Team Europe Initiative Armenia: Resilient Syunik
R2D Syunik: Recovery, Resilience, Development for Syunik

TRAINING ON DIGITAL MARKETING BASICS FOR TOURISM AND HOSPITALITY INDUSTRY REPRESENTATIVES IN THE SYUNIK REGION

Terms of Reference

Country:	Armenia
Project Name:	R2D Syunik: Recovery, Resilience, Development for Syunik, part of **Team Europe Initiative Armenia: Resilient Syunik**
Project Number:	EU reference NDICI-GEO-NEAR/2022/440-450 ADA reference 6553-00/2022

Action implemented by Austrian Development Agency with funding from the EU and Austrian Development Cooperation

1. BACKGROUND INFORMATION

The R2D Syunik Project, implemented under the **Resilient Syunik Team Europe Initiative** and co-financed by the **European Union** and the **Austrian Development Agency**, aims to enhance the recovery and resilience of **micro, small, and medium enterprises (MSMEs)** and improve access to **sustainable small-scale communal infrastructure** in the Syunik region. A key focus of the project is the improvement of the **business environment** and the **competitiveness of the private sector**.

Within this framework, a **market systems assessment** conducted by the project identified the **tourism and hospitality sector** as a priority for intervention due to its potential to drive inclusive economic growth, especially for vulnerable groups such as **women, displaced persons from Artsakh**, and individuals living in poverty.

To further understand the sector's needs, a **targeted survey** was conducted among hotels, guesthouses, and restaurants in Syunik. The results revealed a critical gap: **limited digital marketing capacity** is significantly hindering the visibility and business growth of local tourism service providers.

To address this challenge, the R2D Syunik Project will implement a **practical and sector-specific digital marketing basics training program** for tourism and hospitality actors. The training will equip participants with the essential skills to enhance their **online presence**, engage in **social media marketing**, optimize their **profiles in different marketing platforms**, and create effective **digital content**.

As part of the project's broader capacity development activities, the training will be conducted **on-site in the Syunik region**, with on-site sessions in **Goris** and **Kapan**.

2. DESCRIPTION OF THE ASSIGNMENT

The Project seeks an experienced service provider to design and deliver a digital marketing basics training program, both theoretical and practical, tailored for hospitality businesses in the Syunik region.

2.1 Specific Tasks

The Contractor shall:

1. **Design & deliver** a structured 5-day digital marketing training module tailored to tourism/hospitality MSMEs.
2. **Conduct 2 on-site sessions** in Goris and Kapan, each for up to 15 participants.
3. **Provide hands-on training covering**:

   - Social media strategy (FB, Instagram, TikTok, TripAdvisor, Google Business, YouTube).
   - Profile setup/management on Booking.com & TripAdvisor.
   - Digital storytelling, photo/video creation (reels/TikToks).
   - Online reputation/review management.
   - Basics of paid ads (FB/Instagram boosted posts).
   - Simple AI tools for captions/visuals (e.g., ChatGPT, Canva).

- Consistent brand messaging guidance.

4. **Host virtual Q&A sessions** 4 week post-training to reinforce learning and troubleshoot implementation.
5. **Deliver training materials and reports.**

2.2 Technical Specifications of the Assignment

Training Structure

- **Groups**: 2 cohorts (up to 15 participants each).
- **Duration**: 5 days per group.
- **Format**: hybrid (5-day onsite + virtual Q&A session 4 weeks later).
- **Venue and Logistics**: the Contractor will be responsible for all providing all organizational and logistic services and covering related costs.

Curriculum Requirements

1. **Theory**: Fundamentals of digital marketing, branding, analytics.
2. **Practice**:

- Create/optimize business profiles (FB, Instagram, TikTok, Google, TripAdvisor, Booking.com).
- Develop 1-month content plans with calendars/sample posts.
- Produce visuals/videos using free tools (Canva, CapCut).
- Run basic paid ads (FB/Instagram).
- Track metrics (likes, reach, comments).

3. **Assessment**: Pre-/post-training evaluations to measure skill growth.

Immediate Results

Ensure each participant leaves with:

- Optimized business profile(s).
- 1-month digital marketing plan.
- Basic AI tool proficiency.

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3. EXPECTED RESULTS

Outputs (Immediate)

- 100% of participants create/improve digital marketing plans & content calendars.
- At least 60% show increased platform engagement/reach (1 month post-training).
- Virtual Q&A with at least 70% attendance + FAQ summary circulated within 5 days.
- All participants are proficient in key tools (Meta Business Suite, Google Business, TripAdvisor, Canva).

Outcomes (1-Month Post-Training)

- At least 80% actively post content (at least 1/week) and engage audiences.
- At least 60% report 10–20% follower growth on at least 1 platform.
- At least 50% of participants report increased customer inquiries/visibility.
- Participants track basic metrics (reach, engagement, growth).

Training Provider Responsibilities

- Design and supply all training materials.
- Facilitate industry-relevant practical exercises.
- Design and conduct pre-/post-assessment tests and issue completion certificates.
- Moderate Q&As and provide individualized support.

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4.   EXPECTED DELIVERABLES

Based on the requested services and technical criteria (2.2), the following must be delivered by the **Contractor**:

1. Inception report including at least the following:

- Detailed training module, methodology, daily agenda (topics/theory/practice hours).
- Practical arrangements (venue specs, materials, equipment list).
- Planned Implementation timeline.

2. Interim report (after completing on-site trainings)

- Verification of attendance (signed sheets per group).
- Summary of pre-/post-assessments (raw data + initial trends).
- Participant outputs:
- Optimized business profiles (screenshots/examples/links).
- Draft 1-month digital marketing plans & content calendars.
- Training feedback summary (participant surveys/key challenges).
- Adjustments proposed for virtual Q&A sessions.
- Adjusted implementation timeline (if applicable).

3. Final report including at least the following:

- Training narrative & final module/agenda.
- Consolidated participant list + attendance records.
- Analysis of pre/post-assessment results (skills/confidence growth).
- Compiled training materials (presentations, tools, checklists).
- Participant deliverables:

- o Digital marketing plans (3-month horizon).
- o Links to the profiles/pages/accounts.
- o Sample content (posts, visuals, ads).
- FAQ summary of virtual Q&A sessions.
- Key findings, recommendations.

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5. PERIOD OF ASSIGNMENT

The training is expected to commence in **August-October 2025**. The detailed implementation timeline will be agreed upon with the selected service provider.

The Contractor will be required to submit the above-mentioned deliverables/outputs based on the following indicative time schedule:

a) Inception report – **by 10 August 2025**
b) Interim report - **by 15 September 2025**
c) Final report – **by 20 October 2025.**

The exact dates will be finalized in agreement with the selected provider.

At each step the Contractor must closely cooperate with the R2D Project team and Contracting Authority in terms of consultations and possible required revisions/adaptations.

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6. WORKING LANGUAGE

The **working languages** of the assignment are both **Armenian and English**:

All communications with the Project and reports must be in **English**.

Training and all related materials for the participants must be delivered in **Armenian.**

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7. CONTRACTING MODALITIES

A **service contract** will be signed between the **Austrian Development Agency (ADA)** and the selected **Service Provider** under the supervision of the **R2D Syunik Project Team Leader**. The project team will provide **the necessary support** for successful execution of the assignment. Payment will be made according to a **pre-agreed financial proposal and schedule**.

8. INTELLECTUAL PROPERTY

All information generated during this assignment **remains the property of ADA/R2D Syunik Project** and cannot be disclosed or used without written permission, in accordance with **national and international copyright laws**.

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9. REQUIRED QUALIFICATIONS AND ELIGIBILITY CRITERIA

The **Applicant** must meet the following requirements:
- Be a legal entity registered in Armenia
- Have at least 3 years of proven/documented experience in training and consultancy in the subject.
- Has a team of at least 2 qualified trainers/experts for the assignment.
- Experience working with international organizations or EU-funded projects is an asset.

The documents submitted must meet the requirements described in section 10 of these ToR.

The evaluation process will follow **ADA's internal procurement guidelines**. Selection will be based on the **best quality and value for money, using the following scoring system:**

1. **Detailed Technical Offer** (quality criteria, weight: 70%), including**:**

- **The Applicant's experience in the subject, including training design and delivery**) – 25 %
- **Experts'/trainers' experience and expertise for the assignment** – 35%
- **Quality of the proposed training module meeting specified criteria for the assignment (see section 2)** – 40%

2. **Financial Proposal - 30%.**

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10. APPLICATION PROCEDURE

For the comparison of offers please provide the following documents by email mentioned in Chapter 11 of this ToR:
- Letter of Interest, stating why you consider being suitable for the assignment.
- Legal entity registration certificate (soft copy)
- A detailed Technical Proposal, including:
   - ✓ Suggested methodology for the approach and implementation of the assignment; this should include comments or suggestions on the ToR, understanding of the objectives, purpose and expected results of the assignment, a work plan and time schedule illustrating the proposed workflow, milestones and deliverables.
   - ✓ CVs of personnel proposed for this project highlighting qualifications and experience and portfolios in similar projects.

- ✓ Work references (fact sheet), i.e. companies/institutions for whom similar assignments were produced; as well as samples of work (available online).
- Financial proposal indicating service fees and a breakdown of expenses (unit price together with any other relevant expenses) related to the assignment. Expenses must correspond with the activities indicated in the work plan.

The proposal must be submitted not later than **20.07.2025, 23:59 (Armenian Time).**

Only complete applications with all the documents described above will be considered.

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11. CONTACT

Ms. Karine Baghdasaryan, R2D Syunik Project Private Sector Development Expert.

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Office for Technical Cooperation of the Austrian Embassy Yerevan
Erebuni Plaza Business Centre, 6th floor
26/1 V. Sargsyan St., 0001 Yerevan, Armenia

The Contractor is bound to maintain regular communications with the Project Private Sector Development Expert and/or delegated ADA staff and to inform about any relevant issue concerning the project, as well as sending all documentary outputs of his/her assignment.

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12. PUBLICATIONS

The Contractor agrees that the following information will be made public as required by the General Conditions for Contribution Agreements signed by ADA:

- title and type of the contract,
- name and address of the contractor,
- amount of the contract.