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

CAPACITY DEVELOPMENT OF TOURISM AND HOSPITALITY INDUSTRY REPRESENTATIVES (CULINARY CHEFS) 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

Abbreviations

ADA	Austrian Development Agency
ADC	Austrian Development Cooperation
CEPA	Comprehensive and Enhanced Partnership Agreement
DoA	Description of the Action
EU	European Union
EUD	EU Delegation
EFSD+	European Fund for Sustainable Development
EGSIM	Environmental, Gender and Social Impact Management
EGSIA	Environmental, Gender and Social Impact Assessment
EGS	Environmental, Gender and Social Standards
ENP	European Neighborhood Policy
IMSD	Inclusive Market System Development
MIP	Multiannual Indicative Programming
MSD	Market System Development
MSME	Micro-, Small and Medium Enterprise
SDC	Swiss Development Cooperation
SDG	Sustainable Development Goal
SME	Small and medium-sized enterprise
TEI	Team Europe Initiative
ToR	Terms of Reference

1. Background Information

The **overall objective** of the R2D Syunik project, implemented within the Resilient Syunik Team Europe initiative and co-financed by the European Union and Austrian Development Agency, is to **enhance recovery and resilience of micro, small and medium enterprises (MSMEs) and sustainable small-scale communal infrastructure in Syunik** by focusing on the following deliverables:

Outcome 1:

Improved business environment for MSMEs and enhanced private sector competitiveness.

Output 1.1:

Improved business, managerial, technical and idea generation capacities (including green/circular economy, sustainable and inclusive capacities) of start-ups, MSMEs and social enterprises.

Output 1.2:

Increased access to financial services and consultancy to support innovative and sustainable investments by start-ups and SMEs (including female and/or youth led entities).

Output 1.3:

Increased availability of non-financial services supporting business (including women and/or youth entities).

Outcome 2:

Improved availability of sustainable green communal infrastructure.

Output 2.1:

Bankable and sustainable communal infrastructure projects are being prepared in the communities.

Output 2.2:

Provision of financial support to sustainable and green communal infrastructures.

Outcome 3:

Intensified multi-stakeholder coordination for regional development in Syunik.

Output 3.1:

Regular multi-stakeholder coordination for regional development in Syunik.

Through a general assessment of market systems in Syunik, the **tourism and hospitality sector** were identified as a priority area due to its potential for inclusive economic growth and empowerment of vulnerable groups such as **women, displaced persons from Artsakh, and individuals in poverty**. A survey conducted among businesses in the sector, including hotels, guesthouses, and restaurants, identified **culinary skills and menu development** as critical areas for capacity development.

To address these challenges, the R2D Syunik Project, under its **Outcome 1**, will **organize a training program** for tourism and hospitality representatives, specifically **culinary chefs** from Syunik, focusing on **Culinary Arts and Menu Development**. The **training will take place in the Syunik Region**, with one training course to be held in **Goris** and the second in **Kapan**.

2. DESCRIPTION OF THE ASSIGNMENT

The project seeks a **vocational training organization or an individual qualified service provider** to develop and conduct a **specialized training program** on culinary skills for local culinary **chef personnel** in Goris and Kapan cities, Syunik.

2.1 Specific Tasks of the Assignment

The key tasks under this assignment include:

- Development of a **comprehensive training module** on culinary skills, covering both theoretical and practical aspects.
- **Implementation of the training** in two locations (**Goris and Kapan**), ensuring engagement and active participation.
- **Delivery of practical hands-on training**, including:
 - ✓ Live cooking demonstrations.
 - ✓ Real-life simulations relevant to the local hospitality industry.
 - ✓ Practical exercises integrating regional culinary heritage and traditions.

2.2 Criteria and Technical Details of the Assignment

Training Groups:

The training groups will consist of culinary chef personnel from the tourism and hospitality sector of the Syunik region. There will be 2 groups consisting of 8-10 trainees per group. Trainees will be recruited and nominated by the R2D Syunik project team.

Training program

The training program must have the following components:

- ✓ **Theoretical component:** Covering essential concepts such as food safety, menu planning, and nutrition.
- ✓ **Practical component:** Hands-on exercises where trainees apply acquired skills in real or simulated kitchen settings.

- ✓ **Assessment:** Pre-training and post-training evaluations to measure knowledge retention and skill development.

The training must be interactive and encourage participant engagement through group work and real-world applications and should incorporate the latest industry trends and best practices in culinary arts and hospitality.

Training Content

The training must cover at least the following aspects:

- **Culinary Skills and Techniques:** Fundamentals of cooking, food preparation methods, plating, and presentation.
- **Food Safety and Hygiene Standards:** HACCP principles, storage techniques, sanitation, and safe food handling.
- **Menu Planning and Development:** Balancing flavors, portioning, pricing, and designing attractive and profitable menus.
- **Sourcing Local Ingredients:** Using locally available products to enhance regional cuisine, sustainability in sourcing, and reducing food waste.
- **Restaurant Service and Customer Experience:** Improving communication and teamwork between kitchen staff and restaurant servers to enhance customer experience.
- **Special Diet Considerations:** Training in dietary restrictions, vegetarian and vegan options, and allergen management.

Training venue and other organizational expenditures related to the trainings are to be covered by the Contractor.

Training Duration

The training for one group **should not exceed 7 working days.**

Expected outputs and outcomes of the training:

- The participants have improved their knowledge and hands-on experience in culinary skills, increasing their employability and service quality.
- Increased awareness and adoption of hygiene and food safety standards.
- Development of innovative, regionally adapted menu options that incorporate local and sustainable ingredients.
- Improved networking and collaboration among industry professionals in Syunik.

The **selected training provider** will be responsible for:

- Providing **all necessary training materials, consumables, and equipment.**
- Facilitating **practical exercises** relevant to the industry needs.
- Assessing participants' progress and issuing **certifications** upon completion.

2.3 Expected Deliverables

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

Inception Report including at least the following:

- Draft detailed module of the training meeting criteria described in 2.2 , including proposed methodology, a detailed daily agenda specifying topics covered each day, hours allocated for theoretical and practical training, and activities planned.
- Description of proposed practical arrangements for the training: venue criteria, training materials and equipment needed, handouts, documentation, etc.
- Assignment implementation timeline.

Final Report including at least the following:

- Narrative on the implementation,
- Final version of the training module.
- Training materials/handouts/prompts used.
- List of participants and signed attendance sheets for all training days.
- Training assessment and evaluation reports, considering expected outputs and outcomes.
- Insights and recommendations by the Contractor for further skill development and future training needs.
- Final (actual) implementation timeline.

3. PERIOD OF ASSIGNMENT

The training is expected to commence in **April-May 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:** To be submitted within one week from the date of contract signing.
- b) **Final report – by 19 May 2025.**

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.

4. WORKING LANGUAGE

The **working language** of the assignment is both **Armenian and English**. All communications with the Project and reports must be in English. Training materials must be prepared and delivered both in **Armenian and English**.

5. 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**.

6. 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**.

7. REQUIRED QUALIFICATIONS AND SELECTION CRITERIA

The **applicant** must meet the following requirements:

- **Minimum 5 years of experience** in accredited culinary training.
- **Proven experience** in designing and implementing culinary skills training for industry professionals, including development of training programs and training materials and prompts.
- Experience working with **international organizations or EU-funded projects** is an asset.
- Must be **able to conduct the training on-site in Goris and Kapan**.

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**:

Detailed Technical Offer including:

- **Experience in training design and delivery – (20%)**
- **Proposed Certified specialists/trainers with high-quality expertise – (30%)**

- **Proposed training module meets specified criteria – (20%)**
- **Financial Proposal (30%).**

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

8. APPLICATION PROCEDURE

For the comparison of offers please provide the following information:

- Letter of Interest, stating why you consider being suitable for the assignment.
- Registration certificate (in the case of companies or individual entrepreneurs).
- 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 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 (excl. VAT) indicating service fees and a breakdown of expenses (unit price together with any other relevant expenses) related to the assignment. Expenses introduced must correspond with the activities indicated in the work plan.

The proposal must be submitted not later than 7th of April 2025 COB to the following email address: rima.grigoryan@ada.gv.at.

9. CONTACT

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

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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.

10. 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.