

Open Invitation for Expressions of Interest

REGIONE LIGURIA

EOI Title: Promotion of the rural experiential tourism offers selected within the frame of the TERRAGIR3 project

REGIONE LIGURIA – CONTACTS

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INTRODUCTION

Regione Liguria is one of the partners of the Terragir3 project - Interreg O.P. Italy -France Maritime.

The goal of the Terragir3 project is to increase the competitiveness of SMEs of the tourism sector as well as the attractiveness of marginal and island areas of the cross-border area while supporting joint systems for the positioning and promotion of innovative tourism products through:



La cooperazione al cuore del Mediterraneo
La coopération au cœur de la Méditerranée

- The promotion of rural integrated tourism offers,
- The safeguard of product quality and the promotion of food education,
- The valorisation of the territory's typicality and excellences,
- The support to the development of experiential tourism,
- The promotion of sustainable, green&blue tourism,
- The strengthening of commercial and entrepreneurial effectiveness as regards the sectors of reference of the project.

INVITATION

Regione Liguria is seeking response from **organisations from the travel trade industry (e.g. intermediaries such as tour operators, tour organisers, wholesalers, travel agents and online retailers ...)** to submit their expression of interest to take into consideration the aforesaid experiences for inclusion in their commercial offer. These experiences will be also inserted in special sections of the official Terragir3 website and the www.LaMiaLiguria.it websites as well as in the LaMiaLiguria mobile app.

1 - Goals

- A. Promoting the rural tourism experiences** planned and provided by the businesses (*agriturismi*, educational farms, fishing farms, PDO/CDO/PGI producers...), identified and selected by Regione Liguria in the frame of the Terragir3 project, through their inclusion in the offer of the organisations identified through this notice, which will be provided with the list of experiences;
- B. fostering**, consequently, the **promotion of complementary tourism experiences** – e.g.:
- excursions in the surrounding areas;
 - guided tours;
 - food&wine itineraries;
 - cultural itineraries;
 - hiking/botanical/environmental itineraries;

2 – Terms for participation – submission of responses

This **invitation is addressed to organisations from the travel trade industry** (e.g. intermediaries such as tour operators, tour organisers, wholesalers, travel agents and online retailers ...) Starting from the day this document is officially issued on the website of Regione Liguria (BANDI e AVVISI section), those interested in applying are invited to **respond and send** their expression of interest, i.e.:

- attachment A, filled in and undersigned by their legal representative;
- copy of the ID of their legal representative;



- the required documentation as detailed in attachment A;

via **email** to Terragir3@regione.liguria.it, quoting the following sentence in the subject line **“Manifestazione di interesse rivolta ad operatori dell’intermediazione turistica a promuovere le offerte turistiche esperienziali rurali - Progetto Terragir3”**

CLOSING TIME FOR RESPONSE

This being an open invitation, at the moment Regione Liguria has set no closing date for the dispatch of the expressions of interest. Notwithstanding anything else in this Invitation, and without limiting its rights at law or otherwise, Regione Liguria reserves the right, in its absolute discretion in the future to fix a closing date.

4 – Examination and evaluation criteria

Regione Liguria will carry out the examination of the received responses, which will be evaluated according the following criteria:

- a) evaluation of professional eligibility requirements and of technical-professional skills of the respondent;
- b) evaluation of the promo-commercialisation strategy of the rural tourism experiences selected within the frame of the Terragir3 project;

5 – Obligations –requirements

Eligible selected organisations and Regione Liguria will undersign the **“Patto per la promo-commercializzazione delle offerte green&blue – Progetto Terragir3”** (i.e., Agreement for the promo-commercialisation of the green&blue offers of the Terragir3 project, attachment B).

Regione Liguria will provide all the selected organisations with the following:

- **digital handbook** dedicated to experiential rural tourism in Liguria (see introduction in attachment C), expressly designed for the TERRAGIR3 project: the handbook (translated in English and in French) contextualises and sets out fact sheets and details of a representative selection of tourism experiences provided by the *aziende agricole* (i.e., farming businesses) selected within the frame of the project;
- Access credentials to the **database** of all the experiences selected within the frame of the project. Regione Liguria provides a list of more than 120 qualified and selected rural tourism experiences Through time this dynamic database will be enriched with new experiences, verified by Regione Liguria;
- The link to attend the **dedicated webinar**, led by the experts who have collaborated at the selection of experiences and by the ITC engineers who have designed the database. The webinar will be held within DATA. After that date, recordings will be available.

- Please note that listing of links to the websites of the selected organisations will feature in the specific section of the official www.lamiaLiguria.it website, as well as in the section of the *LamiaLiguria* app dedicated to experiential tourism

Selected organisations

- must comply with all applicable planning, tax, insurance (including public liability insurance) transportation (including licensing), safety, consumer protection and other legal and regulatory requirements. As regards the European market, for instance, there are a number of legal, non-legal, voluntary and common requirements that organisations offering tourism services to the European market must or should comply with. European tour operators must comply with strict regulations that ensure their travelling customer is protected financially and will be personally safe while travelling overseas. The most important legislation for European tour operators is the Package Travel Directive (EU) 2015/2302.
- must grant, for the duration of the Agreement, the quotation of the Terragir3 project (as in scheme C) in all the communication related to the experiential rural tourism offers outlined in this Expression of interest

6 – further information

- Regione Liguria is not / will not be committed in any way in the future commercial agreements between organisations and aziende Agricole which provide the aforesaid rural experiential tourism offers
- The agreement does not imply any financial obligations for both parties (Regione Liguria and the Organisation)
- Being short listed does not give rise to a binding contract (express or implied) between the two parties