



For the purpose of implementation of the project:

MONUMENTAL 9

supported by the Regional Co-operation Council Tourism Development and Promotion Grants
Programme,

Grant No. TAR0020-122B-2019

Local Democracy Agency Zavidovići, Bosnia and Herzegovina announces:

CALL FOR EXPERT

I DESCRIPTION:

This nine- month project has been designed as a collaborative initiative of the members (seven Local Democracy Agencies -LDAs and ALDA Skopje) of the newly created thematic CSO network - Balkan Network for Local Democracy (BNLD with its main office in Skopje).

The main objective of this project is to help create preconditions for new tourism product development to increase youth employment and income generating activities through engaging micro-localities, youth greeters and vloggers in regional co-operation programme.

Capacity building for LDA greeters and vloggers, professional tour guide skills development exercise, field visit and learning by doing approach are all intended to contribute to the overall objective with specific focus on activities designed to engage youth from local communities in regional intercultural exchange programme to work together on a new tourist product development.

Innovative IT technologies, creation of the regional online platform containing audio, visual and written narratives of the WW2 monuments, social community theatre approach in creating storytelling are all incorporated in the three main project component in order to develop youth friendly innovative promotional actions to provide orientation and publicize the narrative of the nine magnificent monuments from the WW2.






Creation of LDAs regional network of young greeters and vloggers who will explore and valorise cultural, recreational, craftsmanship and culinary heritage in micro-localities and create youth friendly online platform: (Balkan) Monumental 9 is primarily intended to help increase attractiveness for tourist development and income generating activities at micro-localities included in this action



II OBJECTIVE:

The objective of the Consultancy is to provide support to lead applicant – LDA Montenegro and partner LDA Zavidovići in preparation and implementation of regional co-operation programme designed as a set of tourist promotion activities within the Work Packages WP 2,3 and 4 of the above mentioned project.

The consultants – senior experts are expected to conduct a desk research, prepare draft texts, background information of each pilot tour prepared, draft a comprehensive cultural tourism monuments' narrative of the proposed regional Tour under the common name: **Monumental 9.**, thus providing consultancy and expertise to project partners in order to achieve the following objectives as determined by the project:

-  To support creation of preconditions and enabling environment for tourism product development and support mitigating sector challenges on micro-localities.
-  To improve the tourism infrastructure and activities on the local level throughout the region, namely on the localities along the three pilot routes of the Monumental 9 project as the joint regional product.
-  To promote small businesses and NGOs as having an important role in contributing to the growth of tourism sector, and therefore need to increase their capacity in order to provide the services that would fit the needs of the tourism industry.
-  To build local capacities to increase attractiveness for tourism development and generate increase in business activity followed by private sector growth and increase in employment.
-  To develop professional skills of young greeters, bloggers and vloggers to further help advance product development efforts, address tourism infrastructure needs at specific locations, seek to advance skills and ability at sites and locations to provide higher quality services to visitors, support information dissemination and promotion of priority joint regional routes, and development of regional cooperation efforts;

III Methodology and the scope of the work:

Expert(s), consultants will be engaged to perform the following tasks:

1. Conduct an extensive desk research related with the cultural heritage of the nine (9) WW2 monuments included in the project
2. Draft the background information on the pilot tours organised as well as other project activities organised locally by the partners

3. Drafting and editing the narrative descriptions of the locations, tourist destinations included in the pilot tours comprising four key aspects: 1) Monuments's cultural narrative, 2) Sport and recreational facilities/opportunities; 3) Local traditional crafts/entrepreneurial or tourist development potentials, 4) Local accommodation, culinary and traditional food description;
4. Draft and prepare the quality in depth monuments' narratives and the descriptions of the pilot tours planned in close co-operation with project partners and specifically with ALDA SK as responsible for creating and updating the main project visibility tool
5. Editing and proof-reading of the texts/information prepared by the project participants, greeters/bloggers before publishing on the website
6. Keep regular communication and information exchange with lead applicant and partners

The Consultant(s), experts will be responsible to lead applicant LDA Montenegro and the coapplicants, for the quality of the narrative and background information produced .

IV Period of the engagement:

10 March – 30 June 2020

V Payment procedure:

Consultancy fee gross amount 1.650 EUR; in several monthly installments

V Requirements:

- University degree in social/political/economic sciences, advanced degree is an asset
- At least 5 years of experience in project development and/or communication
- Knowledge of cultural heritage in the Balkans
- Good understanding of cultural diversity and intercultural communication approaches, human/minority rights in local communities, leadership skills development, participatory democracy, education for active citizenship, informal education policies
- Good communication skills
- Knowledge of at least one of the local languages of the countries included (preferably a native speaker)
- Excellent knowledge of English (working level)
- Demonstrated analytical reporting skills
- Experience in donor funded projects and working in international/multicultural environment would be considered as advantage

Application and deadline

Interested candidates should send the package of 1) *motivation letter*, 2) Outline of proposed design&methodology 3) CV of expert(s) and 4) two reference contacts relevant for the assignment.

Applications should be sent to the following e-mail address with „Application for Monumental 9“ in the subject of the email: Local Democracy Agency Zavidovici: ldzavidovici@aldaintranet.org

before 5th March 2020., 20.00 CET

Only short-listed candidates will be contacted.