

## NOTIFICATION

We notice all potential bidders that the National Tourism Organisation of Serbia has started a market research process in order to carry out the public procurement for the services of producing the Strategic Tourism Marketing Plan of the Republic of Serbia for the period 2019-2024.

Therefore, the National Tourism Organisation of Serbia has made an inquiry and if you are interested in participating in this public procurement we kindly ask you to answer the following questions:

1. What would be the proposed methodology, including working phases and modes and dynamics of reporting, for producing the Strategic Tourism Marketing Plan of the Republic of Serbia, in accordance with Article 10 of the Law on Tourism\*?
2. What would be the proposed deadline for producing the Strategic Marketing Tourism Plan of the Republic of Serbia?
3. What level of competencies, knowledge and experience should be required from a team that would be engaged in the production of the Strategic Tourism Marketing Plan of the Republic of Serbia?

\*Article 10, Tourism Law (excerpt):

The Strategic Marketing Plan contains in particular:

- 1) analysis of the marketing system of the Republic of Serbia;
- 2) analysis of competitive marketing strategies;
- 3) marketing plan;
- 4) positioning of the Republic of Serbia as a tourist destination;
- 5) marketing plan for tourist products;
- 6) the mission and organisation of the marketing system of the Republic of Serbia.

Please be so kind to send your answers by e-mail to [office@serbia.travel](mailto:office@serbia.travel) no later than January 15<sup>th</sup> 2019.