
TERMS OF REFERENCES – INTERNATIONAL BLOGGERS’ & TOURISM PRODUCT DEVELOPMENT SERVICES

Contact information

Po number: 81247859 LOT 1

Project/mandate number: Quality and competitiveness of tourism

Project/mandate name/country: «Visit Jalal – Abad» - in Jalal – Abad city, Arstanbap (Gumkana, Belterek, Jaradar, Arstanbap villages) and Sary – Chelek (Arkyt, Kara – Suu villages) touristic destinations, Kyrgyzstan

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1. Background

The Public Association “Youth of Osh” together with co-partner “Destination Osh” Public Union, announcing a call for international bloggers on the frame of “Visit Jalal – Abad” project.

This project is aimed at developing tourism in three target locations Jalal – Abad city, Sary – Chelek (Arkyt and Kara – Suu villages) and Arstanbap (Bel – Terek, Jaradar, Gumkana and Arstanbap villages). Project is not only intended on developing tourism specifically, but as well will better the economic condition of population. Create a unified platform to promote and improve the quality of tourism services. Establish subsidiary Destination Jalal- Abad that will become the driver of growth for the tourism industry, consolidating within itself the functions of coordination, marketing, representation, training and others. Strengthen the Internet representation of the Jalal-Abad region developing high-quality content in English, Russian and other languages regarding travel offers, accommodation options, transportation services and other aspects that will make a tourists’ stay in the region comfortable, rich and informed through creating Website for Jalal – Abad region. Develop tourist

products that emphasize the historical, cultural and gastronomic peculiarities of the target locations, which in turn will provide the locations with a tourist appeal and additional sources of income.

Project strategy for achieving those outcomes is to:

Support development unified platform for tourism sectors in order to achieve system-level improvements for involved stakeholders and create income and employment gains for the poor.

ASSIGNMENT DESCRIPTION

Assignment Title: Promotion of Jalal – Abad region by writing and publishing blogposts; assessing and improving existing tour products; professional assessment of the touristic destinations.

Location(s): Jalal – Abad city and Arstanbap (Gumkana, Belterek, Jaradar and Arstanbap villages), Sary – Chelek (Arkyt, Kara – Suu villages) touristic destinations;

Assignment periods: June 10th to June 20th (or a date agreed upon)

Objective: To promote Jalal – Abad city, Sary – Chelek and Arstanbap villages by writing and publishing blogposts through visiting the project region; assessing and improving existing tour products; professional assessment of the touristic destinations.

Tasks:

- Travel to Jalal- Abad city, Arstanbap and Sary – Chelek villages to evaluate/assess existing tour products of Destination Jalal – Abad, as per the provided agenda during an approximate 10 days period. Assessment will proceed considering region’s evolving tourism identity and positioning (e.g., what makes the Jalal - Abad region unique in Kyrgyzstan).
 - Identified potential tourism products can be experienced in short format in order to assess as many products as possible and provide on-the-ground advisory (3 hours workshop, written analysis report).
 - Take photos of tour products during testing.
 - Write min 3 blog posts about tour products and services on their own blogs (website, social platforms etc.).
 - Provide input to guide the development of new tour products.
- Evaluate and develop existing tour products for following criterion:
1. Attractiveness of tour products for western tourists (target market) in terms of product vs. price
 2. Feasibility of tour products for western tourists (e.g., aligned with traveler demands and interests)
 3. Recommendations for further improvements of tested tour products and ideas for other product development in region aligned with regional positioning and marketing plan.
- Professional assessment of touristic locations.

Expected results:

1. Report outlining a) assessment of products and product ideas presented during field visits; b) identification of potential new product ideas.
2. Write and publish blog posts as a result of trying and testing new and existing products.
3. Share photos taken during implementation in original size with the Customer (minimum 25 photos for each touristic locations).



**“Youth of Osh” Public Association
Lenin str. 287, Osh 723500 Kyrgyz
Republic**

Application:

All the interested companies/organizations/experts/ to participate in this call are requested to send their offers in English languages until **17:30 (Kyrgyzstan time) of 29 January, 2020(Wednesday)** electronically to the following e-mail addresses: b.mamatova@youthofosh.kg and destination.osh@gmail.com

Sent offers should include:

- Both Technical and Financial proposals not more than 3-4 pages;
- Detailed technical proposal will include proposed methodology indicating the overall process including quality assurance, time frame, etc. for undertaking the whole assignment;
- Clear work plan including outputs/deliverables with detailed time frames;
- The financial proposal will include budget containing total costs anticipated in undertaking and delivery of the assignment;
- Detailed CV(s) of person(s) involved in assignment with full description of the profile and experience;
- Contact details from at least two independent referees with in-depth and proven knowledge of the applicant's expertise and relevant work experience;
- Sample of relevant international and national studies/assignment previously produced.

All the questions regarding the call can be sent to emails: b.mamatova@youthofosh.kg and destination.osh@gmail.com no later than **17:30 (Kyrgyzstan time) of 29 January, 2020(Wednesday)**.