



## **REQUEST FOR PROPOSAL**

Name and address of the contracting authority: René Moawad Foundation – Zgharta-Mejdlaya  
Contact person: Mary Daher, Senior Procurement Officer  
Title of the tender: Development of Mediterranean Adventures Web portal  
Reference number: WP5.SS.PP3.90099

### **PART A: INFORMATION FOR THE TENDERER**

#### **1. INFORMATION ON SUBMISSION OF TENDERS**

##### Subject of the contract:

The subject of this tender is:

- Provision of **services**, as indicated in the technical information in point 2 of this section

##### Deadline for submission of the tenders:

The deadline for submission of tenders is 19<sup>th</sup>, January 2022 until 16:00h. Any tender received after this deadline will be automatically rejected.

##### Address and means of submission of the tenders:

The tenderers will submit their tenders using the **standard submission form available in Part B of this tender dossier**. The tender will be submitted in 1 (one) original. In case of e-mail submission, the tenderer may provide a scanned original. Any tenders not using the prescribed form shall be rejected by the contracting authority.

**If delivery by post or courier**, the tenders will be submitted in two separate envelopes:

- **envelope one** for the tenderer's information, the tenderer's statement and the technical offer and
- **envelop two** for the financial information.

An envelope including both envelopes will contain the following information at the external part:

Name and address of the contracting authority

Contact person

Title of the tender

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Reference number

Name and address of the tenderer

**If delivery by e-mail**, the message will clearly indicate and sent to **mdaher@rmf.org.lb**:

Title of the tender

Reference number

Name and address of the tenderer

The tender submission form and any supporting documentation will be provided as attachment to the e-mail.

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## 2. TECHNICAL INFORMATION

The tenderers are required to provide services as indicated below. In the technical offer, the tenderers will indicate more details on the deliveries, referring to the below table.

### Background information

The Mediterranean (MED) region is one of the world's leading tourist destinations, which makes tourism a key driver for socio-economic progress & a key income source for many of its countries. Faced by growing competition & a deterioration of the political & security situation in the region, the destination has demonstrated symptoms of a slowdown, which makes the recovery of the sector an economic priority. This downturn may also present an opportunity to transform the tourism model into a sustainable & competitive one, addressing current sectorial challenges as the predominance of mass seaside tourism, dependence on the European market & territorial imbalances.

The hereby proposed initiative (MEDUSA project) is led by a mix of public/private/non-governmental organizations across the region with proven track record in the tourism & business development field. MEDUSA will tackle these joint challenges via targeted & inter-related capacity building & cross-border interventions to develop & promote Adventure Tourism (AT) in the region. Between 2010 & 2014, this tourism niche grew by 195%. The MED has every opportunity to become part of this international trend, which properly managed can make tourism more sustainable, providing a strong incentive for conservation, while creating jobs & more income for local communities. These major expected changes will occur in the medium/long-term. Also, the multiplier effect will be higher in comparison to other forms of tourism. The main results of the project are cross-border routes & itineraries, in the form of new and/or improved AT products, revealing lesser-known destinations & attracting tourists throughout the year. A long-term (LT) strategy is envisaged for the promotion & management of these destinations in a sustainable way with the participation of a wide array of stakeholders. The main beneficiaries are SMEs (Tourism Service Providers, Tour Operators (TOs), Travel Agencies, etc.), public authorities & the communities.

MEDUSA project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation program "Mediterranean Sea Basin" 2014-2020 (ENI CBC MED). It started on 1st September 2019 and has a duration of 36 months (until 31st August 2022). It counts on an overall budget of 3,317,314 EUR, which are co-financed at a 90% rate by the ENI CBC Med program.

It includes the following project partners:

- ✓ Barcelona Chamber of Commerce (Spain) – Lead Beneficiary
- ✓ Rene Moawad Foundation (Lebanon)
- ✓ Association of the Mediterranean Chambers of Commerce and Industry (Spain)
- ✓ Jordan Inbound Tour Operators Association – JITOA (Jordan)



- ✓ Royal Society for the Conservation of Nature – RSCN (Jordan)
- ✓ Puglia Region – Department of tourism, economy of culture and valorization of territory (Italy)
- ✓ WWF Mediterranean North Africa (Tunisia)

This specific tender falls under OUTPUT 5.3 - Mediterranean Adventure Treasures sales and marketing alliance - Developed as a joint, cross-border, long-term strategy for sales, marketing and communication to promote & exploit the routes & associated products developed under the project. It is intended to promote the Mediterranean as a destination that offers more than Sea, Sand & Sun, while increasing the sales & lowering the operational costs of participating tourism professionals. To achieve this goal the project will explore a variety of tools and material that can be developed to support this activity such as Web Portal, App, social media, interactive destination/route maps, road books, audio-visuals, etc.

More information is available at: <http://www.enicbcmmed.eu/projects/medusa> .

### **The Mediterranean Adventures Marketing Plan**

The 5 MEDUSA destinations Catalunya, Jordan, Lebanon, Tunisia, and Puglia were all facing similar challenges when they started the MEDUSA project to jointly develop and promote sustainable adventure tourism in the Mediterranean region. The so-called “**3 S tourism model**”, standing for sea, sand and sun, was a pre-dominant tourism model creating limited seasonal jobs and the Covid-19 crisis has additionally enforced the economic slowdown of local tourism industries in the destinations. Uncontrolled spread of visitor flows (“over-tourism”) resulting in growing pressure on natural resources and social impacts, along with a lack of knowledge about the competitiveness of sustainable tourism practices and innovative sustainable tourism, all paved the way for a new and more sustainable tourism model: **Sustainable Adventure Tourism (SAT) for the MED region**.

Positioning the MEDUSA destinations and their SAT flagship products as a new Sustainable Adventure Tourism destination on the regional, European, and international market, is quite a challenging task, because more and more tourism destinations are fighting for a “share” of the international tourism market. This is especially true since developing or emerging countries have discovered rural, nature or mountain tourism as a job generator and instrument to counter migration in remote areas.

Moreover, the 5 MEDUSA destinations are **not yet strongly positioned** and **known on the sustainable and specialised international tourism market** and each of the 5 destinations shows very different development stages in terms of sustainable tourism infrastructure and institutional capacity. While, for example, Jordan already has an image of an adventure tourism destination in the sustainable tourism field, Tunisia is just starting to emerge towards sustainable tourism development and Lebanon is not yet known as a sustainable tourism destination at all.



### How can the 5 M destinations possibly be successful in a highly competitive market?

The 5 MEDUSA destinations feature **strong potential** to become competitive **authentic** and **sustainable tourism destinations**.

**Strong market positioning** and **added value will be achieved through joint marketing activities** as “one joint product “under one umbrella (brand) - “Mediterranean Adventures”.

All 5 destinations already have **strong SAT Flagship products** in place and the design of innovative, sustainable adventure tourism products is ongoing (Mediterranean Adventure Tourism Sub-granting Competition).

Therefore, to ensure a strong marketing positioning, the project developed a marketing strategy and plan of action that will help the partners achieve this objective.

**The Plan Objectives** - The ambition of the project is to **increase** the **visibility** and **attractiveness** of **less well-known destinations**, resulting in **increased international tourist arrivals** in the targeted regions. Furthermore, an equalization of tourist streams in terms of seasonality and geographical areas results in more balanced distribution of income and strain on the territory and population. A sustainability-oriented approach to tourism management safeguards biodiversity, wildlife, natural and cultural resources, as well as rural communities.

**Long-term objective of the MEDUSA project.** The marketing strategy aims to promote the MEDUSA partner destinations in a sustainable manner and turn them into competitive emerging sustainable adventure tourism destinations. The multi-stakeholder initiative counts on the participation of a wide range of tourism actors from the private sector, such as tourism service providers, tour operators (TOs), travel agencies, public authorities, and communities.

### **Objective and expected results**

Therefore, as part of the marketing plan, a branding company was hired that developed a brand logo that was approved by partners and is currently in the process of developing brand guidelines and other promotional digital and non-digital materials.

This objective of this tender is creation of a web portal that will help promotion of the Mediterranean Adventures brand and its pilot destinations, products, services, and activities. The portal shall allow listing of specialized tour operators that will be selected based on certain criteria, and will be able to promote their products and offering on the platform. Taken the fact that the project remaining lifetime is just 12-14 months, the platform should be flexible enough to survive afterwards through an update mechanism which can be managed by the listed tour operators. Tenderer professional expertise and advice in the matter will be key.

The description of the web portal features is detailed below. Tenderers are strongly encouraged to add and recommend best use and mix of these and possibly other details to meet project objectives.



No.	Title of item	Description	Required timeframe	Required inputs (if applicable)
1	<b>Develop Web portal with booking engine for tourism activities</b>	<p>The web portal aims to support MEDUSA project activities in promoting the Mediterranean Adventures Brand, the 5 MEDUSA destinations and adventure activities in these destinations.</p> <p>The portal also aims at providing an indirect booking platform for B2B and B2C interventions through providing linkages to select tour operators, who will be listed on the platform.</p> <p><b>Further Details:</b></p> <ul style="list-style-type: none"> <li>A listing portal that covers information on 5 countries and which lists tour packages with specific period, activities included and price which will be linked with Tour Operators offering these packages where portal visitors can book any package they wish (without online payment). The booking request will be submitted directly to the Tour Operator who will be contacting the customer to complete the booking.</li> <li>Tour Operators can register online to be within the portal and the registration request will be submitted along with any mandatory documents (i.e. company registration certificate) to an Admin (TBD) to approve the Tour Operator. Yet, Admin can add tour operators directly as well from the system.</li> </ul>	April 2022	<ul style="list-style-type: none"> <li>Domain and webhosting</li> <li>Development of a webpage based on the provided corporate identity and corporate design guidelines.</li> <li>Specifications of the website: <ul style="list-style-type: none"> <li>1 Language - English</li> <li>6 main pages and 5 subpages</li> </ul> </li> <li>Digital map featuring the location travel packages and experiences offered (<a href="https://www.wildsea.eu/route-map">https://www.wildsea.eu/route-map</a>)</li> <li>Responsive design optimize.</li> <li>Email contact form</li> <li>Booking engine related to the direct tour operator bookings on the 5 subpages.</li> <li>Additional: Maintenance cost for one year</li> <li>Example: <a href="https://www.wildsea.eu/route-map">https://www.wildsea.eu/route-map</a></li> </ul>



# MEDUSA

		<ul style="list-style-type: none"> <li>• Once the tour operator being approved, they will be granted an access to an area where they can add, update, delete etc., their packages to be listed within the portal as well as all booking requests sent by visitors.</li> <li>• Tour Packages can be submitted to Admin to approve before being listed (TBD).</li> <li>• Visitors of the portal will be able to list all packages, filter them and view package’s details which will include: Title, Description, included Activities, Schedule, Pictures and Price. Filter might be Country, certain word, Price Range, and Activities or other.</li> <li>• Portal will be only in English language</li> <li>• A landing page for each country along with attractions and brief about each country.</li> <li>• An interactive map that will facilitate navigation through the different geographic locations of the 5 countries.</li> <li>• Portal might include an interactive part linked to select hiking trails in the respective destinations (This is contingent to another project activity and should be quoted separately)</li> <li>• Portal should be: Responsive, Search Engines friendly, nicely designed with high user intuitive journey, secure, etc. (General Websites specifications)</li> </ul>		
2	<b>Develop Web portal content</b>	The following main content could be integrated (but not limited to this). A clear briefing and structure regarding the content will need to be developed and approved:		<ul style="list-style-type: none"> <li>• Content base to be used includes previous reports and promotional materials already developed by the project</li> </ul>





# MEDUSA

- Information on the tourism destinations in the 5 MEDUSA destinations, including an overview map and description of the 5 MEDUSA regions as sustainable destinations (view 2.5)
- Key potential, highlights, and assets of the destinations with special focus on natural and cultural diversity, sustainability, and authenticity.
- **B2C Section:** Tourism-related information on transport, opening hours, tourist information centres, emergency numbers etc. – **this is vital for travellers.**
- One section for each country to introduce core values, assets, and key potential.
- Optional: links to accommodation inventory with pictures, services contacts – **this is vital for the traveller.**
- If there is an image trailer for the MEDUSA region, the image trailer could also be featured on the website.

**B2B/B2C Section:** Main section where the “Mediterranean Adventure” products are featured and a subsection for thematic product lines including booking information.

- Project partners input and approval will be required to complete the content development.





### 3. FINANCIAL INFORMATION

The maximum available value of the contract is <25,000.00><EUR

### 4. ADDITIONAL INFORMATION

#### Questions and Answers:

Companies can submit questions in writing to [lina@jitoa.org](mailto:lina@jitoa.org) and [lbeainy@rmf.org.lb](mailto:lbeainy@rmf.org.lb) no later than January 3<sup>rd</sup>, 2022. All questions and responses will be shared with all no later January 5<sup>th</sup>, 2022, 16:00 hrs.

#### The selection criteria are:

##### **Economic and financial standing:**

- The operating profit of the candidate must not have been negative over the past year;
- The candidate must have at least one year of existence.

##### **Technical Capacity:**

- At least 1 contract of similar nature undertaken in the past 3 years.
- At least 5 years of professional experience in digital marketing.
- Experience of work with the tourism sector is a plus.
- Content development is a key aspect of this assignment and should be performed by a tourism content specialized professional.
- Team working on the site development are defined and have been engaged previously in similar projects
- Offer meets minimum requirements mentioned in section 2 of this document
- Top Recommendations for best maintenance options and engagement of platform business and client users will have more points.

##### **Notes:**

- Activities that would be outsourced to 3<sup>rd</sup> parties should be clearly marked so.
- For fee-based services, include the number of expert days and the daily fees, as well as the breakdown of the incidental costs if applicable.
- Experience in the tourism field and understanding the tourism dynamics is crucial for content development and thus should be done by specialized professionals.



The award criterion is:

- best value for money, weighting 80% technical quality and 20% price

The successful and unsuccessful tenderers will be informed of the results of the evaluation procedure in written.

The estimated time of response to the tenderers is 10 working days from the deadline for submission of the tenders.

Start date and period of implementation of the tasks

The intended start date is February 1<sup>st</sup>, 2022, and the period of implementation of the contract will be until May 30<sup>th</sup>, 2022.

The contract should offer a maintenance option of 3 years.



## PART B: FORMAT OF OFFER TO BE PROVIDED BY THE TENDERER

### 1. TENDERER'S INFORMATION

#### Offer submitted by:

Name of legal entity or entities submitting the tender	
Address	
Legal registration number	

#### Contact person:

Name	
Telephone	
e-mail address	

### 2. TENDERER'S STATEMENT

I undersigned hereby confirm that the services offered in this tender are in full conformity with the specifications submitted to us by the contracting authority. The detailed description of the offered services/supplies/works is provided in the technical offer.

In addition, I confirm that our entity is fully eligible for providing services under a contract financed by the EU and it is not in any of the situations that would mean an exclusion from a tender.

Finally, I declare to have no conflict of interest with any other concerned party in the tender procedure at the moment of submitting this tender.

### 3. TECHNICAL OFFER

Please provide details on the offered services by using the standard tables below (choose one of the tables, except for hybrid contracts) and by adding any other relevant information and/or documentation.

No.	Title of item	Description of services offered	Proposed timeframe	Proposed inputs
1				
n				

#### 4. FINANCIAL OFFER

The total price for the offered services is <XX.XXX,XX><EUR >. This price does not include VAT<sup>1</sup>.

The offered price includes the execution/delivery of the items described in the technical offer, as well as all the related incidental costs, such as transport, logistics, etc., when required.

Please include a detailed breakdown, in accordance with the items in the technical offer. For fee-based service contracts, include the number of expert days and the daily fees, as well as the breakdown of the incidental costs.

Name	
Signature	
Date	

<sup>1</sup> Beneficiaries of ENI CBC grants in Mediterranean Partner Countries may be tax exempted, so the contractors must issue the invoices without VAT