

**GOVERNMENT OF KHYBER PAKHTUNKHWA  
DEPARTMENT OF SPORTS & TOURISM**



**Detailed RFP Documents**  
**For**

**TRAINING AND CAPACITY BUILDING OF HOSPITALITY INDUSTRY**

**ADP S.NO. 1122 CODE NO. 180565 ADP 2019-2022, CAPACITY BUILDING OF HOSPITALITY INDUSTRY  
AND TOUR OPERATORS**

**Last date for submission of proposal: 26.01.2021**

\*This RFP is also available on Department website i.e <http://docstay.kp.gov.pk/> and on KPRA website  
i.e. [www.kppra.gov.kp](http://www.kppra.gov.kp)

**DIRECTORATE OF TOURIST SERVICES, PESHAWAR**

## **Request for Proposal**

The Directorate of Tourist Service is requesting proposals from prequalified training institutes/agencies/firms for TRAINING AND CAPACITY BUILDING of hospitality industry.

A firm will be selected under Quality and Cost based Selection (QCBS) and procedures described in the RFP (RFP/Bidding document to be obtained from the Admin Section of the Directorate of Tourist Services on payment of 500/- PKR), in accordance with the KPPRA Rules, 2014. Proposal both Technical & Financial shall be submitted on or before 21.01.2021 up to 1400 hours and will be opened on same closing date at 1430 hrs. The bidding documents will be submitted to the undersigned:

Admin & Accounts Officer  
Directorate of Tourist Services  
Govt. of Khyber Pakhtunkhwa  
Tel: +92-091-9210008

## **PROGRAM BACKGROUND AND DESCRIPTION:**

Training & capacity development plays a vital role in promoting tourism as it ensures/enhances local communities participation in operations and management through acquired knowledge & skills. Greater benefits of tourism development can be ensured through proper training and capacity development of existing service providers/ stakeholders of hospitality tourism industry. This is also a pre- requisite for sustainability of tourism sector.

The Directorate of Tourist Services (DTS) targets provision of hospitality industry Training with a focus on **TRAINING AND CAPACITY DEVELOPMENT IN TOURISM SERVICES**. The Program supports the province of Khyber Pakhtunkhwa to develop the tourism sector as a key driver for employment /economic growth.

## **OBJECTIVES**

- Hiring the services of training institutes/ firms/ agencies for the TRAINING AND CAPACITY BUILDING of those employed/ engaged in the hospitality industry in order to raise the standards of services of the tourism Industry.
- To enhance employment/economic growth of the region.
- To provide different Trainings with focus on Training and Capacity Development.

## **IMPACT AND OUTCOME**

The expected impact of the Program is increased volume of domestic and international tourists to destinations within Khyber Pakhtunkhwa by elevating standards of Tourist services.

## **OUTPUTS OF THE PROGRAM**

1. Improved services of hospitality industry at tourist destinations and attractions.
2. Enhanced quality of tourist related services.
3. Participation by local service providers such as Hotels and restaurants staff etc.

## **TARGET BENEFICIARIES**

- Hospitality Industry staff, youths and other existing service providers
- Efforts will be made to ensure adequate representation of local communities especially women & disadvantaged group engaged in the hospitality industry.

## **APPROACH AND METHODOLOGY:**

The following approach/methodology is adopted for Training & Capacity Development of service providers.

- Identification/ Formation of groups for various awareness, training and capacity development programs.
- Tentative dates and venues for specific training programs under the guidance of DTS.
- The Minimum period of training program will be 03 days and maximum will be 10 days, it may be extended or reduced as per the Guideline of DTS or discretion of DG DTS.
- Based on the above details will finalize the training calendar/schedule by DTS.
- Delivery/conduct of training programs through selected training institution/firms/agencies as per schedule finalized.
- Regular monitoring by DTS.

## DETAILS OF TRAINING PROGRAM

Following awareness, training & capacity development programs are planned for local hospitality industry & existing service providers:-

Serial No	TRAINING PROGRAM
1	Training on Principles of Hospitality and customer services
2	Multichannel Sales & Marketing Communication
3	Product development
4	Sustainability
5	Training on use of social media for improving their Businesses and information sharing related to Tourist Areas of Khyber Pakhtunkhwa.
6	Training on Hygiene Practice for Hotels & Restaurants.
7	Safety Training Program and First aid.
8	Training on Online Data Base system for Hotels and Restaurants for sharing of information related to feeding of data to DTS Data Base related to their organization.
9	Training on Front Office Management for Hotels & Restaurants.
10	Training on Food & Beverages for Hotels & Restaurants.
11	Training on Housekeeping for Hotels.
12	Training on Kitchen Management Skills.
13	Fast Food Entrepreneurship
14	Global Food & Drinks

## SCOPE OF SERVICES

The scope of services for hired training institution/firms/agencies will include but not necessarily be limited to the following:-

- (i) Design and development of course contents, training modules and manuals for specific training Programs with suitable distribution of theory and practical lesson hours after approval by DTS.
- (ii) To make available suitably qualified and experienced trainers/ resource persons to conduct various training programs.
- (iii) Conduct of specific training programs as per finalized schedule.
- (iv) Provide necessary linkages/support to the trained people for employment.
- (v) Proper documentation and record keeping of various training programs conducted.

A- Reporting Requirements: The training institution/agency will submit:

1. Course Contents, training module details with methodology, required manuals, schedule and CV of trainers/resource persons shall be submitted to the DTS for approval at least 01 month prior to the commencement of the training.
2. 03 copies of the final completion report, along with one soft copy in CD/DVD with support of video and pictures, within two weeks of completion of the particulars training program.

## CONTRACT PERIOD

The initial contract period is upto 30.06.2022, subject to extension of the project life beyond the approved completion period by the competent authority.

## IMPLEMENTATION ARRANGEMENT

The training and capacity development plan under DTS will be implemented under the direct administrative control of DG, DTS. Admin and Accounts Officer, Planning officer, Training Coordinator appointed under the project are responsible to oversee the planning, execution and monitoring at provincial & regional levels under the supervision of DG DTS. The selected training institutions /firms/agencies will conduct specific training programs on need basis from time to time as per the

directives of the Secretary of the department or Director General, DTS as per finalized training calendar and schedule.

#### **COORDINATION / LIASONING, MONITORING AND EVALUATION:**

The day to day coordination/ liaising and monitoring of the various training programs to be conducted by the selected institution/firms/agency will be the responsibility of training coordinator of DTS and any other officer (BS-17 and above) of DTS as authorized by Director General DTS.

#### **ELIGIBILITY/EXPERIENCE OF TRAINING INSTITUTION/AGENCY:**

- Corporate Lead Trainer with working experience in Pakistan, with minimum of Five (05) years of experience in designing, development, delivery and advocacy of training programs in hospitality industry.
- Having a team of at least two qualified trainers with Master/ BS (Hons) degree in Tourism and Hospitality sectors.
- Experience of conducting experiential activity based learning programs.
- Must have hotels and restaurants on its panel for experimental based trainings sessions/programs.
- Trainer with international exposure and experience or international accreditation institutions will be given due preference.

The training institutions/firms/agencies should have expertise in the following prioritized categories/areas:

- Hospitality Industry
- Food and Beverages Management

#### **Selection Criteria**

All institutes/firms/agencies will be evaluated as per evaluation criteria. Scoring weightage proportion for technical and financial will be 70:30 (70 % for Technical and 30% for financial).

Evaluation criteria for hiring of institute/firms/agency will be as follows:

Particulars	Weightage in % (100%)
Experience of Institute/firm/Agency(in years) <ul style="list-style-type: none"><li>• Marks per year: 02.</li><li>• Maximum marks: 20.</li></ul>	20%
Experience of Institute/firm/Agency(No of courses) <ul style="list-style-type: none"><li>• Marks per course 01.</li><li>• Maximum marks: 20</li></ul>	20%
Qualification & Experience of Trainer/Resource Person <ul style="list-style-type: none"><li>• Marks for Master/ BS (Hons): 15 Marks.</li><li>• One Step Higher qualification: 02 Marks.</li><li>• Two Step higher qualification: 05 Marks</li></ul>	20%
Affiliation with National/International Body of Training Institute	10%
Assignment Suitability and Approach & Methodology	30%

**PERFORMA FOR APPLICATION FOR EMPANELMENT OF TRAINING INSTITUTIONS / FIRMS/ AGENCIES**

Sl.	Details	Sl.	Details
1	Name of the institute/Agency	5	Affiliation with National/International Federation /Institutes.
2	Permanent Address:	6	Training Expertise / Categories
3	Address for Correspondence	7	Total experience in years for conducting the training programs
4	Date of Registration		

**II. Assignment Specific Experience of Institute/Agency**

Training

References\_\_\_\_\_

Please give details of most relevant training programs that the institute/agency has conducted to demonstrate the technical competence under each category/training applied for.

Training Area/Category.....

S. No	Training Program Name (Location & Number of people Trained)	Duration & Dates when the training was conducted	Target Participants &Major contents delivered	Client for whom training was conducted	Total cost for training & Funding Agency

**III. List of Trainers & Resource Persons available under each category /training applied for:**

Training /Category.....

S No	Name of the Trainer & Resource Person	Specialization	No of years of Experience	Educational/Technical Qualifications (Year of Passing University/Institution)	Special Achievement /Appreciation /Award/Recognition etc.
1.					
2.					

IV. Describe how your institute/agency best suits for this assignment highlighting your technical competence & related experience (Maximum of 500 words/one page )

V. Describe your approach & methodology i.e. how will you carry out this assignment ensuring highest quality standards and enhanced livelihood opportunities for the trained people. (Maximum of 1000 words/two pages).

VI. Comments on Terms of Reference (if any).

VII. Following attachments to be submitted with RFP.

S.No	Description
1.	Certificate of registration/incorporation /Affiliation
2.	Supporting documents of training programs conducted.
3.	Any other supporting documents which reflects technical competence & related experience
4.	NTN and Registration with Khyber Pakhtunkhwa Revenue Authority

VIII. Eligibility Declaration.

We, the undersigned, certify to the best of our knowledge and belief that:

- We have read the guidelines including the terms of reference (TOR), for this assignment.
- We confirm that the qualification details and training references submitted as part of this RFP accurately reflect technical competence & relevant experience.
- Neither the institute/agency nor any of its officials/trainers/resource persons/professional partners has ever been convicted of an integrity-related offense or crime related to corruption, fraud, collusion or coercion or not maintaining the applicable ethics and standards for training and capacity development by national/international body / organization.
- We understand that any misrepresentations/false information that knowingly or recklessly mislead. Or attempt to mislead may lead to the automatic rejection of the proposal or cancellation of the empanelment/contract/assignment thus awarded, at any stage.

Date...

Place : .....

(Authorized representative of Training  
Institution/Firm/Agency with Stamp)