

**Spain-Mazarrón: Tourist information services**  
**OJ S 57/2023 21/03/2023**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Junta de Gobierno del Ayuntamiento de Mazarrón

National registration number: P30026001

Postal address: Plaza del Ayuntamiento, 1

Town: Mazarrón (Murcia)

NUTS code: ES620 Murcia

Postal code: 30870

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Mazarrón

E-mail: [contratacion@mazarron.es](mailto:contratacion@mazarron.es)

Telephone: +34 968590012

Fax: +34 968599215

**Internet address(es):**

Main address: <http://www.mazarron.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Uvw4cByn7QQ%3D>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=IC9A5sTprVYBPRBxZ4nJ%2Fg%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=IC9A5sTprVYBPRBxZ4nJ%2Fg%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Uvw4cByn7QQ%3D>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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**II.1. Scope of the procurement**

**II.1.1. Title**

Atención al público en dependencias municipales, informadores turísticos, rutas de senderismo, visitas guiadas de carácter cultural, actividades de animación en playa deportiva, actividades de animación para la playa infantil, proyección cine de verano, etc. para la Concejalía de Turismo del Ayuntamiento de Mazarrón  
Reference number: SERV/ABR-2022000037

**II.1.2. Main CPV code**

63513000 Tourist information services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Atención al público en dependencias municipales, informadores turísticos, rutas de senderismo, visitas guiadas de carácter cultural, actividades de animación en playa deportiva, actividades de animación para la playa infantil, proyección cine de verano, etc. para la Concejalía de Turismo del Ayuntamiento de Mazarrón

**II.1.5. Estimated total value**

Value excluding VAT: 1 983 933,72 EUR

**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 8

**II.2. Description**

**II.2.1. Title**

Atención al público en Oficina de Información Turística (OIT)

Lot No: 1

**II.2.2. Additional CPV code(s)**

63513000 Tourist information services

**II.2.3. Place of performance**

NUTS code: ES62 Región de Murcia

**II.2.4. Description of the procurement**

Atención al público en Oficina de Información Turística (OIT)

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Memoria de Gestión / Weighting: 30

Cost criterion - Name: Disponer de certificaciones de calidad / Weighting: 5

Cost criterion - Name: Perfil del personal destinado a la prestación del servicio / Weighting: 10

Cost criterion - Name: Plan de formación continua / Weighting: 5

Cost criterion - Name: Oferta económica informador / Weighting: 42

Cost criterion - Name: Oferta económica técnico / Weighting: 8

**II.2.6. Estimated value**

Value excluding VAT: 407 121,38 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in days: 730

This contract is subject to renewal: yes

Description of renewals:  
Posibilidad de dos prórrogas de un año cada una.

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Gestión de espacios culturales  
Lot No: 2

**II.2.2. Additional CPV code(s)**

92000000 Recreational, cultural and sporting services

**II.2.3. Place of performance**

NUTS code: ES62 Región de Murcia

**II.2.4. Description of the procurement**

Gestión de espacios culturales

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Memoria de Gestión / Weighting: 30

Cost criterion - Name: Disponer de certificaciones de calidad / Weighting: 5

Cost criterion - Name: Perfil del personal destinado a la prestación del servicio / Weighting: 10

Cost criterion - Name: Plan de formación continua / Weighting: 5

Cost criterion - Name: Oferta económica del informador / Weighting: 41

Cost criterion - Name: Oferta económica del técnico especialista / Weighting: 9

**II.2.6. Estimated value**

Value excluding VAT: 379 447,40 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in days: 730

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de dos prórrogas de un año cada una.

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**II.2.13.**

## **Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Guías turísticos  
Lot No: 3

##### **II.2.2. Additional CPV code(s)**

63514000 Tourist guide services

##### **II.2.3. Place of performance**

NUTS code: ES62 Región de Murcia

##### **II.2.4. Description of the procurement**

Guías turísticos

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Memoria de Gestión / Weighting: 30

Cost criterion - Name: Disponer de certificaciones de calidad / Weighting: 5

Cost criterion - Name: Perfil del personal destinado a la prestación del servicio / Weighting: 10

Cost criterion - Name: Plan de formación continua / Weighting: 5

Cost criterion - Name: Oferta económica visitas guiadas / Weighting: 34

Cost criterion - Name: Oferta económica visitas teatralizadas / Weighting: 16

##### **II.2.6. Estimated value**

Value excluding VAT: 32 000,00 EUR

##### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in days: 730

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de dos prórrogas de un año cada una.

##### **II.2.10. Information about variants**

Variants will be accepted: no

##### **II.2.11. Information about options**

Options: no

##### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Guías de naturaleza

Lot No: 4

**II.2.2. Additional CPV code(s)**

92000000 Recreational, cultural and sporting services

**II.2.3. Place of performance**

NUTS code: ES62 Región de Murcia

**II.2.4. Description of the procurement**

Guías de naturaleza

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Memoria de Gestión / Weighting: 30

Cost criterion - Name: Disponer de certificaciones de calidad / Weighting: 5

Cost criterion - Name: Perfil del personal destinado a la prestación del servicio / Weighting: 10

Cost criterion - Name: Plan de formación continua / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

**II.2.6. Estimated value**

Value excluding VAT: 46 800,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in days: 730

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de dos prórrogas de un año cada una.

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

no

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Playas infantiles

Lot No: 5

**II.2.2. Additional CPV code(s)**

92331210 Children animation services

**II.2.3. Place of performance**

NUTS code: ES62 Región de Murcia

**II.2.4. Description of the procurement**

Playas infantiles

**II.2.5.**

## **Award criteria**

Criteria below

Quality criterion - Name: Memoria de Gestión / Weighting: 30

Cost criterion - Name: Disponer de certificaciones de calidad / Weighting: 5

Cost criterion - Name: Perfil del personal destinado a la prestación del servicio / Weighting: 10

Cost criterion - Name: Plan de formación continua / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

### **II.2.6. Estimated value**

Value excluding VAT: 16 428,00 EUR

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in days: 730

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de dos prórrogas de un año cada una.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Actividades deportivas en playas

Lot No: 6

##### **II.2.2. Additional CPV code(s)**

92600000 Sporting services

##### **II.2.3. Place of performance**

NUTS code: ES62 Región de Murcia

##### **II.2.4. Description of the procurement**

Actividades deportivas en playas

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Memoria de Gestión / Weighting: 30

Cost criterion - Name: Disponer de certificaciones de calidad / Weighting: 5

Cost criterion - Name: Perfil del personal destinado a la prestación del servicio / Weighting: 10

Cost criterion - Name: Plan de formación continua / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

##### **II.2.6. Estimated value**

Value excluding VAT: 20 170,56 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in days: 730

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de dos prórrogas de un año cada una.

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Proyección cine en la playa

Lot No: 7

**II.2.2. Additional CPV code(s)**

92140000 Video-tape projection services, 92130000 Motion picture projection services

**II.2.3. Place of performance**

NUTS code: ES62 Región de Murcia

**II.2.4. Description of the procurement**

Proyección cine en la playa

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Memoria de Gestión / Weighting: 30

Cost criterion - Name: Disponer de certificaciones de calidad / Weighting: 5

Cost criterion - Name: Perfil del personal destinado a la prestación del servicio / Weighting: 10

Cost criterion - Name: Plan de formación continua / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

**II.2.6. Estimated value**

Value excluding VAT: 42 000,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in days: 730

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de dos prórrogas de un año cada una.

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Animación nocturna Paseos Marítimos  
Lot No: 8

##### **II.2.2. Additional CPV code(s)**

92312000 Artistic services

##### **II.2.3. Place of performance**

NUTS code: ES62 Región de Murcia

##### **II.2.4. Description of the procurement**

Animación nocturna Paseos Marítimos

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Memoria de Gestión / Weighting: 30

Cost criterion - Name: Disponer de certificaciones de calidad / Weighting: 5

Cost criterion - Name: Perfil del personal destinado a la prestación del servicio / Weighting: 10

Cost criterion - Name: Plan de formación continua / Weighting: 5

Cost criterion - Name: Oferta económica actuación / Weighting: 31

Cost criterion - Name: Oferta económica escenario móvil / Weighting: 19

##### **II.2.6. Estimated value**

Value excluding VAT: 47 999,52 EUR

##### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in days: 730

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de dos prórrogas de un año cada una.

##### **II.2.10. Information about variants**

Variants will be accepted: no

##### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:  
Otros

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:  
- Otros

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 24/04/2023 Local time: 23:59

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 2 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 17/05/2023 Local time: 08:30

Place:

Salón de Actos del Ayuntamiento

Datos de Dirección:

Calle: PLAZA AYUNTAMIENTO (DEL), S/N

CP: 30870

Población: MAZARRON

País: España

Information about authorised persons and opening procedure: Descripción:

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1.**

**Review body**

Official name: Ayuntamiento de Mazarrón - Registro General del Ayuntamiento de Mazarrón

Postal address: C/ San Antonio, esq. Ana Moreno, 1 bajo

Town: Mazarrón

Postal code: 30870

Country: Spain

Telephone: +34 968590012

**VI.5. Date of dispatch of this notice**

16/03/2023