

## **Call for Expression of Interest (EOI) for Consultancy Services Study for Reviving and Improving the Tourism Industry in Iraq**

Project No.: 23.2085.1-001.00

SET PROJECT: GIZ Iraq

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a public-benefit federal enterprise that, on behalf of the German Government, supports many public and private sector clients in around 120 countries in achieving their objectives in international cooperation. With this aim, GIZ works together with its partners to develop effective solutions that offer people better prospects and sustainably improve their living conditions.

“Strengthening Economic Transformation in Iraq” (SET) is a project commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

SET aims to help build the capacities of government partners for the development and implementation of necessary reforms for an economic transformation. In addition, it will work to support labor market structures to be more needs-oriented and work with chambers and associations to anchor sustainable business development services.

### **Service requirements:**

Iraq’s economy is highly dependent on the oil industry. As part of the government’s aim to diversify Iraq’s economy, certain sectors have been identified potential drivers for growth and promoting employment. One of these sectors is tourism. Iraq has a rich cultural heritage and diverse landscapes, that offer significant potential for tourism. However, decades of conflict, political instability, and economic and infrastructure challenges have hindered the growth of this sector.

The overarching objective of SET is to strengthen the economic policy framework conditions for a socially, ecologically, and economically sustainable transformation of Iraq’s economy. It focuses on four key outputs, one of which aims to enhance evidence-based economic policy-making processes in Iraq (including KRI). To achieve this, the project supports government institutions and private organizations in preparing analyses and implementation plans to improve the economic policy framework. This includes complementary capacity development measures.

Therefore, to fulfill its mandate and address the knowledge gap in Iraq’s tourism sector within the SET, the project is seeking proposals from national consulting **individuals and/or firms**. The goal is to support the process of gathering relevant data necessary to develop a strategy for promoting the tourism sector in Iraq, with a focus on the role of the private sector and the potential for job creation.

1. The contractor shall provide the following work/service:

Work package 1: Data collection and assessment (desk study + interviews)

2. The contractor shall assess the current state of Iraq’s tourism industry, with a focus on the private sector, gathering relevant data to clearly describe the sector’s status and provide a

basis for strategic recommendations. Relevant data includes, for example, economic impact of the sector and connected services (s.a. hotels, hospitality, transport), relevant market trends, visitor statistics, existing policies and regulations, existing infrastructure, touristic attractions, etc.. The decision on which data to focus on should be aligned with the project and the political partners. To collect this data, the contractor shall draw on relevant databases, analyze existing reports, studies, and conduct relevant expert and stakeholder interviews. For key data, benchmarking to compare Iraq's tourism sector with other regional and international markets should be used.

- The contractor shall map relevant stakeholders, particularly institutional actors from the public and private sectors and conduct interviews with key stakeholders to identify specific challenges impeding the growth of the private sector in the tourism industry in Iraq (incl. engagement with local communities at touristic attraction sites).
- The contractor shall assess findings of data collection and stakeholder mapping/interviews and identify key areas requiring immediate attention and recommendations for actionable measures (based on SWOT analysis or relevant tools with a focus on segments with high potential for the promotion of the private sector in the tourism industry and best practices / success stories found during benchmarking).

#### Work package 2: Facilitation of stakeholder workshop to validate findings

3. The contractor shall facilitate a workshop with key stakeholders, presenting and validating the findings of the initial phase of the assignment. The aim of the workshop is to collect inputs and recommendations to collaboratively develop a strategic plan including actionable proposals to address the identified challenges. The inputs for the workshop should be aligned with the project and political partners to reflect the relevant priorities.
- The contractor shall prepare a summary presentation on the research findings and interviews to serve as a foundation for workshop discussions.
  - The project will provide logistical and organizational support for the implementation of the workshop.

#### Work package 3: Support political partners to draft strategic plan to promote the tourism industry based on findings and collected recommendations

- Based on outcomes of the initial phase and the workshop, the contractor shall, in alignment with the political partners of the project, draft a strategic plan for the promotion of the private sector in the tourism industry, incl. clear goals and objectives as well as actionable proposals, e.g. on necessary changes in policy and regulations for better framework conditions, marketing and promotional strategies, community engagement, product development, rehabilitation of archaeological sites (specific contents of the strategy to be developed together with the political partners).

#### **Deliverables:**

1. Draft report on collected data and assessment (in word format).
2. Documentation of interviews (dates and times, list of interviewees).
3. Presentation summarising results from research and interviews as a basis for stakeholder workshop (in ppt format).

4. Workshop summary report (incl. list of participants, main results)
5. Draft of strategic plan for promoting tourism sector in Iraq based on results of research and stakeholder workshops as well as alignment with political partners (~40 pages, in word format).

Deliverables can be provided in English or Arabic language

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

| Milestones/process steps/partial services | Deadline/place/person responsible                                 |
|-------------------------------------------|-------------------------------------------------------------------|
| Kick-off meeting with SET Project         | Immediately after signing the contract / Contractor & SET Project |
| Data collection                           | Within 6 weeks from contract signing / Contractor                 |
| Stakeholder interviews                    | Within 8 weeks of contract signing / Contractor                   |
| Stakeholder workshop                      | Within 12 weeks of contract signing / Contractor & SET Project    |
| Finalising draft of strategic plan        | Within 16 weeks of contract signing / Contractor                  |

Period of assignment: from 15.11.2024 until 30.04.2025.

## Concept

the service provider is required to show *how* the objectives defined earlier are to be achieved. In addition, Reference should be made to the following criteria:

- Strategic approach for data collection and assessment (incl. proposed data sources and data points)
- Plan for drafting strategy for promoting tourism (incl. which aspects should be included in the strategy)

## Personnel

The service provider is required to provide personnel who are suited to filling the positions described, based on their CVs, the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

### Qualifications of key expert

1. Education/training: Master's degree or equivalent in Business Administration, Political Science or relevant related fields.

2. Language: C2 -level language proficiency in Arabic, and B2 -level language proficiency in English, (Arabic 75% of the points for language skills, English 25% of the points for language skills).
3. General professional experience: 15 years of professional experience working with private sector (e.g. in companies, associations, research institutions, INGOs), esp. policy research, legal advisory (50% of points for professional experience).
4. Specific professional experience: 10 years of relevant professional experience working in the tourism sector (e.g. in companies, associations, research institutions, INGOs) (25% of points for professional experience).  
  
10 years in conducting market field research, studies or strategic planning (25% of points for professional experience).
5. Regional experience: 15 years of demonstrable knowledge of the economic landscape in Iraq.

**EOI required documents (for companies):** The Service Provider must provide :

- 1- Expert CVs.
- 2- Company profile
- 3- Proof of working with similar assignments (at least 3 references in the fields of Tourism and/or Economic studies within Iraq).
- 4- Proposal shows how the objectives defined in service requirements will be achieved
- 5- Legal registration documents of the company.
- 6- Tax clearance.
- 7- Company's commercial bank account details in (IQD) are under the company name
- 8- Annual turnover for the last 3 years.

**EOI required documents (for Individuals expert):** The Expert must provide :

- 1- CV.
- 2- Proof of working with similar assignments (at least 3 references in the fields of Tourism and/or Economic studies within Iraq).
- 3- Proposal shows how the objectives defined in service requirements will be achieved
- 4- IQD bank account
- 5- ID/Passport

Interested Individual experts and/or Companies must submit the above requirements and the full contact details via email to [procurement.iraq@giz.de](mailto:procurement.iraq@giz.de)

The subject email must be:

(Study for Reviving and Improving the Tourism Industry in Iraq)

The deadline for submission is: 23<sup>rd</sup> October 2024 at 2:00 PM

Yours Sincerely,

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

E [procurement.iraq@giz.de](mailto:procurement.iraq@giz.de)

I [www.giz.de](http://www.giz.de)