



## Terms of Reference for a Project Evaluator of a rural tourism development project in BiH

Alterural is looking for an external evaluator to assess a rural tourism project in BiH. The project is targeting the wide periphery of Sarajevo with a slogan "Discover Sarajevo through its countryside".

**Project title:** "Building-up rural tourism destination around Sarajevo to diversify the rural economy".

**Place:** consultancy to be conducted with a mission onsite in the 7 targeted municipalities.

**Period of completion:** June 2019

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 through 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](http://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 and other project activities 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 organizations in Europe.

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 starting from September 2016.

**Location:** The wide rural periphery of Sarajevo.

It is 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.

Project implemented by:





## 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.

## Project activities

**Under R1 (2017-18-19)** Creation of a Rural tourism cluster in the 4 micro destinations

- Identification of the cluster members and commitment of participation
- Organization of 6 cluster workshops (on the following topics: Clustering concept, Rural tourism as a niche sector, Valorization of natural heritage, Preservation and valorization of Cultural heritage, promotion strategy, identification and conception of collective project ( from the idea to the project))
- Diffusion of a monthly press clipping and a newsletter every 4 months

**Under R2 (2017-2018)** Professionalization of the sector by trainings and upgrading the quality

- Conception of a professional curriculum for the RT sector
- Identification of trainers
- Organization of 10 technical trainings for the professionals in the sector
- Organization of 4 thematic study visits in BiH to exchange between peers.

**Under R3 (2019) Promotion of the destinations**

- 4 tourism maps are published according to 4 touristic topics ( slow food route, the most beautiful villages, 10 simple family walks, 10 biking tours in the areas)
- A video is promoting the destination
- 4 prototypes of souvenirs are created for the territories
- 20 metal pannels are enriching the local signalization in the most beautiful villages
- A google campaign is promoting the destinations in spring 2019.
- a tour for specialized journalist is organized at the end of te project (July 2019)
- Participation to at least 6 fairs to promote de RT service providers.

**Under R4 (2018-2019) Increasing expertise on the sector**

- Organisation of a final technical seminary on the cluster's working process (June 2019)
- Competition by researchers from the region of 3 studies on the sector :
  - Comparative study on regulations and fiscal laws in RT,
  - 10 good business models in RT in Bosnia and Herzegovina
  - Designing a development strategy for the cluster

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### 3. The Purpose, content and uses of the Evaluation

#### 3.1 The purpose of the external evaluation is:

- 1- to assess the project achievements; if the action has reached the expected results and outcomes.
- 2-to provide a set of recommendations on how to improve the action and possible further project developments.

#### 3.2 The content of the external evaluation

The assessment should develop the main evaluation aspects such as: relevance of the action then and now, its efficiency, its cost effectiveness, its ownership by the local community, its degree of innovation,

A list of indicators is provided in the project proposal and the person should be able to assess if they have been reached for each expected outcomes and results. If not, what are the reasons which explain the situation? In particular a few questions **related to project outputs and outcomes to be addressed** in the evaluation are:

- Do the tourist have access to a coherent offer to cover their needs for a short stay in the targeted municipalities?
- Do they receive sufficient clear and attractive information to plan their stay
- Is there an increase of the number of visitors in the destinations and which approximate percentage increase?
- Does the demand from Sarajevo city dwellers for rural tourism increased?
- Are there new offers in RT in the target territory?
- Is the quality of the offers upgraded after the project implementation? How?
- Are there new professional practices in RT after technical trainings?
- Do the supported/trained providers see an increase of their offer Approximately how much
- Is the target area better promoted? Are the project outputs available as set in the project?

#### Transversal questions to be developed are:

- Is the Rural tourism cluster relevant? How can it be sustainable?
- How are women from rural areas involved in this project?
- Are supported Rural tourism offer sustainable (environmental transversal assessment)
- Which are the impact of the project on the implementing partners?

#### Content of the evaluation report should include:

- A) Very brief project description (analysis of its relevance, main stakeholders influence /ownership analysis)
- B) Assessment of the achievements' indicators.
- C) Recommendations on improvement and further project developments.

The final documents should include charts and photos and be an easily accessible tool for decision making process.

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### 3.3 The Use of the external evaluation are

The use is multiple and the report will have different recipients:

- It is primarily designed for the donors and the beneficiaries **for accountancy purpose** and the results will be shared with these persons.
- It will also serve the project staff and partners to **draw the lessons learned from their actions and design in the future new project proposals** and conceive relevant actions to develop the sector in BiH. It is for the implementors both a report for decision making and capitalization.

## 4. The Organization of the Evaluation and expected outputs.

### 4.1 Before the mission in BiH

- **Conduct desk research.** The selected person will receive relevant project documents and links. This includes the project proposal, 2 intermediary reports to EU and the project blog, training curriculum, programmes of study visits, evaluation sheets for the trainings, the study visits etc.
- Send the **mission's agenda** with dates and list of persons to meet at least 15 day before arrival in BiH and provide list of needs for translation purpose.
- Send **the questioners** in advance for the team to translate, print and prepare meetings.

### 4.2 During the evaluation on site;

- Conduct interviews, focus group discussions and meetings
- Small workshops with the project staff.

The evaluation process should be conducted using participative methods (interviews, FGD etc.), organised in a manner where all the stakeholders can provide their views. It should be conducted in an interactive mode reflecting local perceptions of the community.

### After the mission in BiH

- Produce an evaluation report (approx. 30 pages report)

The external evaluator will be expected to provide the following output:

1. An agenda for the mission on site by end of April 2019.
2. Evaluation tools and developed methodology prior to arrival in BiH (surveys, questioners, FGD etc...)
3. Deliver an evaluation report (30 pages maximum) about the workshop and recommendations on the next steps to be taken. The consultant is expected to provide concrete, cost effective and innovative recommendation on the project improvement as well as further development.

## 5. Organization of the Engagement

### 3.1 Skills required for conducting the external evaluation

- Previous minimum experience of 10 years in M&E with a focus on external evaluation.
- Strong knowledge of PCM.

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- Validated expertise and experience in both fields of international and socio-economic development.
- Strong analytical and communication skills.
- Knowledge of the specificities and experience in rural (particularly mountainous) territories is considered as an asset.
- Previous experience in the Balkans is seen as an asset.
- Proficiency in English language.

### 3.2 Duration and dead lines

The total service for conducting this consultancy is estimated at **15 working days**. This includes preparation , conducting mission onsite, writing first evaluation report and final draft after feedbacks. The service provision will begin after the contract between the Evaluator and Alterural has been signed.

#### Foreseen Period:

- Mid June 2019 for the mission in BiH. A minimum 5 full day's mission on site in BiH.
- First draft sent by the 20th July 2019 for feedbacks.
- Final evaluation report sent by the 10<sup>th</sup> of August 2019.

### 3.3 The procedure for selecting the consultant

For your application please send the 3 following documents

1. A CV confirming previous engagement – including References and their contacts;
2. A technical proposition for the evaluation including the set objectives mentioned in the present ToR, an evaluation plan and methodology proposed to conduct the external evaluation.
3. A financial proposition including a budget for the whole evaluation mission.

A translator will be put at the disposition of the evaluator for the visits and meetings.

The local transportation in BiH will be ensured by the project team, which will accompany the consultant during field visits.

Language: English or French

### 3.4 For interested applicants

Interested applicants may submit their CV, technical and financial propositions no later than 5th of March 2019 to the following address:

Association Alterural, Čekaluša 1, 71000 Sarajevo,

or by e-mail: [alterural@gmail.com](mailto:alterural@gmail.com) with [sarah.devisme@alterural.ba](mailto:sarah.devisme@alterural.ba) in cc.

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