

DESCRIPTION OF COMPETENCES

TERMS OF REFERENCE (ToR)

“Appropriate behavior with clients”

The project “Eco tourism 4 all” is realized by Association of Women with Social Problems in partnership with Association for Local and Rural Development and supported by Regional Cooperation Council, through European Union.

The overall objective of the project is to boost local economies through tourism valorization of the historical, cultural and natural heritage while respecting all the values of the territory.

Project results:

- R1: Valorization of high-quality products of the target territories;
- R2: Tourism valorization of target territories’ values through development of full adventure trails.
- R3: Foster community based eco-tourism, where National park services are improved and valued by the community

Target group: Local producers (agricultural, agro-products) in Fir of Drenova (Albania) and Mavrovo and Rostuse (North Macedonia); associations for agro/eco-tourism development; local experts and bodies related to environmental heritage, agriculture and sustainable tourism; SMEs; tour operators and tourism agencies.

1. Framework of the task

2.1 Purpose of the task:

The expert will carry out the activity A 3.1 “Appropriate behavior with clients”.

Eco-tourism educational and hospitality capacity building program for rural tourism providers
One day training course will be organized for existing and potential local providers of tourist services. The course will be entitled “Appropriate behavior with clients” and will be organized for around 25 participants from Albania. Target groups/participants will be women from rural areas, owners of private accommodation, tourist agencies/tour operators, representatives from hotels and restaurants, cultural and historical sites, educational institutions, NGOs. Indicative topics of course will include: introduction to tourism, national and international legislation, and customer care, best practices in hospitality from national and foreign experience.

For this purpose will be designed and printed Guidebook “Appropriate behavior with clients” with content: introduction to tourism, national and international legislation, systems for quality grading, customer care, best practices in hospitality from national and foreign experience, active participation of the business sector and citizens. The Guidebook will be used for the training course.

Association will engage one expert for this activity.

2.2 Activities to accomplish the task:

List of things that are expected to be delivered by the expert

- One day trainings;
- Training modules - 25 formats of preliminary evaluation and 25 formats of final evaluation;
- Training report / conclusions;
- Time sheet;

2.3 Specific activities

Description of methodology and activities performed by the expert

- Situation analysis on customer behavior in tourist services provided in Drenova Administered Areas of Drenova;
- Material collection for module design;
- one day of training with 25 participants;
- Conclusions from the exercises with the training participants;
- Develops the format of the preliminary and final evaluation;
- Drafts the training report / conclusions;

3. TIME FRAME

3.1 Date of commencement and period of implementation of specific activities

The planned period for the engagement of the experts is June and July , starting from 15/06/2020 until 10/07/2020.

Activity	Months for realization
"Appropriate behavior with clients".	June-July
TOTAL (max.)	12 days

3.2 Price

The total planned financial resources according to the financial plan for the engagement of experts is amount (1560) EUR in LEK counter-value.

The costs are borne by the project „Eco Tourism 4 all“.



*The Project is funded
by the European Union*



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me Probleme Sociale**

3.3 Payment

The payment will be made after realization of the planned activities by the experts and after report has been submitted and approved.