Sustainable Winter Tourism DEVELOPMENT Project

**Request for Proposal (RFP)**

Date: **20 September 2019**

From: Helvetas Swiss Intercooperation

65, 7-ya liniya, Bishkek

Kyrgyzstan

Subject: **SMM PROMOTION AND TRAINING FOR TARGET WINTER TOURISM DESTINATIONS**

Dear Potential Bidder,

Helvetas Swiss Intercooperation invites your company to submit a proposal in support of its Sustainable Winter Tourism Development Project, funded by SECO.

Please note the following deadlines in responding to this Request for Proposal:

1. **QUESTIONS**: Questions regarding this tender can be sent to [Nazira.Jamankulova@helvetas.org](mailto:Nazira.Jamankulova@helvetas.org) until **17:00 on Friday, 27 September 2019.**
2. **PROPOSAL SUBMISSION**: Tender proposals must be prepared in the Russian language and submitted no later than **5:00 pm, Tuesday, 08 October 2019** to the email: [Nazira.Jamankulova@helvetas.org](mailto:Nazira.Jamankulova@helvetas.org) with cc to [kyrgyzstan@helvetas.org](mailto:kyrgyzstan@helvetas.org)

Thank you for your interest in this tender. We look forward to working with your organization on this opportunity.

**Annexes:**

Annex 1 – Terms of Reference

Annex 2 – Budget Template and Application Form

Annex 1.

TERMS OF REFERENCE

SMM PROMOTION AND TRAINING FOR TARGET WINTER TOURISM DESTINATIONS

**Background**

This SECO funded project aims at strengthening and developing further the tourism sector inKyrgyzstan. The main objective of the project is to develop a competitive and sustainable Winter Tourism value chain in the select destinations. This goal shall be achieved, on the one hand, bydeveloping necessary skills for service providers and, on the other hand, by creating favorableframework conditions to enable access to the Winter Tourism value chain for small scale entrepreneurs and local population. The Sustainable Winter Tourism Development Project (hereinafter referred to as Winter Tourism Kyrgyzstan or WTK) is a direct response to some the key problems in the Kyrgyz tourism sector: short seasonality & a lack of qualified staff.

WTK Project started its operation from 01 April 2019 by HELVETAS Swiss Intercooperation which had been selected through an open tender for the implementation of the first phase (pilot phase) covering April 2019 – March 2021. During the 6-month inception phase (April – September 2019), WTK undertook assessments in both target destinations – Karakol and Bishkek South to develop a detailed Action Plan for the Pilot Phase.

One of the assessment findings was insufficient online presence of Kyrgyzstan as an attractive winter tourism destination at national and international levels. This intervention is aimed at bringing a fragmented system of winter tourism service providers in two target destinations – ski bases, tour operators, HORECA businesses, ski guides and ski instructors, transportation services and other winter tourism VC actors – to develop greater cooperation in delivering a more comprehensive set of winter tourism experiences to their visitors and communicating it through internet and social media marketing.

**Objective**

Winter Tourism Kyrgyzstan Project is seeking an experienced SMM expert (firm or individual) to work with the WTK team and destination winter tourism service providers to implement the project’s Pilot Phase Work Plan in two target destinations in Kyrgyzstan. The specific areas of focus of this assignment shall be: (1) increase of online visibility of Kyrgyzstan, specifically, its two target destinations, as attractive winter tourism destinations, and (2) SMM capacity improvement.

**Main Tasks and Activities**

The Successful Bidder is expected to perform the following tasks:

1. Review the findings of the Bishkek South and Karakol Destination Assessments related to the analysis of the current internet and social media activities implemented by tourism businesses and stakeholders in these destinations;
2. Undertake a follow-on professional inventory of the existing internet and social media marketing initiatives undertaken by KG tourism sector to promote winter tourism experiences at national and international levels;
3. Perform basic winter tourism related key word research (in English, Russian and Kyrgyz) to support the search and overall effectiveness of the existing tourism web sites and review all winter tourism related social media activity, messaging, and procedures, such as hash tagging, available websites, tagging and traffic, media activity and messaging, print materials and advertising in English, Russian and Kyrgyz; review top internet references to Kyrgyzstan as a winter tourism destination;
4. Based on the findings under tasks above, prepare a marketing strategy and action plan for Bishkek South and Karakol destinations targeting the English, Russian and Kyrgyz speaking audience based on specific, successful marketing tactics that can be employed in promoting two destinations as winter tourism destinations;
5. Recommend other effective strategies, not necessarily mentioned in this ToR.
6. Track measurable results and provide a comprehensive report with recommendations for future destination marketing efforts and event planning at destination level.
7. Provide training and tools to the winter tourism VC actors in each target destination on search engine optimization best practices, keyword research techniques and models, social media content development and management, online result monitoring, use of analytics and other SMM tools.

The Successful Bidder is expected to work closely with the WTK team, Tourism Department, destination leaders, local service providers and the community in both target destinations on all afore-stated activities.

**Expected Results & Deliverables**

The Successful Bidder is required to prepare and submit the following deliverables:

* A comprehensive and detailed report on project implementation and achievements, including:
  + Inventory of the improved existing and newly designed winter tourism products and experiences in two target destinations;
  + Marketing strategies and action plans for Bishkek South and Karakol destinations;
  + Workshop materials and results of the delivery of the workshops for destination stakeholders;
  + Coverage of all and any activities completed under this assignment.

**Expected Period of Performance**

November 2019 – January 2020. The expected number of the working days during this time frame is up to 30 days.

**Reporting**

Weekly informal updates to the project manager and to the project team.

**Guidelines for writing a tender proposal:**

1. **Technical Proposal Content**

Technical Approach Description no more than three (3) pages. Please describe the approach, methodologies and tools you would apply for successful implementation of the tasks listed in the ToR above.

The following criteria will be used to evaluate the bidding organizations and their tender proposals:

* Clarity and comprehensiveness of the proposal (approach, tools, timeline, etc.).
* Proven experience of the proposed team members in the SMM promotion, training, improvement; SEO tools application; online promotion strategy development, and other related activities.
* Organizational capability to perform the tasks listed above.

1. **Team composition**

An interested bidder is expected to propose the team of knowledgeable experts/trainers with relevant experience in SMM training and promotion. Please provide a CV for each proposed expert/trainer.

1. **Cost Proposal**

For the cost proposal, please fill out the attached Budget Template. Your cost proposal should be presented in Kyrgyz Soms. Please estimate logistics cost for 2 training workshops to be held in Bishkek and Karakol.

1. **Past Performance**

Please provide at least 2 examples of past performance activities that are similar in nature to the efforts identified in these Terms of Reference and that indicate your organization’s and the recommended experts’ experience to perform this task. Please also provide name(s), e-mail addresses, and phone numbers of the customer(s) to whom the services were provided, dates and periods during which the indicated services were provided.

Bishkek, September 2019