

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – FIRMS SELECTION)**

**GEORGIA  
REGIONAL DEVELOPMENT PROJECT – P126033  
Loan No. 8148-GE**

**Assignment Title: Consultancy Services for Workforce Development and Capacity Building for  
Tourism and Hospitality Industry in the Kakheti Region  
Reference No. IBRD/RDP/CS/CQS/01-2012-1**

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

The consulting services ("the Services") include design an integrated workforce development program, developed to meet current and future training needs at all levels in tourism and tourism-related businesses and organizations in the Kakheti region. Also, to deliver strategic training courses for tourism related management and operators. The consultant shall carry out the following key tasks:

I- Needs Assessment:

- Analyze market needs and demand of different sectors of the tourism industry.
- For each targeted disciplines identify training need.

II- Workforce development Assessment

- Conduct a tourism industry labor market assessment.
- Conduct an assessment of the capacity of potential local education vocational/technical education providers.

III- Recommend a tourism workforce action plan

- Prepare a detailed work plan for the next 2-3 year of delivering demand-driven training activities.
- Select best training providing institute/center to deliver various types of training and finalize with them an annual work plan and cost estimates.

IV- Deliver selective training activities

- Deliver selective strategic training courses for the following four groups of selected tourism occupations: hospitality management (hotels, resorts and large restaurants management); wineries included in the tourism circuits; tour guides; and management and operators of cultural heritage sites and protected areas included in the circuits map

Expected results of the assignment are:

- Better understand the workforce gaps in the region, including skills, volume, and capacity to educate.
- Increase capacity within Kakheti and Tbilisi training facilities to provide world-class academic training in hospitality management, marketing, customer service, cultural heritage interpretation, tour guiding, and other skill and managerial-level tourism occupations.
- Significantly increase the knowledge about Kakheti's three tourism clusters (culture heritage, wine tourism and adventure/nature) among hotels and restaurateurs employees, tour operators and guides, and other frontline tourism employees with customers interface.

The duration of the assignment is 18 months, commencing approximately in January 2014.

The Municipal Development Fund of Georgia 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:

- Similar consultancy contracts completed in the last 7 years (i.e. since January 2006). Rating shall be made on a combination of the value and the number of the relevant consultancy contracts.
- General experience of consultant.

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 - January 2011*. ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms, taking into account that form of association acceptable for the World Bank is either sub-consultancy or Joint-Venture and submission must clearly indicate the nature of the association. The experience of sub-consultants will not be taken into account while evaluating the corporate experience of the consultant).

A Consultant will be selected in accordance with the Selection Based on the Consultants' Qualification (CQS) method set out in Section III of the [\*Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers - January 2011\*](#).

Further information can be obtained at the address below during office hours from 10:00 a.m. to 18:00 p.m. at Procurement Division of MDF, Phone number: +99532 2437001, extension 409, Ms. Nata Peitrishvili, Procurement Specialist.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **November 15, 2013, 18:00**.

**Municipal Development Fund of Georgia**  
**Attn: Mr. Elguja Khokrishvili, Executive Director of MDF**  
**150 David Agmashenebeli Av., 0112, Tbilisi, Georgia**  
**Tel.: +99532 2437001or/02/03/04**  
**Fax: +99532 2437077;**  
**E-mail: [procurement@mdf.org.ge](mailto:procurement@mdf.org.ge)**