

For the purpose of implementation of the project: MONUMENTAL 9 supported by the Regional Cooperation Council Tourism Development and Promotion Grants Programme, Grant No. TAR0020-122B-2019

Local Democracy Agency – Prijedor, Bosnia and Herzegovina announces:

CALL FOR EXPERT

I Objective:

The objective of the Consultancy is to provide support to lead applicant – LDA Montenegro and partner LDA Prijedor in preparation and implementation of regional capacity building programme designed as a set of activities within the Work Package WP 1 of the above mentioned project. The consultants – senior experts are expected to prepare, design and deliver the four day long training programme for the group of max 25 trainees as well as to prepare and develop adequate, user friendly training manual as the follow-up self-learning and guidance for implementation of project activities.

Objectives of the capacity building programme jointly prepared and coordinated by the project partners (Balkan Network for Local Democracy members) are the following:

- ✚ 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;

The training programme is designed as a set of interactive workshops aimed to increase promotional actions that include but are not limited to use of innovative and digital/video tools to present sites and locations and provide either orientation or informational content on heritage, adventure, tourism and other services, as well as mobility aspect of the product. The trainees are expected to develop follow-up activities to contribute to multi-economy thematic products involving identified nine sites and within three pilot routes/trails, as well as supplementary programmes such as gastronomy, traditional craftsmanship, music, performing arts, social practices, rituals, and other elements of intangible heritage.

The common title both for the regional training seminar and local follow-up activities is **“Every monument has its own story”**. Local follow-up activities include creation of the LDA teams who will be engaged in learning by doing approaches (based also on the Training manual produced) to further promote and publicise the cultural sites and tourist development, while the training manual produced will serve as the grounds for their further professional skills development. The training programme in Prijedor comprises the combined set of skills development workshops and practical site visits to Kozara monument organized by the senior trainers as a learning – by – doing pilot tour.

The Training programme preparation, delivery, evaluation and follow-up local action planning will be conducted jointly by the BNLD network members and two senior trainers. The common title both for the regional training and local follow-up activities is “Every monument has its own story”, while the participants will be recruited by each LDA via local public call, focusing on the key target group above all the unemployed youth aged 18-30, LDA youth volunteers willing to improve their professional skills as greeters, tour guides, bloggers, vloggers, web-designers, freelancers.

The training programme in Prijedor comprises the combined set of skills development workshops and practical on-site visits to Kozara monument. The training agenda jointly developed by the two trainers and project team members includes the following elements:

Day 1:

- 1) introductory trainers’ presentations, setting the objectives/expectations
- 2) two interactive communication skills development workshops: understanding diverse cultures, styles of communication, presentation skills
- 3) wrap-up of the day/ participants’ feedback

Day 2:

- 1) thematic workshop: cultural heritage narrative development;
- 2) group work: exploring and development of the monuments’ narrative
- 3) presentation of the group work
- 4) wrap-up of the day, participants’ feedback

Day 3

- 1) individual and group desk research work related with Kozara monument;
- 2) group visit to the site and follow-up local tourist products development

3) presentation of the promo and info material collected/produced during the site visit

4) wrap-up of the day and evaluation

Day 4

- 1) Trainers' introductory presentation
- 2) Pilot tourist product presentations – Kozara monumental 1
- 3) Follow-up activity planning
- 4) Evaluation session

Based on the interactive training methodology, workshop organisation and pilot activities the Training Manual will be developed by the senior trainers to be further used by LDAs for local training programmes and self-study material for the trainees.

Local follow-up activities include creation of the LDA teams who will be engaged in learning by doing approaches to further promote and publicise the cultural sites and tourist development, while the training manual produced will serve as the grounds for their further professional skills development.

II Methodology and the scope of the work:

Expert(s) senior trainers will be engaged to:

1. Design the training programme, Agenda and training materials
2. Propose adequate training methodology and undertake regional comparative desk/field research that will result in in-depth knowledge and ability to present the cultural heritage and the narrative of Kozara Monument
3. Prepare and design the set of interactive and practical training workshops aimed to develop communication and professional presentation skills of the participants in order to participate effectively in follow-up thematic pilot tours as greeters, bloggers and vloggers
4. Prepare and design training materials to be compiled as the Training manual for follow-up self-learning
5. Design questionnaires to collect evaluation feedback from the participants
6. Design coaching/mentoring assistance for project partners in order to support the follow-up activities in organising the three pilot tours

The Consultant(s) would be responsible to lead applicant LDA Montenegro and the coapplicants, for the quality of the training programme and Training Manual produced .

III Period of the engagement:

January - April 2020

IV Requirements:

- University degree in social/political/economic sciences, advanced degree is an asset

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- At least 5 years of experience in the field of teaching/training
 - 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 training 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 training“ in the subject of the email: Local Democracy Agency Prijedor: ldaprijedor@aldaintranet.org before **25 January 2020**.

Only short-listed candidates will be contacted.