 

**REQUEST FOR EXPRESSION OF INTEREST**

Consultant to support the implementation of the activity “Sustainable tourism: coastal – hinterland” in the frame of the CAMP Bosnia and Herzegovina project

The Priority Actions Programme Regional Activity Centre (PAP/RAC) is seeking to contract a consultant to assist in the implementation of the activity “Sustainable tourism: Costal -Hinterland” in the frame of the Coastal Area Management Programme for Bosnia and Herzegovina (CAMP BH )project.

Coastal Area Management Programme (CAMP) is being implemented by the UN Environment Programme/Mediterranean Action Plan (MAP) since 1989. The main objective of the MAP CAMP is to provide technical assistance to the Mediterranean countries in solving urgent environmental problems, and to introduce the integrated coastal zone management (ICZM) as the basic tool to achieve sustainable development at the selected sites in their coastal regions.

“Sustainable tourism: coastal – hinterland” is one of the individual activities that should contribute to tourism development on the coastal zone while developing a proper tourism offer in the hinterland, i.e. diversify the tourism offer. This will be a key document for building partnership and commitment and will also propose concrete project proposals to be financed from various sources.

Interested applicants are requested to submit their expressions of interest including the requested documents by e-mail to the National Project Coordinator (NPC) Mr. Josip Njavro at jnjavro@gmail.com, no later than October 18, 2020 (at 23.59 CET).

Coastal Area Management Programme (CAMP)

for

Bosnia and Herzegovina (BH)

TERMS OF REFERENCE FOR THE ACTIVITY

**“SUSTAINABLE TOURISM: COASTAL – HINTERLAND”**

**1. Background**

Coastal Area Management Programme (CAMP) is being implemented by the Mediterranean Action Plan (MAP) since 1989. By now, CAMP projects have been implemented in almost all Mediterranean countries. The main objective of the MAP CAMP is to offer assistance to the Mediterranean countries in solving urgent environmental problems, and to introduce the integrated coastal zone management (ICZM) as the basic tool to achieve sustainable development at the selected sites in their coastal regions. All MAP Components have been involved in the hitherto implementation of CAMP projects.

Following a request presented by the Government of Bosnia and Herzegovina (BH), the Contracting Parties (CPs) to the Barcelona Convention approved the decision to carry out the CAMP for BH at their 19th Ordinary Meeting held on 9 – 12 February 2016 in Athens, Greece. The Feasibility Study (FS) for this project was prepared in the period January 2017– July 2018 and finally approved by the Council of Ministers in May 2020. The Agreement was signed on 29 June 2020 and opened the way for the implementation of this CAMP.

Neum is Bosnia and Herzegovina’s only seaside tourist destination and municipal centre on the Adriatic coast. It is situated in southern Bosnia and Herzegovina as part of the Federation of BH, and both, the city and municipality cover an area of 225 sq. km with about 5000 inhabitants. Neum is one of the most popular tourist destinations of the country, known as much for its natural, cultural, historical and climatic attractions, as its warm welcome and hospitality. As such, it is one of its three main tourist destinations with Mostar and Medjugorje. It provides more than 15.000 beds for tourists. Nevertheless, tourism activity in the Municipality is strictly confined to the coast, and the hinterland is not sufficiently exploited. Pressures that the activity exerts on the coast include ribbon urbanization, pollution affecting ecosystem services, increase in water and energy consumption, destruction of flora and fauna, as well as crowding and congestion. On the other hand, the hinterland has a potential for tourism which stays for now undeveloped, but the new road from Neum to Mostar, which will be finished by the end of the next year, will give new potential for the hinterland development and municipality economy further development as well. Knowing that it represents a significant potential source of income, it is important that the activity spread throughout the entire Municipality in order to stimulate the economic growth of the cities inland as well as to reduce pressure on the coast. Given the observed trends in the global tourism market and, it is possible to establish that types of tourism which could be developed are rural, cultural, sport and congress tourism. In order to do so, there is a strong need to have a strategic planning at the Municipality level, which for the time being does not exist. This greatly reduces the diversity as well as the quality of the tourist offer.

**2. Objectives**

The main objective of the activity is to produce, together with relevant stakeholders, a document entitled “Strategic orientations for sustainable tourism development of the Municipality of Neum” in order to reduce tourism pressure on the coastal zone while developing a proper tourism offer in the hinterland, i.e. diversify the tourism offer. This document will be a key instrument for building partnership and commitment and will also propose concrete project proposals to be financed from various sources. Links to other destinations at the county and federal level will be exploited. The ICZM Protocol, which is a major governance tool for improving the sustainability of tourism activity, will be used as a starting point to define the strategic orientations.

**3. Job description**

The consultant will prepare a report entitled “Strategic orientations for sustainable tourism development of the Municipality of Neum”, based on a participatory process involving all relevant stakeholders. The report will include a proposal for setting up a Destination Management Organization, as well as to define its missions. Also, some concrete proposals on how to implement the strategy will be proposed in a form of project proposals to be submitted to applications for funding.

The consultant should prepare:

* an analysis of the current state of tourism in the Municipality, on the coast as well in the hinterland, with focus on main problems and potentials;
* a proposal regarding feasible types of tourism offer that can be developed in the hinterland as connecting points with coastal tourism;
* a set of recommendations regarding linkages with other economic activities (such as agriculture), cultural heritage, natural values, etc. that can diversify the offer and create additional economic values including jobs;
* a proposal of strategic orientations including a portfolio of concrete project proposals, including a proposal for setting up a Destination Management Organization.

The activity will be supported by consultations with relevant stakeholders and two training workshops targeting tourism actors in order to familiarize them with the concept of sustainable tourism as well as to share with them successful stories of sustainable tourism experiences which could be reproduced in the context of the Neum Municipality.

The consultant will:

* participate to these meetings and report on the findings and proposals;
* prepare reports with conclusions of the consultations with stakeholders;
* present the draft report “Strategic orientations for sustainable tourism development of the Municipality of Neum” to the CAMP Steering Committee;
* participate to the training workshops and contribute with presentations.

The activities will be implemented in close collaboration with the National Project Coordinator, PAP/RAC and relevant institutions.

**4. Outputs and deadlines**

The consultant will submit the following outputs:

1. The report entitled “Strategic orientations for sustainable tourism development of the Municipality of Neum”;
2. A portfolio of concrete project proposals based on strategic orientations to be used for application for financing from various sources;
3. Reports of the consultation meetings with the stakeholders and training material.

#### The draft outputs should be submitted 8 months after the signature of the contract. Final reports should be submitted 12 months after the signature of the contract.

#### 5. Job requirements

The consultant should possess the following general qualifications and professional experience:

1. University degree in one of the following fields: coastal zone management; natural and biotechnical sciences, economy or urban and regional planning. A Master or PhD degree will be favoured.

2. At least 5 years of experience in working on the projects relevant to the main activity fields of this project.

3. Experience in participating in international cooperation projects.

4. Fluency in one of the three official languages used in Bosnia and Herzegovina, and in English.

5. Very good interpersonal and communications skills.

##### **6. Remuneration**

For the delivery of the Outputs the consultant will be remunerated with the amount of 10.000 Eur gross.

Payment will be made after the clearance by PAP/RAC. The reports should be submitted in English and in one of the official languages in BH, in Word format.

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| Outputs | Instalment (Eur) |
| Draft report “Strategic orientations for sustainable tourism development of the Municipality of Neum” | 3.000 | 30% |
| Reports of the consultation meetings with the stakeholders and training material | 2.000 | 20% |
| Final report “Strategic orientations for sustainable tourism development of the Municipality of Neum” and Concrete project proposals based on strategic orientations  | 5.000 | 50% |

**7. Application**

Applicants are required to submit the following:

* Statement of interest (maximum two pages)
* CV (Europass format) as a proof of job requirements

## **8. Evaluation of Proposals**

The proposals will be assessed according to the following criteria:

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|  | **Criterion** | Weighting |
| 1 | Qualifications | 50% |
| 2 | Professional experience | 20% |
| 3 | Participation in international projects | 10 % |
| 4 | Fluency in one of BH languages and in English | 10% |
| 5 | Interpersonal and communications skills | 10% |
|  | Total  | 100% |

The contract will be awarded to the applicant with the highest score.