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# BACKGROUND INFORMATION

## Partner country

Republic of Serbia

## Contracting authority

Udruženje za razvoj turizma Tisa Palić Klaster, Radnoti Mikloša 16, 24400 Senta, Serbia

## Country background

The project is implemented within the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme. It lays the foundations for using EU funds under the cross-border component of the IPA Regulation, to support cross-border cooperation on the Romanian-Serbian border.

This contract runs between the main locations as Senta, Male Pijace, and Otelec, but the project aims precisely to encourage the development of adventure tourism in the cross-border region through the construction of the necessary infrastructure and capacity of tourism service providers and sector operators, analysing and valorising the tourism potential of the region and improving it, organizing the offer in the Romanian and Serbian CB regions, by creating a joint offer of tourist products and services, effectively increasing the competitiveness of the tourism sector through organized marketing campaigns while increasing the accessibility and visibility of the less developed tourist area.

International context in which this project takes place is dominated by relations between Serbia and the EU. Romania supports Serbia's actions to become an EU member. At the regional level the project is in competition with other projects developed by Romania-Serbia IPA.

These communities aim to successfully develop upon each side. Given the international and domestic situation of the two countries, CBC Programme offers a chance to solve the some of the problems they face. With an implementation time frame of 24 months, the probability of successful implementation of the activities proposed in the project is very high. This project will contribute to the development of relations between these communities and will increase and utilise the touristic potentials of the region.

## Current situation in the sector

The Banat region is a single region either in natural-geographic, cultural and historical respect, but it is divided by the borderline. Project focuses on common territorial challenges and intends to tackle such as connectedness of two country region, facilitating better communication and cooperation between population and communities on both sides of the border.

Romania and Serbia border region now is not an outstanding, favorite tourist destination because the region has no individually designed image, in addition to this, tourism supported marketing activities are missing as well.

The Banat region, which is bisected by the border, offers excellent opportunities for this, as it has diverse natural features, good accessibility, both by road and air, and the accommodation capacities in its big cities are also excellent. For tourists, however, we need to build on our natural resources to offer adrenaline-pumping adventures that provide a few days of relaxation and recharging on top of the daily grind.

The assistive tourist services largely fall short of its potential and they also are built by haphazard onto the tourist attractions. Between tourism stakeholders, the partnership and the cooperation initiatives are deficient. Due to this disorganization, joint touristic packages are missing and the inherent turnover growth.

The shortcoming may be linked to the above is that the tourist services do not follow the achievements of it, that is to say they are not in accordance with the expectations and requirements of tourists and travelers.

The main objective of the project is to enhance demand for cross-border tourist region by development of thematic adventure tourism packages and through joint branding and marketing activities. Thematic routes, integrated tourism stakeholders and marketing contributes to increase of attractiveness of the region for domestic and foreign tourists.

To achieve the defined objectives and results, we have to treat a cross border territory as a coherent area. Many landmarks, sites and other attractions are linked to each other. The integrated approach is needed to develop a joint tourism image and to create a successful network between key actors in the region.

## Related programmes and other donor activities

N/A.

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective of the project of which this contract will be a part is as follows:

## Developing a coherent marketing strategy to promote the adventure tourism tours created in the project in the tourism markets. In addition to the development of the strategy, the consultancy will plan and implement the offline marketing activities defined by the strategy and organise the presentation of the tourism product at the international tourism exhibitions in Belgrade and Novi Sad.

## Specific objective(s)

## To showcase the tourism offer of the area and to take advantage of the benefits generated by its tourist attractions Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

* Output 1 to Outcome 1: successful elaboration of the marketing strategy of the adventure routes in the CB area.
* Output 1 to Outcome 2: successful implementation of the offline marketing activities of the project
* Output 1 to Outcome 3: successful organization of the presentation of the Banat adventure routes in the tourism exhibitions in Belgrade and Novi Sad
* Output 1 to Outcome 4 successful translation services

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

The Consultant has to assume the tasks under the project according to the present Terms of Reference and according to the best practices in the field.

## Risks

Risk 1: Lack of relevant information, data, documents to create the marketing strategy.

Risk 2: Time frame and dynamic of realization of specific activity.

Risk 3: The local population`s or wider target groups attitude towards the project is weak.

Risk 4: Delay of funding/financial difficulties

# SCOPE OF THE WORK

## General

### Description of the assignment

The Consultant should cover the lack of capacity and experience in the field of organization and implementing the following activities, provide administrative, technical, logistical and HR support for organization, as well as bares the related costs for:

* elaboration of the marketing strategy of the adventure routes in the CB area.
* implementation of the offline marketing activities of the project
* organization of the presentation of the Banat adventure routes in the tourism exhibitions in Belgrade and Novi Sad
* organization of the translation services, during the project activities

For details, see point 4.2. Specific work (below).

### Geographical area to be covered

Mainly activities and tasks should be organized and implemented in cross-border region (Timis county and North- and Mid- Banat districts).

### Target groups

Target group are tourists with special interests, tourists who prefer natural heritage, lovers of nature, recreation and sports, and adventure activities. Also target group are various sports, hiking, rowing, riding, cycling, and trekking clubs and associations, tourist operators, municipalities, regional, subregional development agencies, tourist associations and boards, civil organizations active in the field of tourism and in the field of sports, professional bodies providing tourism-related services, and rural households.

Senta, Male Pijace and Otelec municipality and its surroundings will participate in project as direct beneficiaries. (3)

Members of sport clubs and other NGO-s will use, and be the users of physical and virtual results of project. (100)

Tourism operators and ancillary service providers from two countries will be the target of the marketing activities. (30)

Domestic and foreign tourists and visitors of the sites and CB region. (2000)

## Specific work

The Contractor shall provide / organize the following types of activities:

**A) Elaboration and development of the marketing strategy of the adventure tourism of the Banat and Timis Region**

Objective:

To develop a comprehensive marketing strategy that supports the positioning of the Banat and Timis Cross-Border (CB) region as a leading destination for adventure tourism over the next decade.

Adventure tourism is a rapidly growing segment within the tourism industry, particularly in Western Europe but continuously develops in the East Europe and the Balkans region too. There is a strong, solvent demand for new, accessible adventure experiences. The Banat and Timis CB region has excellent natural and infrastructural conditions for adventure tourism, with a wide variety of attractions and high-quality facilities. However, in order to become a competitive adventure tourism destination, the region must strategically manage its tourism assets and establish an effective marketing framework.

**Scope of the Strategy:**

The marketing strategy will be an integral part of the activities aimed at creating a competitive and complex adventure tourism product by integrating 8 (horse riding, carriage driving, hiking, off road E-bikes, quad and jeep off road tours, birdwatching, kayaking) tours, branches of adventure tourism and various service providers. A core adventure tourism attraction package will be developed within the project framework with 8 adventure tourism tours.

**Key Deliverables:**

Market Analysis:

Identification of target markets (domestic and international).

Analysis of market trends and demand in adventure tourism.

Competitor benchmarking.

Marketing Strategy Structure:

Definition of strategic goals and key performance indicators (KPIs).

Identification of core marketing messages and brand positioning.

Determination of market entry and distribution channels.

Recommendations for sustainable collaboration among regional stakeholders and tourism service providers.

Development of online and offline marketing tools, with action plan

**The action plan should include at least clear solutions with timelines, milestones, and responsibilities. for the following marketing processes but not limited to:**

Online Marketing Activities:

Development and continuous updating of a multilingual (English, Romanian and Serbian) website for the Banat adventure tourism offer.

Search engine optimization (SEO) to improve visibility in search results.

Paid online advertising campaigns (Google Ads, Meta Ads, etc.).

Social media marketing across platforms such as Facebook, Instagram, YouTube, and TikTok with engaging content (photos, videos, user stories).

Email marketing campaigns targeting segmented audiences (tour operators, adventure travelers, influencers).

Collaboration with travel bloggers, influencers, and online travel platforms.

Web analytics implementation to measure traffic and engagement.

Offline Marketing Activities:

Design and distribution of printed promotional materials (brochures, flyers, maps) in multiple languages.

Outdoor advertising (billboards, posters) in key target markets.

Partnerships with travel agencies and tour operators for package promotion.

Development of branded merchandise to raise awareness.

Local community engagement campaigns to support grassroots promotion.

**The Contractor must carry out two phases of planning:**

Phase 1: Marketing activities during the project timeline to promote and sell the newly developed services.

Phase 2: Long-term marketing activities for the decade following project completion to maintain and grow market presence.

**Budget estimation for each activity and overall marketing strategy.**

**Expected Outcome:**

A strategic and actionable marketing strategy, that enables the Banat CB region to become a leading adventure tourism destination in Europe, attracting both local and international visitors through well-targeted and impactful marketing efforts.

The consultant should work closely with the Contracting Authority representatives during the development of the marketing strategy to ensure that the required outputs are properly developed.

The elaborated marketing strategy have to be written in English language with Serbian summary in the average volume of 40-45 pages A4 format.

The prepared outputs must be delivered in electronic format too.

The finished work have to include the compulsory visibility elements defined by Interreg-IPA CBC Romania-Serbia Programme.

Budget allocation for item A) is: 19000 Eur

*Time frame for completion of this task is 3 months, by the end of October 2025 at the latest.*

**B) Implementation of the offline activities of the developed marketing strategy**

Objective:

To implement the comprehensive offline marketing strategy which was developed in the first step of this contract, aimed at promoting tourism offerings through environmentally responsible, multilingual materials and strategic outreach initiatives across key markets.

Key Activities:

Design and Distribution of printed promotional materials, using the programme and project visibility elements:

Create brochures, flyers, and maps in, Serbian, and English languages in accordance with the quality and quantity measures of the developed strategy.

Ensure printing on recycled paper, following environmental protection guidelines.

Distribute materials through travel agencies, state and municipal tourism offices, exhibitions, and other relevant locations.

Outdoor Advertising Campaigns

Place billboards and posters in strategic target markets to attract tourist interest.

Partnerships with travel agencies and tour operators

Collaborate on the creation and promotion of travel packages, ensuring broader reach and market integration.

Development of Branded Merchandise

Design and distribute promotional items to enhance brand recognition and tourist engagement.

Language and Localization:

All promotional tools will be available in Serbian, and English to effectively reach diverse consumer groups both regionally and internationally.

Expected Outcome:

A cohesive, multilingual marketing campaign that combines printed materials, events, partnerships, and community initiatives to enhance the destination’s visibility, appeal, and sustainability.

The consultant should work closely with the Contracting Authority representatives during the conducting of the work to ensure that the required outputs are properly developed.

The prepared outputs must be delivered in electronic format too.

The marketing materials, have to include the compulsory visibility elements defined by Interreg-IPA CBC Romania-Serbia Programme.

Budget allocation for item B) is: 9000 Eur

*Time frame for completion of this task is 12 months, from January 2026 to the end of December 2026 at the latest.*

**C) Presentation of the joint adventure tourism offer in the tourism fairs in Serbia, Novi Sad, and Belgrade**

The third activity of marketing activity is the appearance at the tourist fairs organized in the region in the year 2026. These exhibitions are held every year in Belgrade and Novi Sad, and their thousands of visitors provide an excellent opportunity to present the region's adventure tourism at a separate stand and introduce the project and the developed tourism product

The task will be:

Organizing the presentation in Belgrade Tourism fair in February 2026, and the Novi Sad Tourism Fair in November 2026 with the following activities:

**1. REGISTRATION AND LOGISTICS**

* Register for the exhibition and reserve booth space min 3 m2 in both exhibitions,
* Review and comply with the organizer’s requirements and deadlines
* Arrange travel and accommodation for team members
* Organize transport for exhibition materials

**2. BOOTH DESIGN AND SETUP**

* Design an attractive and informative exhibition booth with an exhibition desk and min. 3 chairs
* Prepare banners, posters, and branded materials
* Ensure booth setup complies with venue regulations (electricity, fire safety, etc.)

**3. MARKETING MATERIALS**

* Use the created and printed brochures, flyers, and other pr material
* Prepare press kits or media packages
* Design giveaways or promotional items (if applicable)

**4. DIGITAL AND PRE-EVENT MARKETING**

* Schedule meetings with potential partners or clients
* Send email invitations or newsletters to your network

# Team preparation

* Select and brief booth staff (sales reps, marketers, guides, etc.) min. 2 person/exhibition
* Prepare product/service presentations and demos

# On-site Execution

* Set up booth on time
* Ensure availability of all marketing materials and products
* Engage actively with visitors and collect contact data
* Take photos and videos for post-event use

# Follow-Up and Evaluation

* Follow up with leads and contacts within one week after the fair
* Prepare a report and plan improvements for future events

The consultant should work closely with the Contracting Authority representatives during the conducting of the work to ensure that the required outputs are properly developed.

The prepared outputs must be delivered in electronic format too.

The marketing materials, have to include the compulsory visibility elements defined by Interreg-IPA CBC Romania-Serbia Programme.

Budget allocation for item C) is: 15000 Eur

*Time frame for completion of this task is 10 months, from February 2026 to the end of November 2026 at the latest.*

**D) Translation**

**Oral Translation Services:**

Translation at project meetings:

Serbian ↔ English

Romanian ↔ English, and their combinations

Translation at tourism events, test trips, and fairs:

Interpreting professional presentations

Translation at workshops and training sessions:

Language support for interactive events

**Written Services:**

All materials produced during the project in Serbian or Romanian that are not available in English translation.

Proofreading and language checking:

The consultant should work closely with the Contracting Authority representatives during the conducting of the work to ensure that the required outputs are properly developed.

The prepared outputs must be delivered in electronic format too.

The marketing materials, have to include the compulsory visibility elements defined by Interreg-IPA CBC Romania-Serbia Programme.

Budget allocation for item D) is: 3000 Eur

*Time frame for completion of this task is 17 months, from August 2025 to the end of December 2026 at the latest.*

## Project management

### Responsible body

The Consultant is responsible for all the activities regarding this contract. From the other side, Udruženje za razvoj turizma Tisa Palić Klaster as a Contracting Authority will be responsible for the management.

### Management structure

The responsible person for the overall implementation of the tasks related to this contract, in the Contracting Authority is Atila Voros, the project manager.

### Facilities to be provided by the contracting authority and/or other parties

Not appropriate.

# LOGISTICS AND TIMING

## Location

Senta, North Banat district, Serbia.

## Start date & period of implementation of tasks

The intended start date is 01.08.2025 and the period of implementation of the contract will be 17 months from this date. Please see Articles 19.1 and 19.2 of the Special Conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are defined and they must submit CVs and signed statements of exclusivity and availability.

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the key experts for this contract are as follows:

**Key expert 1**

Qualifications and skills

* Higher or University degree;
* IT-skills: MS Office or similar, Internet;
* English language at least intermediate level;

General professional experience

* At least 5 years of general professional experience;
* Experience in developing strategy

Specific professional experience

* Experience with developing strategy in at least 2 strategies. Participation in a marketing strategy will be considered an advantage;

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

Not appropriate.

## Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in English in one original:

* The contractor will prepare 1 brief interim report after the closure of each specific activities (according to 29.1 Article of the Special Conditions of the Contract), and the final report on the implementation of the tasks, at the end of this contract. The approval of interim report and the final report by the Contracting Authority will be the basis for issuing respective interim and final payments as indicated in the Special Conditions.

The required formats of the reports will be communicated to the Contractor by the Contracting Authority after the signature of the contract.

## Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

# MONITORING AND EVALUATION

## Definition of indicators

The indicator of the successful implementation of the contract is “Services provided in timely, quality and quantity manor, as required in these Terms of Reference” and defined within activities determined in point 4.2. Specific work.

## Special requirements

Not applicable.