

Calling for application

☞ Contracting entity:

- Name and address:

Rhône-Alpes Tourisme – MITRA (Mission d'Ingénierie Touristique Rhône-Alpes – Rhône-Alpes Tourism Engineering Mission)
104, route de Paris
69260 CHARBONNIERES-LES-BAINS – France

- Contact point:

Mathieu Maisonnasse – Alplakes Ecotourism Mission Manager (same address)
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☞ Object of the contract:

- Definition of the mission:

Recruitment of a consulting firm (with contact points or association with other consulting firms in Austria, France, Italy and Slovenia) **to run a survey that will lead to:**

1. Run comparative analyses of good practices identified by the partners and the MITRA in the alpine space (presenting the key success factors of ecotourism development, and opportunities and threats) **based on the common values** (defined in 2005) **and the Workpackage's work** (see <http://www.crt-mitra.com/fr/lespratiquesto/tourismedurabledemodif/ecotourisme-lacsalpins11.html>).

Write the "Alplakes Ecotourism quality charter" from the analysis results and MITRA's work.

Benchmark the existing sustainable-tourism and ecotourism labels that meet alplakes ecotourism common values and suggest gates between the alplakes ecotourism charter and the label(s).

2. Prepare the network strategy and the operational program implementation of the Alplakes Ecotourism values (Charter and/or Label) **from 2008 onward** (objectives, stakes, organization, action program, financial and human resources...)

- Stake:

Create adaptable tools to every alpine lakes situations and identify the operational method for a long-term Alplakes Ecotourism development for destinations.

- Term:

Foreseen term for the survey is 19 months (April 2006 to October 2007)

- Budget:

80 000 € all taxes includes (30 000 € in 2006 and 50 000 € in 2007) define for the INTERREG III-B program.

☞ Documents needed and procedure for application:

- Documents needed:

The consulting firm who wants to apply will send a letter for application demonstrating its motivation and its capacity to work at the alpine space scale (contact points or association with other consulting firms), the team consultant curriculums, and a list of references (surveys on the same topic) **in English** before January the 28th 2006 to:

Monsieur le Directeur de la Mission d'Ingénierie Touristique Rhône-Alpes,
Réponse à l'appel à candidature – Lacs-Alpins
Rhône-Alpes Tourisme
104, route de Paris
69260 CHARBONNIERES-LES-BAINS – France

- Procedure:

The MITRA will choose (January the 31th) **5 or 6 consulting firms amongst the received requests for application.**

The selection criteria will take into account:

- **the capacity of working at the alpine space scale** (contact points in partners countries or association with others consulting firms) – **8 points**
- **the capacity for mobilizing pluridisciplinary consultants and curriculums of the team** – **7 points**
- **the list of references** – **5 points**

The 5 or 6 consulting firms chosen will receive the specification of the survey (before February the 6th) and will be invited to answer before February the 28th. The MITRA will select 3 or 4 consulting firms for audition and invite them to present their proposal (between march the 13th and the 17th). According to the schedule the survey will begin in April 2006.