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## Terms of Reference for the mid-term assessment of tourism service providers of the project «Visit Jalal – Abad»

Project number:	GIZ 81247859 LOT 1: Quality and competitiveness of tourism.
Name of the project:	Developing a tourist destination in Jalal-Abad region <b>“Visit Jalal-Abad”</b>
Contracting Authority:	<p>“Youth of Osh” Public Association.</p> <p>PA “Youth of Osh” (YoO) is a progressive youth organization that has been active in Kyrgyzstan for over 10 years. YoO works not only in big cities, but also in villages, mountainous, remote and border areas. We know the youth needs, support and promote its ideas, using an innovative approaches, methods and decisions. We urge young people to be peaceful and respect human rights; promote the ideas of volunteering, social services and civic activism. We help young people to acquire new knowledge and life skills, as well as realize their social and business ideas. Cooperating with government bodies, parliament, civil and business communities, we are making a significant contribution to sustainable development of Kyrgyzstan.</p>

### Background information and project description:

Project Location(s):	Jalal-Abad city, villages of the Arslanbap valley (Bazar-Korgon district), villages of the Sary – Chelek nature reserve zone (Aksy district).
Project duration:	28 months (1st of September, 2019 – 31st of December, 2021)
Project objectives:	Overall objective: Develop tourism in Jalal-Abad region.
Project components:	<p>The project will consist of three main components:</p> <p><b>Component 1:</b> Establishment of a unifying centre for information, training and development of tourism “Destination Jalal-Abad”</p> <p><b>Component 2:</b> Business Club "Tourism" – supporting new or existing business ideas among youth</p> <p><b>Component 3:</b> Promotion of the tourist destination region through the “Visit Jalal-Abad” brand.</p>
Target group(s):	<p>2250 beneficiaries (1080 or 48% - female, 562 or 25 % - youth);</p> <p>500 households;</p> <p>150 participants in the tourism network (72 women, 50 youth);</p> <p>200 trained people working in the tourism.</p>
Indirect beneficiaries:	Private sector workers on the other locations of Jalal – Abad oblast; Local product producers such as: bee keepers, nut oil producers, farmers etc.



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<p>Expected Results (Outcomes):</p>	<ul style="list-style-type: none"> <li>• Tourism in Jalal – Abad is developed. Unified platform on promotion and improvement of the quality of tourism services is worked out.</li> <li>• Subsidiary Destination Jalal- Abad is established.</li> <li>• Website on Jalal – Abad is developed.</li> <li>• 6 unique tour products created that emphasize the historical, cultural and gastronomic peculiarities of the target locations.</li> <li>• Income in target locations increased.</li> </ul>
<p>Main activities:</p>	<ol style="list-style-type: none"> <li>1. Conducting of baseline survey and need assessment of tourism service providers.</li> <li>2. Organizing of stakeholders meeting.</li> <li>3. Establishing Destination Jalal – Abad Public Fund; development of its strategic operational plan.</li> <li>4. Registering stakeholders.</li> <li>5. Website designing SEO optimization, coaching, copywriting, training and promotion on searching platforms.</li> <li>6. Developing Marking trails services: discovering the locations, marking, developing maps on GPS with the assistance of local experts.</li> <li>7. Organizing business bootcamp.</li> <li>8. Promoting tour product services in Destination JA.</li> <li>9. Conducting monitoring visits to the locations.</li> <li>10. Working out branding materials.</li> <li>11. Engaging 2 International Bloggers to the project.</li> <li>12. Conducting training: cultural guides, mountain guides, gastronomy, hygiene, sanitation, SMM marketing, field cooking.</li> <li>13. Funding youth business projects.</li> <li>14. Installing Touristic signs.</li> <li>15. Opening Touristic Information Centers in Arslanbap and Sary–Chelek.</li> <li>16. Conducting Tourism Festival in Jalal – Abad.</li> <li>17. Organizing ecological campaign of youth in target touristic locations.</li> <li>18. Designing manuals for trainings for tour operators; guidebooks, handouts for tourists.</li> <li>19. Conducting midterm and final evaluations.</li> </ol>

**Scope of work:**

**The overall purpose of the assignment is to conduct:**

Youth of Osh considers evaluation as an integral part of the project implementation. The mid-term evaluation is for the purpose of accountability, learning and planning and building knowledge. It should be conducted in the context of criteria and approaches for international development assistance as established by: the OECD/DAC Evaluation Quality Standard.

The main purpose of this mid-term evaluation is to provide an assessment of the progress to date, through an analysis of relevance, effectiveness, efficiency, effects and orientation to impact of the project. The specific objectives of the evaluation are the following:



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Общественное объединение

- Evaluation of overall performance against the objectives and outcomes of the project presented in the project document and other related documents;
- Evaluation of the effectiveness and efficiency of the project;
- Study of existing plans to achieve the overall goal of the project in a timely manner;
- Assessment of the sustainability of the measures implemented under the project;
- Description and documentation of preliminary lessons learned in terms of project design, implementation and management;
- Providing advice on future project activities and, if necessary, on implementation and management mechanisms;
- Presentation of lessons learned for the future.
- Need assessment of the project beneficiaries (tourism service providers) for training and other measures to improve their capacity to expand services and increase profitability.

In particular, the evaluation will assess the progress of the project and identify difficulties in project implementation and their causes, and will present recommended corrective action plans.

#### Project indicators:

a) Outreach to households: Total number of total beneficiaries, who implement changes
b) Average increase in income per household in KGS or in percentage of actual income
c) Total additional income generated by the proposed intervention in KGS (e.g. "number of beneficiaries who implemented changes" x "average benefit per HH")
d) Number of poor beneficiaries (defined as the poorest 40% of HH), who implement changes
e) Number of expected additional jobs (more than 20 working days per year)
f) Number of expected additional jobs for women
g) Number of expected additional jobs for young people (up to the age of 28)
h) Total number of participants in the tourism network / in agricultural producer groups
i) Number of women and youth participating in the tourism network / in agricultural producer groups
j) Number of joint activities within the <b>tourism</b> network
k) Number of activities with female focus in <b>tourism</b> networks
l) Number of trained people working in <b>tourism</b> , who may apply the training content

Following completion of the mid-term assessment studies, the key findings will be shared among the targeted stakeholders for their feedback, suggestion and review.

#### Key deliverables:

1. Draft and Final project mid-term assessment report in Russian and English (max 20 pages) with all necessary annexes.



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- An inception outline for the project mid-term with the detailed work plan, appropriate methodology, sampling size, data entry and analysis plan, timing, team roles and responsibilities etc.;
- Project mid-term area and sector identification and final study instruments including questionnaires, checklist, desk review plan etc.;
- Final study instruments/tools for the mid-term survey and tracking sheet for entry of mid-term data.
- Present the finding sharing to the project team and stakeholder through a sharing workshop.

### Logistics and budget:

YoO will provide the selected candidate with all necessary information regarding the project for the successful implementation of the task. The project team will support the candidate with logistical arrangements, assistance in arranging interviews and site visits.

The overall budget the studies is envisaged not to exceed 3000 EURO, including all related expenditures.

### Qualification of the expert / expert team:

The whole assignment will be done by an Expert / Group of Experts with team leader / Company who should have similar working experience in conducting project baseline and need assessment. Previous experience in working GIZ / EU projects will be considered as an advantage.

#### The key selection criteria will be the following:

- Minimum 5 years of experience of similar assignment including development and conducting project baseline, need assessment is necessary.
- Previous experience in research of the thematic fields (sustainable tourism, community and youth development) is an asset;
- Excellent knowledge of Kyrgyz and Russian.
- Knowledge of English is an asset.

### Application:

*All the interested companies/organizations/experts/ to participate in this call are requested to send their offers in Russian or English languages until **17:30 (Kyrgyzstan time) of July 28, 2021 (Friday)** electronically to the following e-mail address: [j.mamasharipova@youthofosh.kg](mailto:j.mamasharipova@youthofosh.kg)*

Sent offers should include:

- Both Technical and Financial proposals not more than 3~4 pages;
- Detailed technical proposal will include proposed methodology indicating the overall process including sampling, quality assurance, time frame, etc. for undertaking the whole assignment;
- Clear work plan including outputs/deliverables with detailed time frames;



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- The financial proposal will include detailed budget containing total costs as per man-day rates in Euro, travel, accommodation and per diem costs, and leaving a realistic margin for local travel and translation if needed and any other costs anticipated in undertaking process 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 email: [j.mamasharipova@youthofosh.kg](mailto:j.mamasharipova@youthofosh.kg) no later than **July 28<sup>th</sup>**.*