be experienced in short format in order to assess as many products as possible and provide on-the-ground advisory (3 hours workshop, written analysis report).
3. Take photos of tour products during testing.
4. Write min 3 blog article and social media posts about tour products and services on their own blogs (website, social platforms etc.).
5. Evaluate tour products for following criterion:
 - a. Attractiveness of tour products for international tourists (target market) in terms of product vs. price
 - b. Feasibility of tour products for western tourists (e.g., aligned with traveler demands and interests)
 - c. Recommendations for further improvements of tested tour products and ideas for other product development in region aligned with regional positioning and marketing plan.
6. Professional assessment of touristic locations.

Expected results:

1. Report outlining a) assessment of products and product ideas presented during field visits; b) identification of potential new product ideas.
2. Write min 3 blog article and publish a blog and social media posts as a result of trying and testing new and existing products. Editorial control remains with the awarded company.

3. Share photos taken during implementation in original size with the Customer (minimum 25 photos).

Tasks for national travel bloggers:

1. Travel to Jalal- Abad city, Arstanbap and Sary – Chelek villages to evaluate/assess existing tour products of Destination Jalal – Abad, as per the provided agenda during an approximate 8 days period. Assessment will proceed considering region’s evolving tourism identity and positioning (e.g., what makes the Jalal - Abad region unique in Kyrgyzstan for locals).
2. Identified potential tourism products can be experienced in short format in order to assess as many products as possible and provide on-the-ground advisory (3 hours workshop, written analysis report).
3. Take photos and videos of tour products during testing.
4. Write min 3 social media posts about tour products and services on their own blogs (website, social platforms etc.).
5. Evaluate tour products for following criterion:
 - a) Attractiveness of tour products for local tourists (target market) in terms of product vs. price
 - b) Feasibility of tour products for local tourists (e.g., aligned with traveler demands and interests)
 - c) Recommendations for further improvements of tested tour products and ideas for other product development in region aligned with regional positioning and marketing plan.
6. Professional assessment of touristic locations.

Expected results:

4. Report outlining a) assessment of products and product ideas presented during field visits; b) identification of potential new product ideas.
5. Write min 3 blog article and publish a blog and social media posts as a result of trying and testing new and existing products. Editorial control remains with the awarded company.
6. Share photos taken during implementation in original size with the Customer (minimum 25 photos).

Application

All the interested companies/organizations/experts/ to participate in this call are requested to send their offers in English or Russian languages until **9:00 (Kyrgyzstan time) of 1, May, 2021(Saturday)** electronically to the following e-mail addresses: j.mamasharipova@youthofosh.kg and destination.osh@gmail.com

Sent offers should include:

- Both Technical and Financial proposals not more than 3~4 pages (English or Russian) ;
- Detailed technical proposal will include proposed methodology indicating the overall process including quality assurance, time frame, etc. for undertaking the whole assignment;
- A separate, clear work plan, with expected results and detailed time frames;
- The financial proposal will include budget containing total costs anticipated in undertaking and delivery of the assignment;
- Detailed CV(s) of person(s) involved in assignment with full description of the profile and experience;
- Contact details from at least two independent referees with in-depth and proven knowledge of the applicant’s expertise and relevant work experience;
- Sample of relevant international and national studies/assignment previously produced.

All the questions regarding the call can be sent to emails: j.mamasharipova@youthofosh.kg and destination.osh@gmail.com. until 25, April



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