



Terms of Reference for a EU Trainer Specialized in “the valorization and animation of local heritage”

Alterural is looking for a service provider in order to organize and provide training for the members of a pilot rural tourism cluster in the periphery of Sarajevo.

Topic: “Preservation and animation of local heritage”.

Place: The training will be held in Kresevo (40 mn from Sarajevo) - Bosnia and Herzegovina

Approximate date: Mid May 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.

The present workshop also aims at introducing innovative ideas to animate the local communities and the visitors

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 according to 3 commitments:

- Contribute to a better life by helping to maintain a strong social link between the rural communities mainly living from agriculture and introducing tourism activities as a complementary source of income.
- 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, geotourism 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 organiations 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 areas around Sarajevo.

Target audience: Minimum 25 people, members of civil society organizations, NGOs, 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 seven 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. From the first workshop, more CSOs from the rural areas were represented during this preliminary workshop.

This will be the Fourth workshop for this pilot “cluster” and is conceived as a continuation of the 3 previous workshops with, this time, **a focus on the importance of preservation and animation of local rural heritage.**

The first workshop was aimed to introduce interested stakeholders to the benefits of the cluster as a tool for networking and economic development. The second one was dedicated to Rural tourism as niche sector with a good prospect in a global digital economy. The third stressed upon the importance of natural heritage and protected areas as a tool for sustainable economic development.

During the first workshops, a preliminary rough analysis of the tourism sector was conducted and instructions provided for a deeper analysis of destinations.

Few main recommendations were to:

- Join the 4 micro destinations under one “Brand” for a better visibility on the market.
- Not to limit and work above the administrative borders
- Participants should first consider creating a product and then only work on marketing and promotion.

The trainer-facilitator of this third workshop is expected to facilitate a collective work, in particular, for:

- Theoretical and practical knowledge on the identification and preservation of local heritage. The persons should bring innovative tools and methods on the way it is possible to animate the stakeholders living in a rural territory by valorising the local heritage.
- develop training agenda/programme
- bring training 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. The trainer will determine the training needs from information provided by Alterural.

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Taking this into consideration, the Trainer-facilitator will:

1. **Create a tailored programme** for the preservation and animation of local heritage.
The training should include the following elements.
 - What is a “heritage”? (Definition of “ heritage” by the participants and facilitated by the trainer)
 - What is “our” identity? Collective selection of a “name” or brand for the pilot cluster. This is the continuation of the last workshop held in June 2017 and should lead to the finalization of a name for the cluster. Then the project (in the next step) will work on the visual identity of the cluster.
 - What is our heritage to be valorised for tourism? Identification of the main heritage for each supported territory based on a mapping exercise.
 - Examples of animation and valorisation of local heritage for economic and touristic purposes. Very concrete examples based on illustrations and recommendations are expected. Innovative approaches, such as cost effective infrastructure or discovering heritage through games, segment market oriented animations (such as families, youngsters etc...) will be particularly appreciated from the applicants.
 - Creative collaborative exercise: conception of a concept for an innovative animation in the village of Kresevo as a practical case. Ex: Creation of a “game concept” would be appreciated.
2. Provide the **one-day training for a group of 25 trainees maximum** in BiH
3. Deliver a short evaluation report (5pages) 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 preservation and animation of local heritage.
- Professionals and applicants working for tourism offices and organizations in rural communities in EU are particularly welcome.
- 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.
 - Experience in facilitating workshops and providing trainings (especially in the area of adult education) in an international context.
 - Knowledge of English is an asset but other EU language is possible. An interpreter will be present at the training for consecutive translation.
 - Capacity to share innovative approaches and tools for animation heriate will be highly appreciated. **In particular valorization of heritage through „games“.**

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- Mobility and flexibility,
- Ability to work in a multi-cultural context.

3.2 Duration and dead line

The total service for conducting this training is estimated at **3 working days** (including preparation, traveling, provision of the training and short reporting duties).
This corresponds to a total of 1500 Euros (gross).

The service provision will begin after the contract between the Trainer and Alterural has been signed. The start date is planned for 15/4/2018.

The training is planned to be held at the mid May 2018.

In any case the whole process should be **finalised before 5/6/2018**.

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 motivation letter.
3. A short draft of proposed training content (in 10 points).

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

3.4. Payment conditions

- The service provider will be paid 500 Euros (gross i.e. including taxes) per working day.

The payment of any additional tax to be paid in the country of origin is under the responsibility of the service provider.

This corresponds to **a total gross amount of 1500 Euros**.

- The **flight ticket** will be paid by the contractor.

- **Accommodation and catering expenses** during the stay in BiH is also covered by the contractor.

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 and motivation letter no later than 30th of January 2017 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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