

## Request for Quotes (RFQ)

Date: August 5, 2025

Field	Details
Assignment	Setting Up a Team for Strategic Planning and Pre-Design for Sustainable Tourism Infrastructure in and around Kolkheti National Park (KNP)
Contract	Individual Service Contract
Duration	75 working days in the period September 2025 – December 2025
Starting date	September 1, 2025
Duty Station	Georgia (with remote preparatory work and on-site missions)
Application Deadline	Wednesday, August 20, 2025 – 18:00 CET
Submission Email	<a href="mailto:procurement.geo@helvetas.org">procurement.geo@helvetas.org</a>

### 1 1. Background and Context

Kolkheti National Park (KNP), located on Georgia's Black Sea coast, is a Ramsar-listed wetland and biodiversity hotspot of national and international significance. While KNP's ecological value is well recognized, its potential as a sustainable tourism destination remains underdeveloped. There is a weak collaboration among tourism service providers and a lack of a strategic vision for long-term development. Local communities in the six adjacent municipalities – Lanchkhuti (Guria), Abasha, Senaki, Khobi, Zugdidi, and Poti (Samegrelo) - stand to benefit from increased nature-based tourism that is rooted in environmental stewardship, cultural heritage, and inclusive economic opportunities.

Through the Local Economic Development Project (LEDP), funded by the Swiss Government and implemented by HELVETAS, six municipalities have formed an intermunicipal working group and conducted joint visioning and study exchanges, including a field visit to Poland's Barycz Valley. These efforts have catalyzed momentum for developing KNP as a model ecotourism destination creating economic opportunities.

This ToR outlines the support needed from a mixed team of international tourism expert and local consultants to develop a strategic vision, identify appropriate infrastructure typologies, and prepare pre-investment planning documents aimed at mobilizing investment from the Municipal Development Fund (MDF)—Georgia's key infrastructure financing entity mandated to support regional development and tourism infrastructure.

## 2. Purpose of the Assignment

The purpose of this assignment is to elaborate the overall strategic vision and deliver investment-ready planning package for ecotourism development in and around Kolkheti National Park, fostering intermunicipal cooperation, environmental conservation, and inclusive economic development.

## 3. Scope of Work

The selected team of experts will closely coordinate their activities with the KNP's Joint Coordination Council, actively involving its members throughout the processes of strategic vision formulation, data collection, and infrastructure prioritization. Local experts will be requested to conduct in-person meetings and site visits, as required, to effectively engage municipal authorities and community stakeholders and will be responsible for:

- Developing a strategic and inclusive tourism vision for KNP
- Identifying sustainable infrastructure and service typologies aligned with visitor segments
- Preparing pre-designs, budget estimates, and cost–benefit analysis
- Guiding stakeholders through infrastructure selection
- Developing phased implementation plans
- Proposing feasible co-financing arrangements

The work will be phased and the tasks will be distributed among each phase in the following order:

### *Phase 1: Strategic Vision and Infrastructure Typologies*

- Task 1.1 - Define Strategic Tourism Vision
- Task 1.2 - Identify Service Typologies
- Task 1.3 - Develop attraction and service map

### *Phase 2: Infrastructure Pre-Design and Investment Options*

- Task 2.1 – Develop Infrastructure Pre-Design Concepts
- Task 2.2 – Provide Budget Estimates
- Task 2.3 – Conduct Cost–Benefit Analysis (CBA)
- Task 2.4 – Develop Timeline and Phasing
- Task 2.5 – Develop a multi-year investment plan

### *Phase 3: Detailed Feasibility and Investment Packaging<sup>1</sup>*

- Task 3.1 – Conduct a detailed Feasibility Study
- Task 3.2 – Propose a detailed Operational and Management Plan for selected infrastructure
- Task 3.3 – Prepare Budgeting and Financing Plan

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<sup>1</sup> Activities under Phase 3 are not part of the tasks envisioned in this ToR as they are contingent on the approval of MDF. They are included in this document only to present the full picture of the intervention.

#### 4. Deliverables and Timeline

Deliverable	Content	Deadline
Inception Report	Methodology, stakeholder engagement plan, data collection strategy, work plan, LEDP coordination structure	15 Sept.2025
Draft Strategic Vision & Typologies Report (D1)	Tasks 1.1 - 1.3	13 Oct. 2025
Draft Pre-Design & Investment Options Report (D2)	Tasks 2.1–2.4: infrastructure concept layouts, budget estimates, CBA, timelines,	17 Nov. 2025
Validation Workshop	Presenting the work to JCC and receiving feedback for finalization of the MDF proposal	24 Nov. 2025
Multi-year investment Plan, Executive Summary & Presentation Slides	Synthesized summary for submission to MDF (English & Georgian)	5 Dec. 2025

#### 5. Team Composition

The assignment requires a multidisciplinary team with the following expertise:

- International Tourism Development Specialist with at least of 15 years of expertise in tourism development, including at least 5 years in sustainable/eco-tourism planning within protected areas or environmentally sensitive regions - (20 days)
- Infrastructure Planning Expert with at least 5 years of experience in sustainable tourism infrastructure and environmental safeguards - (20 days)
- Tourism Product Specialist with the visitor experience design expertise in nature-based tourism (both water and land) for at least 5 years- (20 days)
- Financial Analyst for cost-benefit analysis and investment packaging with at least 10 years of experience (10 days)
- Graphic Designer for map development with at least 5 years of experience (5 days)

## 6. Qualifications and Experience

The team must cumulatively meet the following criteria:

- Advanced university degree in Tourism Development, Sustainable Development, Economics, Environmental Management, Regional Planning, or a related field.
- Proven track record in developing strategic tourism visions, infrastructure typologies, and investment plans.
- Experience working in or with international development projects and multi-stakeholder governance structures.
- Demonstrated ability to prepare pre-designs for tourism infrastructure.
- Proficiency in GIS/mapping tools and proven track record of visual presentation of spatial concepts.
- Demonstrated ability to prepare budget estimates, and cost–benefit analyses
- Experience engaging with national and municipal authorities, local communities, and the private sector in tourism initiatives.
- Strong analytical skills in tourism market assessment, visitor segmentation, and feasibility analysis.
- Ability to integrate environmental safeguards, climate resilience, and universal accessibility into tourism infrastructure planning.
- Familiarity with public procurement standards, particularly in Georgia or similar contexts, is desirable.

## 7. Submission Requirements

Interested candidates should submit the following documents electronically to [procurement.EE@helvetas.onmicrosoft.com](mailto:procurement.EE@helvetas.onmicrosoft.com) by the deadline:

- Cover Letter outlining motivation and relevance for the assignment (max 2 pages)
- Technical Proposal describing the proposed approach and methodology (max 3 pages)
- Updated CVs of the team members highlighting relevant experience and qualifications
- Financial Offer indicating a daily fee rate in EUR, inclusive of all taxes, travel, accommodation, and incidental costs.
- References (minimum 2) or examples of similar consultancies completed

## 8. Evaluation Criteria

Applications will be reviewed and scored based on the following:

Criterion Weight

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|---|-----|
| • Relevance of experience and qualifications          | 40% |
| • Quality and feasibility of the proposed methodology | 30% |
| • Financial competitiveness                           | 20% |
| • Knowledge of the regional context                   | 10% |

Only shortlisted applicants may be contacted for an interview or clarification round.

## 9. Contracting Authority

HELVETAS Georgia

Project: Local Economic Development Project (LEDP), Georgia

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