

Name and address of the contracting authority: **Jordan Inbound Tour Operators Association / Amman , Jordan**

Contact person: Ashraf Barqawi (email: ashraf@jitoa.org) (tel.:+962 78 8816666)

Title of the tender: **photographer / videographer for adventure tourism in Jordan**

Reference number: WP5.SS.PP2.90089 – #2

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 **12, 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

Reference number

Name and address of the tenderer

If delivery by e-mail, the message will clearly indicate:

ITALY • JORDAN • LEBANON • SPAIN • TUNISIA

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.

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 back to the below terms of reference:

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)

ITALY • JORDAN • LEBANON • SPAIN • TUNISIA

- ✓ Jordan Inbound Tour Operators Association – JITO A (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)

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

Objective, purpose and expected results

The overall objective is to hire photographer/ videographer to provide MEDUSA project with high resolution pictures and videos for adventure tourism activities and locations in the assigned territories in Jordan

The results to be achieved by the expert(s) are:

RESULT N°1: A selection of at least 50 high resolution photos covering at least 3 Adventure Tourism Activities in different locations.

RESULT N°2: At least 3 hours of raw footage documenting at least 3 Adventure Tourism Activities. Video footage will also include interviews and testimonials.

Description of the assignment

The activities in target are related to 5 Adventure Tourism Activities as set in MEDUSA Marketing Strategy:

- Hiking/Trekking/Walking
- Cycling
- Mountain Biking
- Birdwatching/Observing flora and fauna
- Water activities.

Geographical areas to be covered

Irbid, Balqa, Madaba, Kerak, Tafileh and Aqaba governorates.

Specific work

To achieve RESULT N°1:

1. Identification of **adventure tourism activities**¹ in the targeted territories and draw a map of proposed locations and activities mix.
2. Identification of activities that support adventure tourism and discovery of the territory, including amongst other: Museums, visitor and interpretation centres of the territory, tourism routes of interest, visit to local artisans, producers and cooperatives, food offerings, etc..

To achieve RESULT N°2:

3. In addition to territorial and activities identification done for result one, identify a list of varied stakeholders in different locations representing industry stakeholders, tourism communities,

¹ Definition of Adventure tourism shall follow the definition by the Adventure Travel Trade Association (ATTA).

government entities and tourists (domestic and international) and prepare a list of interviews to be approved and scheduled.

In undertaking the tasks described under this section, the experts must comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. See https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en.

Start date and period of implementation of the tasks

In order to capture the biggest variety of seasonal scenery and activities, the task will be conducted over 2 periods: January – May 2022.

Reporting requirements

The contractor will submit the following reports in English in Electronic format:

- **Inception Report** of maximum 10 pages to be produced within one week after the partners kick-off meeting organised with the project branding company - Eyeweb. In the report, the contractor shall describe the updated **organisation and methodology** proposed according to the local working conditions. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.

Final report in the format given in **annex 2**. This report shall be submitted after submission of final work. The report shall contain a sufficiently detailed description of the locations, activities and description of any issues faced during implementation. **Special requirements**

The Expert(s) should place special emphasis on ensuring a wide consultation among key stakeholders, especially, local communities, tourism industry and government.

The Contractor must ensure adequate visibility of the EU under the programme of which the project is part through its implementation.

3. FINANCIAL INFORMATION

The maximum available value of the contract is 4.500,00 EUR.

4. ADDITIONAL INFORMATION

The selection criteria are:

Technical Capacity:

- Degree or equivalent experience
- Proficiency in shooting video and photo
- Proficiency with camera and audio equipment (Preferable 4K picture quality, lenses, tripod, gimbal, drone)

ITALY • JORDAN • LEBANON • SPAIN • TUNISIA

- Proficiency with high quality audio equipment (microphones and audio recorders)
- Experience in covering events related to travel, adventure, destinations, culture, outdoor activities, and sport
- Relative fitness and stamina for outdoor activities
- Working with a Creative Director or collaborative team to create short videos, short documentaries, promotional videos
- Previous experience in producing social media video and photo material
- Excellent interpersonal skills and the ability to provide directions
- Passionate about creating stories and delivering impactful messages through video
- Conducting interviews with people based on guidance
- Proficiency with editing software such as Adobe Premiere or Final Cut Pro
- Inserting captions, basic graphics, special effects, or other on-screen text into a video.

Personal characteristics:

- Outdoor and nature admirer
- Creativity and attention to detail
- Ability to work under deadline pressure
- Flexibility and good listening skills
- Enough patience to wait for the perfect shot
- Understanding of post-production techniques.

The award criterion is:

- Best value for money, weighing **50% technical quality** and **50% price** (select in case of services)

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 5 working days from the deadline for submission of the tenders.

5. FORMAT OF CONTRACT

CONTRACT TITLE: photographer / videographer for adventure tourism in Jordan

REFERENCE: WP5.SS.PP2.90089

Concluded between:

Jordan Inbound Tour Operators Association – JITO A

Um Uthaina, Amman - Jordan

Represented by: Mohammad Samih, Chairman of the Board

AND

ITALY • JORDAN • LEBANON • SPAIN • TUNISIA

<Name of the contractor>

<Address of the contractor>

Represented by: <name of legal representative><position>

Article 1: Subject of the contract

The subject of the contract are the services as indicated in the contractor's offer.

Article 2: Contract value

The total contract value for implementation of services indicated in the Article 1 is: <XXX EUR >

Article 3: Contracting documents

The documents which form the part of this contract are (by the order of precedence):

- Contract agreement
- Contractor's offer as provided in the tendering phase
- Any other supporting documentation if applicable (in case of request for registration of company, compliance with tax obligations or other documentation)

Article 4: Deliveries and payments

The contractor will deliver without reservation the services indicated in the contractor's offer. The deliveries will be implemented within the indicated dates.

The contracting authority will pay to the contractor the services in the amount indicated in the Article 2 of this contract document. The payments will be issued by the following time schedule.

Month		< EUR >
1	Result 1 completed	50% of the contract value
2	Result 2 completed	50% of the contract value
Total		<Total contract value>

The contractor will provide contracting authority with the reports on execution of the services.

Article 5: Duration of the contract

The duration of the contract is 6 months.

Article 6: Cancellation of the contract

The contract can be suspended by the Contractor if the contracting authority does not fulfil payment and other obligations.

The contract can be terminated by the contracting authority due to one of the following reasons:

- The Contractor is in serious breach of the contract, failing to meet contractual obligations

ITALY • JORDAN • LEBANON • SPAIN • TUNISIA

- The Contractor is bankrupted or being wound up, is having its affairs administrated by courts, has entered into arrangements with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situations arising from a similar situation provided for in national legislation or regulations.

Article 7: Resolving of disputes

This contract is governed by, and construed in accordance with, the applicable legislation of Jordan. Any disputes arising out of or relating to this Contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction of (Amman Central Court (Qasr Al-Adel).

For the Contractor

Name:
Position:
Signature:
Date:

For the Contracting Authority

Name:
Position:
Signature:
Date :

ITALY • JORDAN • LEBANON • SPAIN • TUNISIA