

## TERMS OF REFERENCE

### Consultancy Service for Project Results Monitoring & Evaluation for the Second Regional Development Project (RDP2) – Phase 2

#### Section 1. Background

The Government of Georgia with the financial support from the World Bank is implementing a US\$48,75 million Second Regional Development Project (RDP2), focusing on Imereti Region during the period of 2012-2019.

The Project Development Objective is to improve the infrastructure, services and institutional capacity to support increased contribution of tourism in the local economy of the Imereti Region.

The project aims at addressing challenges identified during the project preparation period and follows integrated approach to urban and tourism development.

Through its various components the project is expected to lead to improved urban and tourist infrastructure, enhanced cultural heritage assets and increased capacity for tourism-based local economic development in Imereti region. The economic benefits linked to the above are multiple, such as improved urban infrastructure, including public spaces, streetscapes and municipal roads, improved urban liveability and increased safety of movement for locals. At the same time, these investments are expected to make selected municipalities better places to visit and more attractive places to invest. Cultural heritage enhancements will lead to the preservation of global public goods, and are also expected to lead to increased willingness to visit/pay for tourist and increased property prices in neighbouring areas.

The project consists of the following components:

#### Component 1: Infrastructure Investment

**Component 1.1: Urban Regeneration of Tskaltubo:** An integrated approach is proposed for urban renewal of Tskaltubo city. This includes a) rehabilitation of municipal infrastructure and utilities in the central area; b) upgrading of public spaces, parks, and construction of tourism amenities, and c) restoration of public buildings with vernacular architecture. The proposed activities will help improve liveability and hospitality in a culturally informed manner, enhance attractiveness for visitors, revitalize the urban nucleus, and attract increased volume of private sector investments around the medical and spa tourism cluster.

**Component 1.2: Tourism Circuits Development:** This includes a) improving urban landscaping and public parking; b) construction of information kiosks and public toilets; c) restoration and refurbishing of the exterior and interior of the Vani Museum; d) improving access roads; and e) preservation of selected cultural heritage sites

#### Component 2: Institutional Development

Enhancing the institutional capacity of the Georgia National Tourism Administration (GNTA), the Agency for Cultural Heritage Preservation of Georgia (ACHP), the National Museum, the Project Implementing Entity, and other local and regional entities to carry out the following activities: (1) Establishment of Imereti destination management and development office; (2) Sustainable Tourism development and promotion; (3) Preparation of visitor management plans for the sustainability of the Project's cultural heritage sites; (4)

Skilled workforce development and capacity building; (5) Performance monitoring and evaluation; (6) Construction supervision support.

### **Regional Dimension**

Imereti occupies a territory of approximately 6,552 km<sup>2</sup> (9.4 percent of Georgia area), has a population of about 703,485 (16 percent of Georgia population) and a density of 107 people/km<sup>2</sup>. Imereti consists of 12 administrative districts: Kutaisi (the Capital of the region), Tkibuli, Tskaltubo, Chiatura, Baghdati, Vani, Zestaponi, Terjola, Samtredia, Sachkhere, Kharagauli, Khoni. Imereti has significant tourism development potential. The region is located along the East-West Highway, connecting Tbilisi with Adjara on the Black Sea. This makes the region an important trade corridor that starts from the Black Sea and goes all the way to Central Asia. It is also easily accessible (two and a half hours from Tbilisi) and an attractive rest stop destination for domestic and international visitors going from Tbilisi to Adjara, especially for summer vacation. The region used to be an important tourist destination during Soviet times (about 600,000 tourists a year), with a direct train between Moscow and Tskaltubo wellness and spa destination, and as such, reconstructing this “brand” should not be difficult.

Imereti is home to several cultural heritage patrimonies, most significant is Gelati monastery, which is listed as Word Heritage Sites under threat by the World Heritage Committee of UNESCO. There is also the ancient town of Vani and its indoor and outdoor museum featuring a unique archaeological area associated with the myth of the Golden Fleece, as well as Katskhi Column Monastery, Katskhi Church, Motsameta Monastery and Ubisa Church. The region also has 3 protected areas, Gordi gorge which is one of the deepest and most attractive in Europe, 12 unique caves including the most significant Prometheus and Sataplia grotto, and 9 wellness/spa destinations in Tskaltubo and Sairme based on hot and cold spring water. Also adjacent to the region, there is the Borjomi-Kharagauli National Park, which is the largest national reserve territory in Europe.

Imereti’s capital, Kutaisi, is Georgia’s second largest city and is transforming fast into becoming Georgia’s most significant administrative/government center after Tbilisi. In the fall of 2012, the Parliament of Georgia was relocated from Tbilisi to Kutaisi, providing a major impetus to the city to promote development that would reap the spillover benefits from the significant presence of public administration. Some central government agencies, government regional buildings and other facilities are also being constructed in the downtown Kutaisi. An International Airport in Kutaisi is operating from 2012, bringing in regular-fare and budget flight from within and outside of Georgia. In addition, the Government has already invested heavily in restoration of Kutaisi, Sataplia grotto and Borjomi-Kharagauli National Park. The Government also started to privatize all spa resorts in Tskaltubo, with the understanding that while investors would restore the architecturally-significant buildings from their own financial resources, the Government would upgrade and expand municipal infrastructure within the context of a city-wide urban regeneration program. The Government is also developing a number of important resort destinations in close proximity to Imereti, including the Black Sea resorts of Batumi, Kobuleti and Anaklia, as well as the ski resort destination of Upper Svaneti.

### **Expected Project Results**

The Project activities are expected to benefit the residents, tourists and enterprises in Imereti Region. They are expected to receive improved access to, and quality of, public infrastructure; increased volume of private sector investments in the region; and increased small and micro enterprises in renovated cultural heritage sites and cities. The Government will benefit from increased overall tourism spending and satisfaction, job creation, improved institutional capacity of selected agencies, and improved capacity to operate and maintain assets.

The key results expected from the Project are included in Annex 1.

## **Section 2. Objective of the assignment**

The objective of this consultancy is to carry out a monitoring and evaluation activities for the Project. The assessment should provide information to assess project implementation and achievement of Project Development Objectives during implementation and at project closure. This assignment is a continuation of the previous one, which was conducted between 2015 and 2018 by an international firm. During this period, the consultant delivered various reports, including M&E Strategy, Test and Data Collection, Periodic and Final Results Reports & Evaluation of the Program and of the Tourism Development in Imereti Region. The Client will make all above mentioned reports available to the selected Consultant. The consultant will be expected to study the previous reports, validate the M&E methodology for data collection and analysis used by the previous consulting firm and if needed, propose a new methodology, and agree on the way forward with the Client. Based on the agreed work plan, the consultant will continue data collection and will produce deliverables as specified in the deliverables section below.

In order to do this, the consultancy firm should:

- (i) Review the project results matrix and indicators; validate previous reports and data collection tools and if required, propose new methodology to conduct periodic data collection from primary and secondary sources to assess progress in the frequency outlined in the project results matrix.
- (ii) Validate and/or propose a methodology to conduct an expanded result assessment (which will collect primary data on key expected project results, as well as key socio-economic indicators of project beneficiaries). The expanded results assessment should consist of 2 surveys covering: tourists visiting beneficiary region and tourism related firms in the region. Quantitative data collection should also be complemented through the development of focus group discussions prior to project closure.
- (iii) Collect primary and secondary data – following agreed methodology under (i) and (ii) to support the project results matrix and expanded results assessment.

Frequency of data collection: the consultant should collect data from secondary sources on a 6 months basis, and for primary sources: (i) one time in case firm-level surveys and results prior to project closure, and (ii) two times (high season period) in the case of the tourist survey to establish a trend of visits to selected touristic sites.

## **Section 3. Scope of Work**

Within this assignment, the Consultant will perform the following activities:

Based on the existing regulatory frameworks related to tourism reporting in Georgia (including Imereti region) and in close collaboration with the relevant state and municipal agencies, with all involved stakeholders, the consultant should review and validate previous reports and in case the amendments are required, amend the methodology to monitor the implementation and evaluate the achievement of indicators (Annex 1), as well as to build a story-line that would allow identifying direct and indirect impacts resulting from the RDPII project.

The assignment includes three main tasks, as follows:

### **Task 1 - Inception Report:**

Consultant is responsible for: the review of all previous reports, adoption or amendment of the methodology and proposal of the work plan, which will supplement the previous data collection tools and reporting to ensure consistency across two consultancies.

## **Task 2 – Conducting Surveys and Data Collection:**

Based on the agreed methodology under Task 1 (provided in inception report) the consultant should proceed to carry out secondary and primary data collection in the frequency and using the methodology as outlined in the inception report. The consultant should at a minimum produce the following outputs as part of this task:

- Updated project results matrix for indicators and short summary report explaining methodology for data collection, including data sources.
- Databases and summary report on findings for firm-level surveys (this should be done prior to project closure)
- Databases and summary report on findings for tourist survey and counting (this should be done at a minimum two times in high season period, preferred in July and August).
- Focus group discussion summary report (once, prior to project closure)

Below is a description of two primary data collection exercises that should be covered by the consultant:

- Tourism Related Surveys. A survey of tourists in the selected locations is expected to be carried out by means of face-to-face interviews, and recording GPS location. Below are some specific details of the survey that should be taking into consideration by the consultant:
  - This survey should be conducted in the period from June to August to assure that it captures well the tourism peak.
  - The random selection procedure for the selection of tourists should be specified as part of the inception report. The interviews should be distributed: (i) in different days of the week; (ii) in different times during the day.
  - The Consultant should setup a protocol to count tourists during each of the days and for the selection of the \*th tourist (every 3rd or 4th for example) that comes to the site. Tourist counts should be part of the deliverable as they will be used to assess increased number of visitors (PDO indicator).
  - The Consultant is expected to collect the socio-demographic background characteristics of the participants. The latter must include: age group, country of origin, gender, family members, ethnicity, education attainment level, occupation and other indicators. Survey should last no more than 10-15 minutes and should also yield quantitative data – among others - on: Information and Booking process, Length of visit, place of stay and means of transportation, Sites/places visited during stay, Itemized amount spent during visit, Expectation and satisfaction with a set of attributes, including tourist sites, accommodation, food, accessibility, transportation in and transportation within, urban infrastructure, expensiveness, cultural heritage, etc.
  - The survey instrument should be available in multiple languages to be able to correctly capture tourists from different origins. It is the responsibility of the consultant to translate the instrument to the different languages.
  - The survey will be carried out by means of face-to-face interviews which each selected tourist. The survey instrument should be conducted in Georgian, Russian or English. Each of the interviewers should have a device capable of recording GPS coordinates. In addition, the quality

control mechanisms should be put in place to assess whether interviewers are correctly carrying out the tourist survey and put in place repairing measures to review and correct any mistakes.

- At least 130 valid responses from each site should be collected. There should be a minimum of 6 sites, which should include but not be limited to: Tskaltubo, Gelati, Motsameta, Katskhi Pillar, Ubisa.
- Tourism-related Business Surveys. A business survey is expected to be carried out by means of face-to-face interviews and recording GPS coordinates. The survey should aim at complementing secondary information collected, by providing information on private sector investments in Tskaltubo. The firm should aim at identifying direct project results and indirect project results.

*Focus group discussions.* By the end of the project, the firm should also conduct targeted focus group surveys for pre-identified businesses which have directly and indirectly (positive externalities of improved infrastructure, services, tourism capacity) benefited from the project. The survey should inquire how (if at all) project improved infrastructure and services have influenced business investment and growth.

### **Task 3 – Final Reporting:**

Final Results Report compiling all previous periodic results reports will be produced at the end of the assignment, which will summarize the project results assessment and findings from both secondary and primary data collection.

All reports, as applicable, should describe the data collection exercise including, i) a description of the method of data collection, ii) details regarding the sample frame (tourist counting) and sampling design, iii) details regarding the implementation, especially highlighting replacement and non-response rates, iv) any other sampling biases introduced in the survey implementation, v) all codes used relating to the survey, and vii) any other pertinent information for data analysis. The report will also cover observations/experiences arising from the survey including survey design, observations of the pilot, survey implementation, and data quality.

The Final report will serve as an overarching document, which among others will provide the following:

- the summary of the information provided in the previous reports
- succinct summary of the methodology used
- observations from the test and oversight data collection
- all intermediate and final results of the project
- best practices observed
- lessons learned

### **Section 4. Qualifications and Level of Effort**

The Consultant (firm) should possess the following qualifications:

- No less than 3 (Three) years of experience in monitoring and evaluation activities is required, with special reference to demonstrated experience in conducting exit interviews with citizens.
- At least one similar contract successfully carried out within the last 5 years with certificates of satisfaction (signed handover agreement) issued by the Clients.
- Key staff with necessary qualifications and experience to run and manage the assigned project. These include:
  - Team Leader, who plans, supervises and manages the surveys with the assistance of the field and data managers. S/he is responsible for the reporting to the Client. Requirements comprise more than ten years of experience in managing and conducting related

development surveys, evaluations, and field research, including significant experience conducting large-scale, complex, mixed-method studies, and producing high quality written deliverables; degree in management, or other relevant field, and specific training in survey management.

- Field Manager, responsible for training of field staff, who plans, supervises and manages the field work. The Field Manager must have experience in managing field work; have degree in management, or other relevant field, and specific training in survey management.
- Data Manager who plans, supervises and manages data entry, error checking, processing and consolidation of data; has solid skills in both quantitative and qualitative analysis including professional and frequent application of quantitative analysis software such as SPSS, STATA, or equivalent applications. The data manager must have experience in managing data entry for surveys; degree in statistics or other relevant discipline; specific training in data entry for household survey management.
- All team members must have excellent written and oral communication skills. Knowledge of Georgian language for at least one of the team key members is a must. All interviewers must be bi-lingual to be able to conduct interviews in a language applicable to the selected tourists.

## Section 5. Language

The working language of the report is English and Georgian. All reports should be submitted in two hard copies and electronically in both languages.

## Section 6. Duration

The duration of the assignment is 6 months after contract signature. The assignment is expected to be completed in November 2019.

## Section 7. Deliverables Schedule

Payment	%	Deliverable	Timeline
1	20%	Deliverable 1: Inception Report (Task 1)	In two weeks after the contract is signed (1 week for the review and the approval by the Client)
2	40%	Deliverable 2: Conducting Surveys and Data Collection (Task 2)	Three months upon acceptance from the Client on the task 1 deliverable (10 days for the review and the approval by the Client)
3	40%	Deliverable 3: Final Reporting (Task 3)	One month after acceptance of task 2 (10 days for the review and the approval by the Client)

All deliverables will be paid upon successful approval by the Client. The Consultant cannot proceed to the next Task without the acceptance of the previous deliverable by the Client.

**Annex 1: Results Framework and Monitoring**  
**GEORGIA: Third Regional Development Project**

**Project Development Objectives**

The Project Development Objective is to improve infrastructure services and institutional capacity to support increased contribution of tourism in the local economy of the Imereti region.

<b>N</b>	<b>Indicator description</b>	<b>Baseline</b>	<b>Latest Reported by Previous Consultant (Apr 2017)</b>	<b>End Target</b>	<b>Responsibility for Data Collection</b>
1	Increased number of hotel beds in circuit route areas (Number)	2661	3 507	4 400	Consultancy Firm
2	Increased revenues from tickets sold at Vani museum (Number)	10 519	0	90 000	Consultancy Firm
3	Increase volume of private sector investment in Tskaltubo mobilized by the Imereti Destination Management and Development Office. (Amount(USD), Custom)	0	2 600 000	13 000 000	Consultancy Firm
4	Square meters of new or rehabilitated urban public spaces in selected Municipalities (Sq. m)	0	0	584 296	Consultancy Firm
5	Number of buildings restored and constructed in Tskaltubo and Vani (Number, Custom)	0	11	11	Consultancy Firm
6	Number of Parks upgraded in Tskaltubo (Number)	0	2	2	Consultancy Firm
7	Number of tickets sold at Vani museum (Number)	5215	0	16500	Consultancy Firm
8	Number of tourism facilities constructed at cultural heritage sites along the tourist circuit (Number)	0	0	5	Consultancy Firm
9	Increased annual number of visitors at Project sites (Number)	740 000	442 582	903 000	Consultancy Firm
10	Production and distribution of new maps based on geotourism database (Number)	0	5 200	15 000	Consultancy Firm
11	Number of street lighting posts and bulbs replaced (Number)	0	1 765	1 800	Consultancy Firm
12	Imereti destination management development and office is established and operationalized (number)	0	0	1	Consultancy Firm
13	Piped household water connections that are benefiting from rehabilitation works undertaken by the project (Number, Core)	0	5 000	5 000	Consultancy Firm
14	Number of people in urban areas provided with access to all-season roads within a 500 meter range under the project (Number, Core)	0	6 000	6 000	Consultancy Firm
15	Roads rehabilitated, Non-rural (Kilometers, Core)	0	5,1	5,1	Consultancy Firm
16	Direct project beneficiaries (Number, Core)	0	10 000	20 000,00	Consultancy Firm
17	Female beneficiaries (Percentage)	0	5 000	50%	Consultancy Firm