



Віцебскі абласны
выканаўчы камітэт

**ПОЛАЦКІ РАЁННЫ
ВЫКАНАЎЧЫ КАМІТЭТ**

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Витебский областной
исполнительный комитет

**ПОЛОЦКИЙ РАЙОННЫЙ
ИСПОЛНИТЕЛЬНЫЙ КОМИТЕТ**

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**Expression of Interest
for a Staff Exchange mission**

Beneficiary

Polotsk District Executive Committee (Republic of Belarus)

requests the M4EG Secretariat to assist staff exchange mission from an EU country that has experience in creating a local tourism cluster and system of information technologies for the purpose.

I. Description of the needs:

Polotsk district is a famous and economically developed administrative center of Vitebsk region. LEDP 2019-2020, elaborated in the M4EG framework, supports economic development and jobs creation. As far as Polotsk is a place with long cultural history and heritage, tourism is becoming one of the main spheres which generates economic growth in the district. Creation of a modern information environment for the development of the SME sector in tourism is estimated as a trigger for the further progressive development processes of the local economy. Local authorities initiated and support the establishment of tourism business cluster as a structure to encourage private tourism services providers and unite common efforts for the sector strengthening.

For today, local authorities of the Polotsk district and businesses, the Business Support Center and the Polotsk State University have started the preparatory phase for the business cluster establishment. Today, on the website of the Center, for example, there is certain interactive space to collect useful information on tourist services and get feedback. Simultaneously, undertaken steps to the broadening of IT use are not enough due to lack of necessary knowledge and experience to support the processes.

Polotsk District Executive Committee would be thankful for the opportunity for expert assistance and experience exchange in sphere of tourism clusters creation and development of IT system to support them.

II. Proposed scope of work:

The Polotsk district searches practical and professional advice and guidance from a European partner who has experience in the field of information technologies application for tourism.

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In this regard, we expect that during the planned personnel exchange mission, the invited partner will make the following contributions:

- provision of proposals and recommendations related to the creation and operation of the tourism business cluster;
- provision of proposals and recommendations to potential domestic and foreign investors;
- participation in the discussion «Points of Growth of the Economic Development of the Polotsk District» and wrap up meeting. Other LEDOs from Vitebsk will be invited to participate in the event.

The beneficiary (Polotsk District Executive Committee) will provide an escort (Head of Economy department Kornacheva Alesia) and transport for mobility during stay in the Polotsk district. The necessary meetings with existing and potential stakeholders will also be organized (for example, visiting the Business Support Centers, discussing issues of public-private dialog and cooperation).

III. Expected outputs and results:

The following input is expected:

- proposals and recommendation on organization and information support to create a tourist business cluster;
- expert assessment of IT support services development in Polotsk district and the prospects to apply IT technologies in the field of tourism development;
- grounding and initiating of cooperation with similar structures of the expert country;
- valuable practical recommendations on interactions and communication of the cluster partners;
- ground creation for conclusion a bi-lateral cooperation agreement with the municipality which expert presents.

IV. Preferred timeframe:

April - November 2019

V. Contact person:

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First Deputy Chairman

S.Leychanka

