



Terms of Reference for a Facilitator Specialized in “Designing a tourism cluster promotion strategy”

Alterural is looking for a service provider in order to facilitate a workshop for the members of a pilot rural tourism cluster in the wide periphery of Sarajevo.

Topic: “Designing a cluster promotion strategy”.

Place: The training will be held in Sarajevo – Bosnia-and-Herzegovina

Approximate date: Mid-October 2018.

This project is funded by the European Union and supported in the framework of the Civil Society Facility Programme 2014-2015 aiming to support networking of citizens for the reduction of unemployment trough enhancement of cooperation among key stakeholders at local level and active labour market measures.

One of the main purposes of this project is to increase the competitiveness of local economies and territories by creating collaborative and sustainable synergies among the stakeholders.

1. Presentation of the contractor

Alterural is a non-profit, non-governmental organization dedicated to the development, promotion and professionalization of rural tourism in Bosnia-and-Herzegovina. It accompanies the local stakeholders in BiH to:

- Contribute to bring economic alternatives in the countryside and reduce current rural exodus trends in particular among the youngsters.
- Preserve and valorize the heritage and local identities of the Bosnian villages and their inhabitants.

For more information: www.alterural.ba or facebook. <https://www.facebook.com/alterural/>

In the present project, Alterural ensures the coordination and works in cooperation with 4 other partners coming from the civil society and particularly committed to the animation of their local communities in different segment of tourism: gastronomy, geo-tourism and mountain tourism. The partners are here directly contributing to the organization of the trainings in their respective rural areas. **Project partners are:**

-Forum žena „Strica – Zarudje“, from Vareš Municipality

-ZU „Kreševski citrin“, from Kreševo Municipality

-PD Vranica,from Fojnica Municipality and

-Eurogites, European Federation of Rural Tourism, which is the main European platform for the RT organisations in Europe. Eurogites’ representative will also be present during this workshop.

Project implemented by:





2. Project description: Objectives, expected results & activities

Project title: “Building-up countryside tourism destinations around Sarajevo to diversify the rural economy“ is supported in the framework of the Civil Society Facility Programme 2014-2015 aiming to support networking of citizens for the reduction of unemployment through enhancement of cooperation among key stakeholders at local level and active labour market measures.

Duration: 3 years

Location: The wide rural periphery of Sarajevo. Its implemented in 7 municipalities: Kreševo, Vareš, Ilijaš, Fojnica, Sarajevo Centar, Sarajevo Stari Grad, Istočni Stari Grad.

Targeted areas: Rural tourism is an effective tool for the revitalization of remote areas and villages, this project targets the following mountains: Bitovnja, Vranica, Zvijezda and Ozren (Crepoljsko and Bukovik). All these beautiful mountains have a well preserved natural environment, active and dedicated local communities and CSOs. They are offering exceptional cultural heritage and natural sites, and their visitors can experience vivid hospitality, products and rural traditions. Seven municipalities are covered by the project : Kreševo, Vareš, Ilijaš, Fojnica, Sarajevo Centar, Sarajevo Stari grad and Istočni Stari Grad.

Description of the target groups and final beneficiaries:

Three different target groups: stakeholders involved in the local rural economic development:

- 1- The local active CSO members: NGOs, associations, clubs involved in local development and proposing outdoor activities in the targeted areas.
- 2- The agriculture producers, rural family and small enterprises are a focus but also local private travel agencies, hotels and restaurants in targeted territories.
- 3- Competent public institutions representatives in the 7 municipalities and competent tourism organizations.

Specific project objective: To develop 4 countryside tourism destinations around Sarajevo by involving all relevant stakeholders in rural territories.

Overall objectives:

- To encourage local networks of stakeholders and greater involvement of the citizens to create a favourable environment for employment opportunities in Bosnian countryside.
- To generate new professional skills in order to facilitate innovation, self-employment opportunities and complementary incomes in rural areas.
- To strengthen a sustainable model of local rural economy by diversification strategies, valorising and preserving local resources, identities and heritages in order to alleviate poverty and reduce rural exodus trends. Citizens should be able to keep their heritage and preserve natural resources.

Expected results

R1-Thanks to peer exchanges and support from EU partners, a pilot RT cluster is created to build-up 4 more visible countryside tourism destinations around Sarajevo.

R2- Agriculture producers and rural enterprises in tourism strengthen their market competitiveness by improving their professional skills, knowledge and quality of their offers.

R3- The 4 destinations are actively promoted to gain new markets.

R4- The civil society has improved expertise on rural tourism sector's opportunities and challenges, becoming more involved in policy making processes.

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3. The Purpose of the Engagement

As mentioned above, the aim of the project is to establish a rural tourism pilot cluster in order to create 4 tourist destinations in the wide periphery of Sarajevo.

Target audience: Minimum 25 people, members of civil society organizations, NGOs mainly but also farmers, families in rural areas and small businesses, local private tourist agencies, hotels and restaurants in the target area, representatives of relevant public institutions in 7 municipalities and competent tourist organizations will participate in this strategic workshop in order to jointly define the identity, the current status and needs of the target territory.

This will be the 5th workshop for this pilot “cluster” and is conceived as a continuation of the 4 previous workshops. This time, **the focus is on the promotion of the cluster.**

-The 1st workshop was aimed to introduce interested stakeholders to the benefits of the cluster as a tool for networking and economic development.

-The 2nd was dedicated to Rural tourism as niche sector with a good prospect in a global digital economy.

-The 3rd stressed upon the importance of natural heritage and protected areas as a tool for sustainable economic development as it is the case in Italian natural protected areas.

-The 4th focused on the preservation and valorisation of local rural heritage for tourism.

One main recommendation of the previous was to join the 4 micro destinations **under one “Brand”** for a better visibility on the market and be creative.

This 5th workshop links the above mentioned result N°1 and the result N°3 of the project. The members of the cluster are expected to select **a final name for their cluster, a concept and the main orientations of the promotion material to be produced by the project** during winter 2018/19. The facilitator is expected here to **provide various examples and advices to inspire the participants’** decision.

The selection includes the following promo material to be produced:

- 4 different maps (to decide whether per territory or per thematic routes, type of maps based on provided samples ...)
- the creation of metal panels /touristic signs.
- 4 souvenir prototypes for the target territory. (Here is expected a list of ideas, which will be worked upon in December during a technical training)
- Organization of a promotional event for journalists (a leader to be selected among the group and a concept to define)
- A short promotional video for the cluster territory.

In short, the trainer-facilitator of this 5th workshop is expected to facilitate a collective and participative work in order to:

1. Finally set a name for the cluster &
2. Select the concept of the promotion material to be financed by the project.

For this, the person needs to

- Have theoretical and practical knowledge on the promotion of tourism destinations
- Develop a precise training agenda/programme
- Develop before the training a short survey online to collect the preliminary ideas for the name of a brand for the cluster to be selected during the workshop.

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- Bring training and promotion material.
- Produce a short evaluation report (5 pages report on the content of the training, group dynamics and recommendations for next steps).

The training should be participative, organised in a manner where the participants can have theoretical as well as hands-on experience. This may include theoretical part and field based approach and collective exercises. The training should be conducted in an interactive mode reflecting local perceptions of the community.

Taking this into consideration, the Trainer-facilitator will:

1. Create a tailored programme.

The training should include the following elements.

- What is “our” identity? Collective selection of a “name” or brand for the pilot cluster. Then the project (in the next step) will work on the visual identity of the cluster with designers.
- Examples of promotion material used in other rural and mountainous destinations. Concrete examples based on illustrations and recommendations are expected. Innovative and cost effective examples will be particularly appreciated.
- Creative collaborative exercises: definition of a concept and main orientations for the listed promo material to be produced by the project.

2. Facilitate a one-day workshop for a group of 25 trainees maximum in Sarajevo.

3. Deliver a short evaluation report (5 pages) about the training session and the recommendations on the next steps to be taken.

4. Organization of the Engagement

3.1 Skills and aptitudes required from the applicants.

- Proven experience in the creation of program & providing trainings.
- Validated expertise and experience in the marketing in tourism.
- Strong pedagogical and communication skills.
- Knowledge of the specificities and experience in rural (particularly mountainous) territories is considered as an asset.
- The trainer is expected to provide concrete, cost effective and innovative solutions and advices to the target audience.

3.2 Duration and dead line

The total service for conducting this training is estimated at **2 working days** (including preparation, provision of the training and short reporting duties).

This corresponds to a total of **960 KM (gross)**.

The service provision will begin after the contract between the Facilitator and Alterural has been signed. The start date is planned for 20/9/2018.

The training is planned to be held **in Sarajevo in mid-October 2018.**

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3.3 The procedure for selecting the consultant

For your applications please send the following documents

1. A CV confirming previous engagement – including References and their contacts;
2. A cover letter.
3. A short draft of proposed training content (in 10 points).

Selection will be completed by a commission at the end September.

3.4. Payment conditions

The service provider will be paid 480.00 KM (gross i.e. including taxes) per day.

This corresponds to **a total gross amount of 960 KM.**

The payment will be made by the contractor in one instalment once the training is finalized and final evaluation report is sent to Alterural.

3.5 For interested applicants

Interested applicants may submit their CV, motivation letter and short agenda no later than 15th of September 2018 to the following address:

Association Alterural, Čekaluša 1, 71000 Sarajevo, or by e-mail: alterural@gmail.com with sarah.devisme@alterural.ba in cc.

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