



Terms of Reference for a consultant To conduct a “Study on 10 successful business models in Rural Tourism in BiH”

Alterural is looking for a service provider (expert/practitioner/researcher) in order to conduct a study on 10 good business models to develop Rural Tourism offers in BiH.

Topic: “Successful business models in RT in BiH”.

Targeted Territory: whole BiH

Duration to conduct the research: 5 months from 1/3/2018 until 31/7/2018

Deadline for final version of the study: 15/8/2018. This should include a feedback period from the contractor.

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.

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 from the civil society 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 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.

Duration: 3 years starting from 9/2016.

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.

Description of the target groups and final beneficiaries:

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

- 1- The local active CSO members: NGOs, associations, clubs involved in local development and organizing outdoor activities are also included.
- 2- The agriculture producers, rural families and small enterprises are a focus in this project. Private travel agencies, hotels and restaurants in targeted territories.
- 3- Finally 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. This project does not include the olympic mountains.

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.

Project implemented by:





3. The Purpose of the study

As mentioned above, the aim of the project is to create 4 tourist destinations in the wide periphery of Sarajevo. The “result N°4” aims **at increasing the expertise on this niche sector**, which offers very good prospect for development around Sarajevo and to encourage the public institutions to support further Rural tourism initiatives in BiH. There is currently a real lack of data, which could prove the added value of the sector as well as its needs. The objective is both:

- Provide precise, relevant information to the decision makers to support the sector.
- Provide inspiring examples to those who are interested to invest in this sustainable form of tourism.

Target audience for the study:

- In priority the study is conceived for the **representatives of relevant public institutions** as well competent tourist organizations in the 7 targeted municipalities but not only. The objective is to provide information about the positive economic benefits of such initiatives for the rural territories, their development and synergies as well as needs for further development.
- The members and **personnel of civil society organizations** and agencies, NGOs involved in rural development.
- Finally, **the farmers and families living in rural areas**, small businesses, local private tourist agencies, hotels and restaurants involved in rural tourism are also a focus for the study. The aim is to get information on other business models, the keys for success as well as getting a source of inspiration for innovation practices.

This will be the first study in the framework of the present project. One other study will be about the laws and regulations applied in the RT sector including recommendations for an improvement of the existing legal framework.

Location

The work is completed in house including a few days on the field for the interviews of the business owners.

Content, form, language and length of the study

Length of the study: 35 pages minimum

Language: BHS

The study should include (but not exclusively):

1.Introductory part on the RT sector, its benefits for the development of rural territories, definitions and economic data in Europe and EU, description of methodology used for the study.

2.Analysis of 10 successful business models (with photos and charts and a part dedicated to further steps of development for each model and key elements of success). The historical background of the business, analysed economic data, the marketing strategy and the needs expressed by the business owners should be presented. This sector corresponds to sustainable forms of tourism, small to medium scale businesses: rural inns, B&Bs, rural restaurants offering local food and agritourist farm stays.

3.Conclusions and main recommendations.

Form: The study should be well written and attractive including visualized relevant data (using charts, colours, short interviews and quotes)

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4. Organisation of the engagement

4.1 Timeframe: steps and deadlines for the completion of the study.

The study will be conducted in 5 months following these 7 steps:

1. Online research + Designing the programme for 2 study visits on rural tourism in BiH as a result of the research conducted (each study visit is planned for 2 days). The 2 programmes (1 page) should be sent **by the 30/3/2018**. The programmes will be used for 2 study visits in BiH planned in the framework of the project in May and June 2018.
2. Drafting the frame of the study + the questionnaires for the field work + list of 10 businesses selected for the study.
This should be finalized **by the 30/4/2018** and sent to the contractor.
3. Conducting the field research and interviews **by the 30/5/2018**
4. Analysing the information and presenting the data in the form of charts and written text.
5. Sending the first draft of the first 5 cases study by **the 30/6/2018**.
6. First final draft of the whole study for feedbacks **sent by the 31/7/2018**
7. Feedbacks and finalization of the study ready for publication by **the 15/8/2018**.

4.2 Excepted outputs

1. The main “study” (document of 35 pages minimum)
2. A specific questionnaire on RT business models (inserted in annex)
3. Programme of two study visits (each of 2 days) on RT in BiH dedicated to rural tourism business owners and tourism offices and municipal staff (in annex)
4. Bibliography (in annex)

The consultant also commits to ensure the presentation of the result of the study at the final project conference planned in May 2019 as part of the contract. (45 mn presentation on powerpoint with photos from the field work).

The contractor will publish the Study in September 2018 online.

5. Requirements for the engagement

5.1 Skills and aptitudes required from the applicants.

- Experience in conducting applied research methods (conception of questionnaires, conducting interviews and presenting data)
- Validated expertise and experience in the sector of tourism with a focus on sustainable and rural tourism. Practitioners’ applications (business owners, staff working for tourism offices and organizations in rural communities) are particularly welcome.
- University degree in Socio-economic studies, Academic background is indispensable.
- Strong written and analytic skills.
- Communication skills.

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- Knowledge of the specificities of rural (particularly mountainous) territories is considered as an asset. Strong interest for rural development issues.
- The consultant is expected to provide concrete, effective and innovative examples.
- Mobility and flexibility,

5.2 Contract duration and dead line

The total service for conducting this study is estimated at **5 months** (including preparation of the study's frame, conception of 2 study visits, questionnaires, interviews on site with the selected business models in BiH, analysis, writing the study, adaptation for the publication of final draft). The field work needs to be finalized by the end of May 2018.

The incurred field work's expenses are included in the price.

This corresponds to a **total of 3000.00 Euros (gross amount** including the related charges and taxes to be paid by the contractor).

The service provision will begin after the contract between the Consultant and Alterural has been signed. The start date is planned on the 1/3/2018.

In any case the whole process should be **finalized before the 15/8/2018.**

5.3 The procedure for selecting the consultant

For your applications please send the following documents

1. A CV confirming previous engagements – including References and their contacts;
2. A motivation letter.

Selection will be completed by a committee by the 25th of February 2018.

Twin applications from Universities (twin consultancy) from students and their professors are encouraged for this study.

5.4. Payment conditions

The service provider will be paid **in 3 instalments of 1000.00 Euros** (gross).

-The first payment is completed at the beginning of the contract after its signature.

-The second instalment is planned after reception of the draft of 5 first successful business models and the programme of 2 study visits. By the 30/6/2018

-The final payment will be completed once the study is finalized and adapted according to the contractor's feedback.

This corresponds to a **total gross amount of 3000 Euros.**

3.5 For interested applicants

Interested applicants may submit their CV, motivation letter no later than 16th of February 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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