



Terms of References

For procurement of consulting services for Activity A 2.3.1 Supporting informal cooperation initiatives

Under the project:

“Equity in food, rights and participation for a sustainable rural development”

Funded by We Effect, Sweden

I. Background

“Unë, Gruaja” is a non-profit organization, registered in 2003 by Tirana First Instance Court. The mission of the organization is to empower women and youth in the Pogradec - Korça area. UG has worked in institutional level to establish and build the capacities of the Technical Working Groups in each of the Administrative Units, part of the Coordinated Referral Mechanism of Domestic Violence in the Municipality of Pogradec. The organization has consistently been actively supported by the community. The community of Pogradec has witnessed a high level of motivation, commitment, professionalism and readiness in service delivery by offering services with high quality to the community members. “Unë, Gruaja” is member of AWEN (Albanian Women Empowerment Network).

The Association "Unë, Gruaja" Pogradec (UG) is implementing the project “Equity in food, rights and participation for a sustainable rural development”, which has the main purpose to empower rural communities in Pogradeci Municipality, especially women and youth, through education, services, access to resources and active involvement in sustainable development.

During the project implementation, “Unë, Gruaja” (UG) has identified an opportunity to enhance rural tourism in Lin (Pogradec Municipality), where women-led guesthouses play a crucial role in the local economy, hospitality and community-based tourism.

To empower these women and enhance the area's visibility, UG plans to develop a unified tourism offer that showcases the local identity while appealing to both domestic and international visitors. This will enable them to attract more visitors, enhance their economic resilience, and actively contribute to the sustainable development of their rural communities.

In this context UG will engage a qualified expert or company with experience in rural tourism development to closely work with women hosts and local stakeholders to design a compelling, market-ready tourism package.

II. Objective of the assignment

UG is looking for a qualified expert or service provider to develop a comprehensive and market-oriented tourism offer for women-led guesthouses in Lin village. The selected expert will design a cohesive tourism package that showcases the unique offerings of these accommodations, along with

the surrounding natural, cultural, and historical attractions, tailored to the needs of both domestic and international tourism markets while preserving local authenticity.

In this context, the expert will be responsible to:

- Conduct a field assessment to map existing guesthouses, traditional products, and tourism-related assets.
- Engage with women guesthouse owners and other local actors to gather qualitative data on their capacities, challenges, and needs.
- Design a structured tourism package that integrates accommodation, gastronomy, cultural heritage, and nature-based experiences.
- Define the core components of the offer, including pricing, duration of stay, thematic routes, and optional add-on services.
- Provide practical recommendations for implementation and potential partnerships with tour operators and relevant institutions.
- Deliver all outputs in both Albanian and English.

III. Duty travel & accommodation

The assignment considers at least two travels to Lin village, in Pogradec to facilitate the process. The travel and accommodation for consultant's travel should be organized and paid by the consultant. The financial implications should be calculated and included in the gross financial offer.

IV. Coordination & reporting

The selected expert will work under the direct supervision of the UG's project manager. Logistical support to the expert is expected to be delivered by UG's project team members and coordinated by the project manager.

Consultant will be reporting directly to UG's project manager.

Deliverables:	Timelines
1. Field assessment and stakeholder meetings	By 25 th June 2025
2. Draft the tourism package and circulate it with UG staff for comments and suggestions.	By 4 th July 2025
3. Submit the Final Tourism package	By 14 th July 2025
4. Submit a detailed report of the process, including practical recommendations for the implementation	By 21 th July 2025
5. UG approval provided, and payment implemented	By 28 th July 2025

V. Qualification requirements

The expert shall hold the following skills and experience:

- Minimum 5 years of professional experience in tourism development or related fields.

- Minimum 2 years in sustainable or community-based tourism.
- Minimum 3 assignments in development of tourism products.
- Previous work with rural or women-led enterprises is a plus.
- Proficient in writing formal documents in Albanian and English.

The contracted expert will be obliged to perform the following competences:

- Demonstrates integrity and fairness by modeling “Unë, Gruaja” values and ethical principles.
- Demonstrate professional competence and conscientious and efficient in meeting commitments.
- Observing deadlines and achieving results.
- Demonstrate ability to work independently and in the team.
- Display cultural, gender, ethnic, religious and age sensitivity, and adaptability.

The selected consultant will be expected to communicate regularly with the project manager regarding any uncertainties or challenges encountered during the implementation of tasks, especially those related to upholding the above-mentioned competencies.

VI. Application procedure:

- Offers should be submitted by 15 June 2025
- CV of the applicant
- Short proposal outlining the approach for developing the tourism package (max. 2 pages)
- Financial offer in ALL Gross | all-inclusive.
- The signed Declaration of Relationships.

All the above-mentioned documents should be attached to one email sent to une_gruaja@yahoo.com and Cc to afrovitig@yahoo.com

VII. Evaluation of the offers

The incomplete applications or applications received after the deadline for submission will not be taken into consideration.

The evaluation of offers will be based on the “best value for money principle” by using a weighted scoring method to evaluate the combination of the applicants’ qualification (90%) and financial proposal (10%).

The most responsive/compliant/acceptable proposal, having received the highest combined score out of a weighted technical and financial evaluation specific to the solicitation, will be selected. The offers will be evaluated based on the technical criteria and financial criteria.

1. Technical evaluation (90%):

2. Number of years of professional experience in tourism development (30%).
3. Number of years in sustainable or community-based tourism (30%)
4. Number of relevant experience and past assignments (30%):

2. Financial evaluation (10%)

Based on the formula: $10 * (\text{Lowest Price} / \text{Proposed Price})$.

VIII. Cost of the mandate & Terms of payment

The maximum budget for this activity is 100,000 ALL.

Payment will be completed in one installment, upon approval of the final tourism offer.

IX. Declaration of relationships

The Applicant shall describe if their organization/employees have any business or personal relationships with closely associated party from UG, We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

Closely associated party (persons, physical or legal) as per We Effect's definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market