

TERMS OF REFERENCE

Title of tender: Experts in the short-term expert pool 2

Ref. No. Safe and Clean/TD 10

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1. Background

The Association of the Hotel and Hospitality Industry HORES was established in April 1967 and operated for almost 35 years under the name Ugoprogres. In 2002, the Association started operating under the name “Business Association of Hotel and Restaurant Industry – HORES”.

HORES’s main task is to articulate the voice of the private sector in strengthening the economic and legal framework in the tourism sector, affecting positively the business operations and development of the hospitality industry as a whole. Being active for almost a half century, HORES’s activities establishes the organization as a professional and reliable partner to the public sector as well as other social partners.

As the national association of the hotel and hospitality industry, gathering 160 hotels and 200 restaurants. HORES is also a member of the Balkan Association of hoteliers and restaurateurs – BAHA and the World Association of hoteliers and restaurateurs – IH&RA.

Following the organization’s vision to be the leading business network in the hotel and hospitality industry in the Republic of Serbia, the main objective of HORES is to take a proactive approach in creating a suitable economic environment for the sake of protection and promotion of common and professional goals of its members.

Current situation in the sector

Despite a substantial growth in the past two decades, the Serbian tourism development is still threatened by a variety of challenges such as: insufficient coordination and cooperation among different actors at various levels; lack of capacities, resources, and tools to develop and implement effective interventions to spur tourism development. Small-scale family-owned businesses still make up significant shares of the tourism sector, operating largely in the informal sector and lacking required skills as well as access to networks, know-how and finance to build up competitive and innovative products and services. To address these challenges for tourism development at national and regional level, the Government of Serbia has adopted the Tourism Development Strategy of the Republic of Serbia (2016-2025) aiming at enhancing the tourism sector as important contributor to economic growth and job creation. However, the operationalization of the Strategy and the whole sector was dramatically stricken by the COVID 19 pandemic causing severe financial damages to the industry.

As the response to the crisis, EU decided to extend the existing support to tourism sector offered through the GIZ implemented programme “EU for Cultural Heritage and Tourism”, initially related to upgrading tourism / cultural facilities capacities to attract tourists and increase stakeholders’ skills. The programme is co-funded by EU and German Federal Government with the overall aim to support competitiveness of Serbia’s tourism sector and implementation of the Tourism Development Strategy. The main programme beneficiary is the Ministry of Trade, Tourism and Telecommunications (MoTTT).

2. Objective of the assignment

Overall objective

Business association of hotel and restaurant industry – Serbia (HORES) is to implement the Project „Clean & Safe”, financed by GIZ. Within the project, we need to procure experts’ for short- term experts’ pool 2 for implementation of training programme “Clean and Safe” certification scheme.

The project fully supports tourism development since it’s main aim is helping industry to mitigate the consequences of COVID 19 pandemic and return confidence of travellers.

More specifically, the project will support delivery of the following programme outputs:

Output 1 - Increased capacities of MoTTT and other stakeholders as part of the Tourism Development Strategy of Serbia implementation and Lower Danube region tourism development.

Output 2 - Enhanced competitiveness of tourism offer and infrastructure in Lower Danube region.

Description of the core problem and reasons for focusing on the issue

In the first quarter of 2020, the tourism sector in Serbia was showing promising development (in line with the growing trend of the past years) but the COVID 19 outbreak completely stopped all tourism related activities. Due to the travel restrictions and curfew from March to mid-April the downfall of tourism activities was up to 90%. Despite some perspectives in May, the second and third wave of epidemic hit the industry hard, especially city-based hotels and restaurants during June-August and October-November period. In order to support the industry and gain back the trust of travelers that the sanitation of facilities, proper managing health hazards inside and outside of the premises are taken seriously, introduction of the “Clean & Safe” certification scheme becomes an essential tool for the sector.

Feedback collected from both private and public sector stakeholders reassure that Serbia needs an adequate variant of “Clean & Safe” certification scheme representing the framework for nation-wide approach/standards in combating COVID-19 outbreak. The basis of the scheme is that the anti-COVID 19 protocols and best practices in its prevention should be used in managing all activities in the facilities (like staff management, kitchen, external procurement etc.).

Despite programme’s predominant focus on Eastern Serbia and the Serbia Lower Danube region this activity would have a nation-wide impact since the scheme should be implemented in whole Serbia offering opportunity for greater visibility and reach.

Goal(s) of the project

The main goal of this project is to encourage the recovery of the hospitality business (hotels & restaurants), by developing disinfection framework (certification scheme) and conditions that ensure adequate levels of protection for employees and customers.

The main output of the project is to develop and deliver comprehensive, sustainable, internationally and nationally, recognized certification scheme (“Clean & Safe” model), deliver necessary training throughout Serbia, certify and audit facilities interested to join the network.

3. Scope of Work

The general responsibility of the experts’ pool will be an organization and delivering of the training program for the final beneficiaries in Serbia. The experts’ pool should consist of up to 30 trainers who will conduct the training programme. The experts’ pool shall deliver up to 600 training session in total. The training sessions will be delivered by the members of the experts’ pool in line with adopted training plan and programme. Depending on the epidemic situation training could also be organized on-line. Before the expert start to deliver the training program, the short course (training for trainers) will be organized for the expert who didn’t passed the course. Only trainers who passed the course will be engaged to provide the trainings for final beneficiary.

Specific tasks of each expert in the short-term expert pool shall be as follows:

- Delivery of the Training programme (based on the training plan provided by Training programme coordinator)
- Preparation of the sessions and conducting at least 20 one-day trainings in period of four months
- Maintaining communication with the Training programme coordinator
- Keeping track record on participants (distributing and collecting sign-in sheets, distributing, and collecting evaluation sheets)

- Reporting regularly on every aspect of the training programme

4. Experience and Qualifications

Minimum required qualifications of the proposed trainer:

- University education or high school with experience in health or sanitation or protection on work or epidemiology or tourism or hospitality sector
- Serbian as native language with preferably English language skills
- Experience in conducting trainings and/or deliver lectures and/or work with students and/or adult learners

The training programme are conducted in Serbian language, but the reporting and supporting documentation shall be in English due to international character of the project under which this contract is to be executed.

5. Timing and Duration

It is estimated subject assignment is expected to start in May 2022, with indicative work load per expert is at least 20 working days in the period of 4 months. Generally, the experts are expected to provide their services upon the timely notification by the HORES team.

Time effort per one working day is one training delivered.

6. Reporting Obligations

The Contractor shall report directly to the HORES Project team in the following manner:

- Progress report at the end of each month of the contract implementation.

The contractor has no obligation to provide the report for the month in which no trainings (working days) have been delivered.

7. Target groups

- Hotels and restaurants, other types of accommodation providers, catering companies
- Small-scale family-owned businesses which make up significant shares of the tourism sector, which, at the moment, operate with the lesser impact of COVID 19 but still lacking required skills to deal properly with the sanitation of facilities as well as access to networks, know-how and finance to build up competitive and innovative products and services.
- Cultural heritage sites which have organized admittance
- Travelers and users of catering facilities
- Local tourism organizations

8. Terms of Payment

The payments for services will be made based on the number of working days spent for the training delivery. The Contractor needs to submit the Invoice for services conducted. The HORES will administer the Contract with the Contractors.

9. Confidentiality and Conflict of Interest

The Contractor undertakes to comply with the HORES Confidentiality Policy and Prevention of Conflict of Interest Policy and to maintain confidentiality on all information that is not in the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.