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## **1. BACKGROUND INFORMATION**

### **1.1. Beneficiary country**

Bosnia and Herzegovina / Croatia

### **1.2. Project partner**

Culture and Information Centre Tomislavgrad

### **1.3. Country background**

Project partner which bears this procurement procedure is established in Bosnia and Herzegovina. However, the requested services concern project partners from both Bosnia and Herzegovina and Croatia since they encompass preparation of studies which include Interpretive Plan of the entire cultural route of Becharac and Ganga as well as development plans of 2 separate destinations Pleternica, Croatia and Tomislavgrad, Bosnia and Herzegovina. Therefore, country background is presented for both countries:

#### - Bosnia and Herzegovina:

Bosnia and Herzegovina is an ethnically and culturally very diverse country, especially regarding various musical traditions of Croats, Serbs and Bosniaks. The most popular traditional Bosnian and Herzegovinian song forms are the Bosnian root music (played with "šargija"), sevdalinka, ganga and rera. Ganga represents a wider musical phenomenon, since it is a type of singing widespread throughout rural Bosnia and Herzegovina and Croatia. It is most commonly found in the regions of Herzegovina and Dalmatia, but it can also be heard in Lika, Karlovac and rural areas of western Montenegro. It is characterized by a lone singer singing a single line of lyrics, followed by others joining in, using a vocal style that is best described as a wail. In 2010 it has been inscribed in the UNESCO List of Intangible Cultural Heritage in Need of Urgent Safeguard. This type of singing is still being preserved in rural areas of south-west Bosnia and Herzegovina by many traditional culture groups, but also by individuals by being performed on religious and profane festivities. The area of Tomislavgrad, which is the location of Ganga square the future Museum of Ganga is going to become the core place of the interpretation of ganga heritage by implementing activities of the Interreg-IPA project "Cultural route of Becharac & Ganga". Therefore, this procurement aims to provide a detailed Interpretive plan of the cultural route and destination development plan for Municipality of Tomislavgrad.

#### - Croatia:

Traditional Croatian culture is characterised by exceptional diversity. Ecological conditions and the influences of the cultures with which the Croats have come into contact through history (Mediterranean, Central European, Ancient Balkan, Oriental, etc.), have resulted in the development of three specific regional cultures: Pannonian, Dinaric and Adriatic. Pannonian culture in the region of Slavonia has generated a rather popular traditional music genre of "tamburica" music with is a form of folk music that involves tambura and related string instruments. The main topics of

tamburica songs are the common themes of love and happy village life. Within this genre, a specific vocal singing form called “bećarac” has emerged and prevailed through many centuries in eastern Croatia. Bećarac is deeply rooted in the cultures of Slavonia, Baranja and Srijem. Communication among its performers is essential: lead singers interchange vocal lines, striving to out-sing one another while creating, emulating and combining decasyllabic verses and shaping the melody – all the while accompanied by a group of singers and tambura bands. The music conveys community values, but also enables singers to express thoughts and feelings that might be inappropriate if uttered directly or in other contexts. Each lead singer shapes his or her performance according to the context, with the performance lasting as long as the creativity and energy of the singers permit. Lead singers must possess both a powerful voice and a wide repertoire of old and new couplets, and be apt, quick and clever in choosing and combining them. Nowadays, men and women are almost equally represented among tradition bearers. The Bećarac is spread widely throughout eastern Croatian communities and remains part of living practice – whether in completely informal situations of music-making or in contemporary festive events and celebrations. Many sub-types of Bećarac also exist, in addition to particularities introduced by lead singers. Bećarac is therefore an extraordinarily vivid, dynamic genre that is recreated in each performance. In 2011 it has been inscribed in the Representative List of the Intangible Cultural Heritage of Humanity. The area of Pleternica, which is the location of the future Museum of bećarac is going to become the core place of the interpretation of bećarac heritage by implementing activities of the Interreg-IPA project “Cultural route of Becharac & Ganga”. Therefore, this procurement aims to provide a detailed Interpretive plan of the cultural route and destination development plan for the Town of Pleternica.

#### **1.4. Current situation in the sector**

Non-material (intangible) cultural heritage in Bosnia and Herzegovina is governed by Ministries of federal units (Federation of Bosnia and Herzegovina and the Republic of Srpska) as well as by Ministries on county (kanton) levels. Also, there is a State commission on preservation of monuments on national level which is the most important body for cultural heritage preservation. However, the management of cultural heritage is quite uncoordinated.

In Croatia cultural heritage management is predominantly governed by the Ministry of culture and regulated by the Act on protection and preservation of cultural goods. Also, the national actions and rules are coordinated with the EU acquis and a functioning cooperation with other EU member states has been established. 13 Croatian traditions have been inscribed in the UNESCO List of Intangible Cultural Heritage, including bećarac and ojkanje – a singing form similar to ganga. In the last couple of years Croatia has experienced an increase investments regarding cultural heritage, since many projects co-financed by the European Structural and Investment Funds have been implemented. Therefore, there are many examples of good practice in the area of cultural heritage interpretation and destination development.

#### **1.5. Related programmes and other donor activities**

Apart from this Interreg-IPA project (Cultural route of Becharac & Ganga) and the Croatian national campaign on UNESCO heritage protection of bećarac, no specific programmes and donor activities have been identified.

## **2. OBJECTIVE, PURPOSE & EXPECTED RESULTS**

### **2.1. Overall objective**

The overall objective of the project of which this contract will be a part is as follows:

- to establish a system of tourism management „destination bećarac and ganga” and to diversify and brand joint cultural and tourism offer, educate promoters of tourism products and offers and to improve tourism infrastructure in Pleternica and Tomislavgrad

## **2.2. Purpose**

The purposes of this contract are as follows:

- To create an Interpretive plan of Cultural route of Becharac & Ganga
- To create plans of presentation and development of cultural tourism products for each destination (Tomislavgrad and Pleternica)

## **2.3. Results to be achieved by the Contractor**

- A completed Interpretive plan of Cultural route and development plans for each destination including:
  - presentation of topics and stories,
  - tourism products overview,
  - description of authentic products, attractions and presentation media,
  - suggestions on innovative models of heritage management
  - guidelines for visitor management
  - definition of overall bill of quantities and action plan with timetable.

## **3. ASSUMPTIONS & RISKS**

### **3.1. Assumptions underlying the project**

- Stable political and legislative environment in both partner countries
- Good cooperation between the project team and the contractor
- Proper level of involvement of project partners in the route development process
- All relevant stakeholders including CSOs in the area of traditional culture and heritage are sufficiently responsive in the process of data collection

### **3.2. Risks**

- Human resources risks: the project team does not always have sufficient resources to manage all stages of the project in optimal conditions
- Financial risks: poor financial forecasting, where resources are undervalued which may jeopardize the project implementation
- Technical risks: delays in project implementation due to low responsiveness of stakeholders and/or project partners

## **4. SCOPE OF THE WORK**

### **4.1. General**

#### **4.1.1. Description of the assignment**

The scope of this contract includes preparation of Interpretive plan of Cultural route of Becharac and Ganga as well as 2 individual destination development plans, 1 for each heritage phenomenon: destination Town of Pleternica for bećarac and destination Municipality of Tomislavgrad for ganga. Services shall include the following activities:

- presentation of topics and stories (on sites, landmarks and items which create a cross-border heritage tourism product of the route
- overview of diversification of tourism products of the route and its separate destinations
- proposal and description of authentic products, attractions and presentation media for the heritage phenomenon
- proposal of solutions for innovative models of heritage management preservation
- guidelines for visitor management for the route, each destination and specific products / attractions
- definition of overall bill of quantities and action plan with timetable for the purposes of implementation of the suggested interpretation activities.

#### **4.1.2. Geographical area to be covered**

Primarily, base heritage destinations (destination Town of Pleternica for bećarac and destination Municipality of Tomislavgrad for ganga). However, a broader geographic area of the culture heritage phenomena must be taken into consideration (Eastern Croatia for bećarac and southern parts of Bosnia and Herzegovina and Croatia for ganga).

#### **4.1.3. Target groups**

Local and regional population, cultural heritage associations, music enthusiasts and researchers, educational institutions, Croatian and Bosnian diaspora, tourists

### **4.2. Specific work**

- Detailed heritage research including institutional background check
- Preparation of Inception report
- Data collection from all relevant stakeholders including CSOs in the area of traditional culture and heritage
- Route analysis and destination analysis
- Development of technical descriptions for products, attractions and presentation media
- Development of heritage management models
- Development of visitor management guidelines
- Development of bill of quantities and action plan with timetable
- Integration of all research and analysis elements into Interpretive plan for the route and development plans for each destination
- Preparation of Final report with any potential comments integrated

The Contractor must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See [http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm) .

### **4.3. Project management**

#### **4.3.1. Responsible body**

Town of Pleternica, Ivana Šveara 2 34310 Pleternica

(Lead partner responsible for project implementation)

Culture and Information Centre Tomislavgrad,  
Mijata Tomića b.b., 80240 Tomislavgrad, Bosnia and Herzegovina  
(Project partner responsible for this procurement procedure)

#### **4.3.2. Management structure**

Project management unit of the project consists of 9 members: 4 employees of Town of Pleternica including Project Manager, 2 employees of Municipality of Tomislavgrad, 1 employee of Entrepreneurial Centre Pleternica Ltd. and 2 employees of Culture and Information Centre Tomislavgrad

#### **4.3.3. Facilities to be provided by the Project partner and/or other parties**

If necessary, Project partner shall ensure space for small-scale meetings with stakeholders (up to 10 participants). All other facilities shall be ensured by the Contractor.

### **5. LOGISTICS AND TIMING**

#### **5.1. Location**

Contract implementation does not have an operational base at Project partner's premises, i.e. the Contractor manages the location of his activities in accordance with the needs of the assignment.

#### **5.2. Start date & Period of implementation of tasks**

The intended start date is April 2018 and the period of implementation of the contract will be 8 months from this date. Please see Articles 19.1 and 19.2 of the Special Conditions for the actual start date and period of implementation.

### **6. REQUIREMENTS**

#### **6.1. Staff**

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

##### **6.1.1. Key experts**

Key experts are defined and they must submit CVs and signed Statements of Exclusivity and Availability.

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the key experts for this contract are as follows:

##### **Key expert 1: Heritage interpretation and destination development expert**

Qualifications and skills

- University degree of at least 3 years' duration in the area of social sciences or arts and a formal certification of competence in the field of museology / heritage management

General professional experience

- At least 10 years of professional experience in general.

## Specific professional experience

- At least 5 years of specific work experience in the museum / heritage area involving relevant experience in intangible heritage interpretation, cultural and natural heritage strategic planning, documentation for development of cultural routes, interpretive trails, museums and other interpretive indoor and outdoor infrastructure. International experience is compulsory.
- At least 5 strategic documents / master interpretive plans for the development of cultural routes, destinations or heritage sites (master interpretive plans, strategies of sustainable development of cultural tourism) in which the appointed expert participated as a specialist in the field of museology / heritage management.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

### **6.1.2. Other experts, support staff & backstopping**

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The Contractor shall select and hire other experts as required according to the needs. The selection procedures used by the Contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

### **6.2. Office accommodation**

Office accommodation for each expert working on the contract is to be provided by the Contractor.

### **6.3. Facilities to be provided by the Contractor**

The Contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

### **6.4. Equipment**

**No** equipment is to be purchased on behalf of the Project partner / partner country as part of this service contract or transferred to the Project partner / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

## **7. REPORTS**

### **7.1. Reporting requirements**

The Contractor will submit the following reports in Croatian or English in one original and 1 copy:

- **Inception Report** of maximum 12 pages to be produced after 15 days from the start of implementation. In the report the Contractor shall describe e.g. initial findings, progress in collecting data, any difficulties encountered or expected in addition to the work programme and



staff travel. The Contractor should proceed with his/her work unless the Project partner sends comments on the inception report.

- **Draft final report** of maximum 20 pages (main text, excluding annexes). This report shall be submitted no later than one month before the end of the period of implementation of tasks.
- **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 10 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to support an informed decision on heritage tourism products and interpretation methods. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

The final report will be accompanied by the studies (Interpretive plan for the cultural route and development plans for both destinations as indicated in this ToR).

## **7.2. Submission and approval of reports**

The report referred to above must be submitted to the Project Manager identified in the contract. The Project Manager is responsible for approving the reports.

## **8. MONITORING AND EVALUATION**

### **8.1. Definition of indicators**

- Number of Interpretive plans prepared
- Number of described authentic products and attractions

### **8.2. Special requirements**

Not applicable.