



**MINISTRY OF FOOD, AGRICULTURE AND LIGHT INDUSTRY**

**REQUEST FOR EXPRESSIONS OF INTEREST**

**(CONSULTING SERVICES –FIRMS SELECTION)**

**MONGOLIA**

**EXPORT DEVELOPMENT PROJECT**

Loan No./Credit No./ Grant No.: P147438

**Assignment Title: “Research and recommendations on available opportunities and**

**actual export in service trade” (Analysis and Recommendation of Product Development and Strategic Plan on Tourism Events in Mongolia)**

**Reference No**.: CS-2-23/20

**Date:** December 25, 2020

Mongolia has received financing from the World Bank toward the cost of the Export Development Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include the following:

1. **Objective of the assignment**

“National Program for Developing a Tourism in Mongolia (2016-2025)” which was developed in 2015 planned: 1) to receive 1 million annual tourists by 2020; 2) to receive 2 million annual tourists by 2025 and 3) to develop five new products/services to reduce seasonal effects of the travel sector. But the research paper made in 2018, “Situational Analysis of Government Policy on Developing Tourism Sector in Mongolia” by the Ministry of Environment and Tourism and Society for Education and Development of Tourism, indicated that receiving 1 million annual tourists by 2020 is impossible based on the historical growth pattern of Mongolia’s tourism sector. This is why Mongolian tourism sector needs drastic change to increase historical growth patterns.

The above research indicated that the top two reasons international tourists travel to Mongolia are (average percentage of 1998-2012): 1) Beautiful nature, 65%; and 2) Mongolian traditional culture, 47%. Based on the above facts, we need to determine potential tourism products that can have competitive advantages in the region and position a strong brand globally for Mongolia.

The objective of the project is to determine the most economic impactful tourism events and develop the strategic plan of each event.

Outcomes of the projects are 1) to determine the top ten potential tourism events in Mongolia 2) to analyze economic impact of top ten tourism events in Mongolia 3) to develop risk mitigation plan on each event and improving tourism event recommendation document and 3) to develop strategic plan on each events.

1. **Scope of services**

The consultant firm will carry out the following tasks on researching and developing the potential event tourism:

1. Determine the potential ten tourism events in Mongolia which will be held all season and can be organized in all parts of Mongolia (Western, Eastern, Southern, Northern and Central regions).
   1. Economic impact research of top 3 high economic return tourism events of the World: cost of organizing events compared with direct and non-direct income and measureable impacts produced from the event to the organizers and overall economy.
   2. Determine the economic impact indicators for ranking purpose of tourism events.
   3. Economic impact research of top 5 current events in Mongolia and improvement recommendation: cost of organizing events compared with direct and non-direct income and measureable impacts produced from the event.
   4. Analyze nomadic cultural events, which is organized in 5 hours’ flight distance from Mongolia and make a SWOT analysis.
   5. Rank the current sixty events based on pre-determined economic impact indicators.
   6. Determine the potential ten events in Mongolia, which will be organized not only in Summer but also in other seasons, and rank the events based on pre-determined economic impact indicators.
      1. 3-4 Summer season events in Western and Eastern regions
      2. 3-4 Winter season events in all parts of Mongolia
      3. 3-4 Spring and Fall seasons events in all parts of Mongolia
2. Economic impact of potential top ten tourism events (by each events) in Mongolia.
   1. Determine the competition of each events in the 5 hours’ flight radius from Mongolia
   2. Determine the market potential of each events by revenue, tourists
   3. Determine the cost and necessary investment of organizing each events
   4. Determine the risk factors
3. Risk mitigation plan and event recommendation document.
   1. Develop risk mitigation plan discussed with stakeholders
   2. Develop current event recommendation document
4. Develop strategic plans of top ten tourism events. Strategic plan will be developed event by event. Strategic plan will cover followings but not limited to:
   1. Determine the market positioning
   2. Determine the target markets of the event (short term and long term)
   3. Determine the strategic objectives of each events
   4. Determine the role of stakeholders (what will be the role of the government, the private sector, NGOs, civil society and other actors) for the events
   5. Key requirements for effective implementation

Stakeholder roundtable meeting will require decision making officials or experts from following organizations for tourism subject:

* Ministry of Environment and Tourism
* Ministry of Foreign Affairs
* Ministry of Road and Transport
* Ministry of Food, Agriculture, Light Industry
* Private sector representatives from tourism sector, which include tour operators (2-3)
* PIU team representatives (1-2)

1. **DELIVERABLES**

The key deliverables will include the followings, but not limited to:

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| --- | --- | --- | --- |
| **No** | **Deliverables** | **Timeline** | **Criteria** |
| 1 | Detailed work plan and study methodology | 2nd week | Final report agenda to meet with the objectives of the project and stakeholders list for roundtable discussions |
| 2 | Draft report and presentation of “Potential ten tourism events in Mongolia” analysis reviewed by PIU; stakeholder input is required | 8th week | * Focusing not only in high seasons but also in low seasons * Focusing on all parts of Mongolia * Reviewed by industry experts and customer survey * Be a distinct from similar background of countries in the region * Preferably in low seasons events (Oct to May) * Preferably in Western and Eastern regions * Word report and Powerpoint presentation in Mongolian |
| 3 | Draft report and presentation of “Economic impact of top ten tourism events of Mongolia” reviewed by PIU; stakeholder roundtable meeting is required | 12th week | * Ranks backed up by statistics data and potential number of tourists and revenues * Requires less time and low investment to implement * To be able to balance inbound and outbound tourism in shortest period of time * To focus on not only international tourism but also local tourism * Rank events competitiveness and economic impact based on globally tourism sector * Reviewed by stakeholders * Word report and Powerpoint presentation in Mongolian |
| 4 | Recommendation report and presentation of “Risk mitigation plan and event recommendation document” reviewed by PIU | 16th week | * To position strong global brand for Mongolia and be able to support current and future made in Mongolia products * Reviewed by stakeholders * Word report and Powerpoint presentation in Mongolian |
| 5 | Draft strategic plans of top ten tourism events; stakeholder roundtable meeting is required | 20th week | * Detailed marketing plan * Operational and activity plan * Word report and Powerpoint presentation in Mongolian |
| 6 | Final strategic plans of top ten tourism events report and the Powerpoint presentation reviewed and accepted by PIU and MOFALI | 24th week | * Final report should summarize and organize previous reports in a single report * Word and Powerpoint presentation should be both in Mongolian and English |

1. **Consultancy timelines**

The contract duration is 5.5 months after signing the contract and an estimated person-months (PMs) for the assignment is 22 PMs.  The consultant work is expected to commence in February 2021 and complete in August 2021.

**The Ministry of Food, Agriculture and Light Industry now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:**

The consulting firm should have the following skills and/or experience:

1. In the last 5 years, the consulting firm should have completed at least 3 management and research services contracts in the field of product development or marketing;
2. The consulting firm should demonstrate its experience and knowledge of the business management and research services by listing contracts (including description, value, year of commencement, year of completion, client and contact person for reference);
3. Proven ability to conduct field surveys;
4. Proven competence to make concise reports and presentations;

The consulting firm/firms should have the below specialists as a minimum requirement for the entire assignment:

* Product Development and Marketing Specialist/ Team Leader -1
* Tourism Specialist/Researcher -3

**Product Development and Marketing Specialist/Team Leader -1 (key expert, 5.5 person-months)** will have overall responsibility to1) manage team to identify potential tourism events and develop an event product development plan with implementation plan; 2) oversee professional and quality delivery of all deliverables in timely manner; and 3) keep frequent dialogue and feedback with a project team. Specific tasks include but not limited to: a) Responsible for producing final deliverables of research and strategic development; b) Lead and monitor the team of key experts and researchers; c) Monitor the team members’ work plan, develop weekly and daily progress reports and report the progress to the relevant authorities; d) Organize the stakeholder’s roundtable meetings; e) Present the work to the project team; f) Work in regular coordination with client organization on a proposal that is developing; g) Conduct multi-stakeholder consultations;

**Minimum Qualification Requirements:**

1. Graduate or Postgraduate degree in Business Administration, Marketing, Tourism or other relevant fields;
2. At least 10 years of research experience in business development and marketing and relevant field is required;
3. Strong organizational, interpersonal/communication, presentation and written skills;
4. Ability to lead a team with a sound work ethic, intellectual curiosity, and exceptional client service;
5. Ability to structure and manage intensive workloads;
6. Ability to utilize proven and industry recognized methodologies in analyzing and re-designing business process and related regulations;
7. Fluency in English language;

**Tourism Specialist/Researcher -3 (key expert, 5.5 person-months)** will have responsibility to his/her own dedicated number of tourism events appointed by a team leader and assist a Team Leader for the project by conducting the research project: 1) identify potential tourism events, market potential; 2) develop risk mitigation plan; 3) develop event recommendation; 4) develop event strategic development plan; 5) deliver of all deliverables in professional and timely manner; and 6) keep frequent dialogue and feedback with a team leader and researcher. Specific tasks include but not limited to: a) Responsible for producing final deliverables of dedicated events’ research and strategic development; b) Support organizing the stakeholder’s roundtable meetings; c) Present the work to the stakeholder meeting; d) Economic impact analysis of each events and of competing events worldwide; e) Determining economic impact indicator of events; f) Conducting field survey and collecting data; g) Conducting market research; h) Summarizing survey and research; i) Writing meeting notes of stakeholder meetings; j) Other assigned works from Team Leader.

**Minimum Qualification Requirements:**

1. Graduate or Postgraduate degree in Tourism/ Hospitality Management or research fields and other relevant fields;
2. At least 7 years of experience in tourism business operation and tourism product development or product development and research fields;
3. Strong organizational, interpersonal/communication, presentation and written skills;
4. Ability to lead a team with a sound work ethic, intellectual curiosity, and exceptional client service;
5. Must be a worthy team player, dedicated to contributing toward the outcome desired by the team;
6. Ability to think analytically;
7. Ability to structure and manage intensive workloads;
8. Fluency in English language;

**CVs shall not be required in the Request for Expression of Interests (REOI) stage and shall not be evaluated during evaluation of Expression of Interests (EOIs).** CV and copy of educational diplomas and professional certificates are required to prove appropriate qualifications and skills among required staff with first-ranked consultant’s technical proposal.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers dated January 2011 [revised July 2014] (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the selection based on the Consultant’s Qualification method set out in the Consultant Guidelines.

**Further information and the detailed Terms of Reference can be obtained from** [**khulan.edp@gmail.com**](mailto:khulan.edp@gmail.com)**.**

**Expressions of interest must be sent to all the emails indicated below by January 11, 2021, 1800 hours, due to COVID restrictions.**

Export Development Project

Attn: Ms. Mandukhai U., MOFALI officer

E-mail: [u.mandukhai0830@gmail.com](mailto:u.mandukhai0830@gmail.com), [khulan.edp@gmail.com](mailto:khulan.edp@gmail.com)