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# BACKGROUND INFORMATION

## Partner country

Republic of Serbia and Republic of Bulgaria.

## Contracting authority

Center for intangible cultural heritage "Roots"

## Country background

Тhirty percent of the experiences of each tourist worldwide are related to food and how he was met on the spot. Approximately that is the cost of food each person spends during his vacation. In the recent years, cooking in the world has been growing extremely fast. Under this increasing interest, according to a study conducted by the World Food Association in 2013, only 8,1% of tourists seeking culinary adventures are defined as "gourmets". All other tourists aspire to taste unique and authentic tastes and show wiliness to study local cuisines, people and traditions. This is an unforgettable emotion that the cross-border region Vidin – Bor can offer. The development of culinary tourism is invariably associated with the preservation of traditions and culture, with emphasis on local food and regional traditions. But until now at the Vidin-Bor cross-border region there is no developed unified concept to support chefs and restaurateurs and show them the opportunities that authentic cuisine, local products, tradition has as potential for tourism development. To achieve this, it is necessary for the culinary traditions of the cross-border region to develop as a resource whose use will help diversify tourism and stimulate local and regional economic development. At this moment, there are not enough attractive tourist products to include the rich culture and traditions of the local population in the field of culinary art. There is also lack of initiative from local entrepreneurs and key figures for the development of this type of tourism, as if they did not realize the potential of the resource they had at their disposal. It is necessary all stakeholders to combine efforts and outline the basic steps for making full use of rich authentic cuisine as a tourist resource, developing attractive products and taking concrete and successful measures to promote them widely.

## Current situation in the sector

The current project will increase the tourist attractiveness of the cross-border region and create attractive tourist products, which will directly affect its interest and increase in tourism revenues. Study of traditional cuisine as part of the rich intangible heritage of the region; creating and promoting common tourism products; enhancing knowledge and skills and motivating key figures for the development of culinary tourism will contribute to higher tourist interest in the cross-border region and make it an attractive and wanted destination.

Developed tourism products will add value to the existing ones by creating an opportunity for their expansion and diversification. All this will contribute to stimulating the balanced and sustainable development of the Vidin-Bor cross-border region.

## Related programmes and other donor activities

The project “The Taste of Tradition - the Intangible Cultural Heritage of Vidin and Bor for sustainable tourism” is financed by the INTERREG IPA CBC Bulgaria – Serbia Programme and will be implemented in the period September 2022 – September 2023 in partnership with “Vidin fund Chitalishta” and “Chitalishe Saznanie – 1928”.

To our knowledge there is now evidence of other donor funded initiatives with the similar focus.

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective (Impact) to which this action contributes is:

* to raise the tourist attractiveness of the region and create sustainable tourist products, based on local resources in the field of the intangible cultural heritage – authentic cuisine.

Through the development of culinary tourism, the project will contribute to the transformation of the cross-border region into a common, attractive tourist destination.

The current project will increase the tourist attractiveness of the cross-border region and create attractive tourist products, which will directly affect its interest and increase in tourism revenues.

Study of traditional cuisine as part of the rich intangible heritage of the region; creating and promoting common tourism products; enhancing knowledge and skills and motivating key figures for the development of culinary tourism will contribute to higher tourist interest in the cross-border region and make it an attractive and wanted destination.

Developed tourism products will add value to the existing ones by creating an opportunity for their expansion and diversification. All this will contribute to stimulating the balanced and sustainable development of the Vidin-Bor cross-border region.

## Specific objective(s)

The specific objectives (Outcomes) of this contract is as follows:

* Organized logistic and transport of project events

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

* Rented hall for 1 press conference;
* Rented transport for 3 events up to 1040km in total;
* Catering (lunch, dinner and refreshments) for 4 events of 175 participants in 13 days;
* Accommodation for 3 events of 145 participants and 3 nights.

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

Implementation of the current contract will support the “Roots” in process of implementation of the project.

## Risks

• Difficulties with project coordination.

• Activities are not properly promoted.

• Insufficient time for service implementation.

• Low turnout of the targeted groups.

# SCOPE OF THE WORK

## General

### Description of the assignment

Project activities, which having regard to the implementation to the contract are:

* Training cycle
  + The main activity in the present project is the implementation of 4 trainings, aimed at restaurant owners, chefs and other stakeholders for the development of culinary tourism in the region. The participants in the training will be identified during of carrying out the survey on the basis of different criteria, as a motivation for participation, potential, an opportunity to integrate into already existing tourist product. Participants from Bor will be identified. They will participate in a total of 4 trainings - 2 in Serbia and 2 in Bulgaria. The purpose of the trainings is the participants to learn to use their skills and turn them into a resource to use for the development of culinary tourism in the cross-border region. Participants will also be trained how to promote better their authentic dishes and unique flavours and how to be attractive to the visitors of the region. They will be trained how on the one hand to attract the attention of the tourist segment that is interested in culinary tourism and on the other -how to intrigue tourists who until now have not been interested in this kind of tourism. An important part of the training is for the participants to acquire knowledge and build skills to create attractive products and use marketing communications. Within the framework of the latest training, the participants together with the experts will develop a tourist route, revealing in the most attractive way the authentic cuisine of the region.
* Festival of fish and fish salamura
  + Within this activity, we plan to promote, organize and conduct an attractive tourist event on the bank of Danube River in the village of Koshava: two-day Festival of fish and fish salamura. Combining the authentic cuisine for the region with the natural surroundings and the unique atmosphere of the river, are key prerequisites for the attractiveness and success of the event. During the event will be presented the tourism products developed within the project - tourist route and "Tasteful Guide".
  + All necessary measures will be taken to ensure that the event does not cause pollution to the bank or the river. In addition to demonstrating the preparation of authentic fish dishes and tasting, the event will include a program presenting the authentic folklore of the cross-border region.
* Culinary competition in Ohtrel village
  + The second tourist event within the project will be a culinary competition and will be held in Oshtrel, Bor district. It will last for two days and will involve at least 20 cooks from Bulgaria and at least 20 cooks from Serbia. The competition regulation will include a race for the most attractive authentic meal, as well as a race in the preparation of a traditional recipe, according to the assignment of the hosts. As well as the Feast of the Fish and “the fish salamura”, as well as for the conduct of the Culinary Competition, will be of great importance its promotion. Besides the culinary race, the event will include a program presenting the authentic folklore of the cross-border region. During the event will be presented the tourist products developed within the project - tourist route and ""Tasteful Guide”.

### Geographical area to be covered

The eligible cross-border region, covered and defined by the Interreg-IPA cross-border Bulgaria-Serbia Programme, on administrative level is:

* for Bulgaria – districts of Vidin.
* for Serbia – districts of Bor, Zajecar.

### Target groups

Local culinary and restaurateurs preparing authentic cuisine;

Travel companies, tour operators and tour agents, and other key figures related to tourism development; tourists;

Local authorities and other public authorities concerned with tourism development;

Cultural organizations and others concerned with the intangible heritage of the region.

## Specific work

* Initial press conference
  + Place of implementation: Bor, Serbia;
  + Period of implementation: 4th trimester of project realization – September 2023.
    - Planned period and detailed timeline (meeting agenda) towards the need of Contracting Authority of which the Tenderer will be informed in due course and at least 10 days before realization;
  + Duration: 1 day, two hours;
  + Providing hall suitable and equipped for two-hour press conference in with chairs and tables that can be set according to the needs;
  + Providing catering for press conference that include coffee and refreshments for 5 people;
    - Catering with food safety system
* Activity No. 3 - Training cycle
  + Place of implementation: Bor, Serbia and Vidin, Bulgaria
  + Period of implementation: 4th trimester of project realization – september 2023
    - Planned period and detailed timeline (meeting agenda) towards the need of Contracting Authority of which the Tenderer will be informed in due course and at least 10 days before realization.
  + Duration: 4 trainings, two times in both countries, 2 days each
  + Number of participants: 40 (20 per country)
  + Providing transport service with vehicle (rented minibus) for 20 persons (participants from Serbian border region) which include daily allowance and accommodation for driver/s, cost of tolls, vignettes, parking and fuel on relation Serbia border region to Vidin, 2 trainings in two ways, up to 480km;
    - The vehicle must be roadworthiness and meet all legal requirements for the transport of people in the country with the licensed driver.
  + Providing accommodation in single rooms in hotel rating with minimum 3 stars and maximum 4 starts for 20 Bulgarian and 20 Serbian participants on two training in Bor District, 1 night and 1 breakfast. Emphasize the possibility of using services such as: air-conditioning unit, wireless or wired internet in the rooms and / or public spaces and parking;
    - Accommodation with safety regulations and food safety system.
  + Providing catering for two trainings in Bor District that include coffee breaks with refreshments, lunch and dinner for 40 people (20 Bulgarian and 20 Serbian participants) for 2 days;
    - Catering with food safety system.
* Activity No. 4 - Festival of fish and fish salamura in the village of Koshava
  + Place of implementation: Koshava, Vidin District, Bulgaria;
  + Period of implementation: 4th trimester of project realization – September 2023
    - Planned period and detailed timeline (meeting agenda) towards the need of Contracting Authority of which the Tenderer will be informed in due course and at least 10 days before realization.
  + Duration: 2 days
  + Number of participants: 90 singers, musicians and dancers (45 per country) and 40 cooks (20 per country)
  + Providing transport service with two vehicles, one rented minibus for 20 persons and one rented bus for 45 participants from Serbian border region, which include daily allowance and accommodation for driver/s, cost of tolls, vignettes, parking and fuel on relation Serbia border region to Koshava, two way, up to 560km;
    - The vehicle must be roadworthiness and meet all legal requirements for the transport of people in the country with the licensed driver.
  + Providing catering for fish festival in Koshava that include refreshments, lunch and dinner for 130 people (65 Bulgarian and 65 Serbian participants) for 2 days;
    - Catering with food safety system.
* Activity No. 5 - Culinary competition in Ohtrel village
  + Place of implementation: Ohtrel village, Bor District, Serbia
  + Period of implementation: 4th trimester of project realization – September 2023
    - Planned period and detailed timeline (meeting agenda) towards the need of Contracting Authority of which the Tenderer will be informed in due course and at least 10 days before realization.
  + Duration: 2 days
  + Number of participants: 90 singers, musicians and dancers (45 per country) and 40 cooks (20 per country)
  + Providing accommodation in single rooms in hotel rating with minimum 3 stars and maximum 4 starts for 65 Bulgarian participants on culinary competition in Bor District, 1 night and 1 breakfast. Emphasize the possibility of using services such as: air-conditioning unit, wireless or wired internet in the rooms and / or public spaces and parking;
    - Accommodation with safety regulations and food safety system.

## Project management

### Responsible body

Center for intangible cultural heritage "Roots" as a project partner no. 3 will be Contracting Authority. Beneficiary country is the Republic of Serbia. Person, which will be responsible for managing the contract is Perislav Ducic, project manager.

### Management structure

The partners agreed on joint management and team composition, which will include on behalf of the LP - project manager, technical assistant and accountant; on the part of PP3- project coordinator and financial coordinator, and on behalf of PP2- coordinator.

The project manager will be responsible for the overall implementation of the project, the legal organization and conduct of tender procedures, selection of contractors, monitoring the implementation of all contracts and the implementation of the time schedule for work. He will perform internal monitoring and will work to minimize all risks.

Financial Coordinator will prepare and maintain financial and accounting documents and accountability.

The coordinators will support the provision of quality management and the coordination of project activities, they will be directly responsible for running the two Festivals, which are key to the success of the project.

### Facilities to be provided by the contracting authority and/or other parties

The Contractor shall ensure that experts are adequately supported and equipped. In particular, it shall 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 its activities under the contract and to ensure that its employees are paid regularly and in a timely fashion.

# LOGISTICS AND TIMING

## Location

The events will take place on the cross-border territory of Bulgaria and Serbia

## Start date & period of implementation of tasks

The intended start date is 25.08.2023. and the period of implementation of the contract will be one month from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## 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.

### 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: Team leader** - **logistics expert**

Qualifications and skills

* Faculty of tourism or equivalent
* Technical and personal skills
* Excellent communication and organization skills
* Good knowledge of English

General professional experience

* At least 3 years in the field of organization of events

Specific professional experience

* Experience in work with EU funded projects
* Experience in the eligible border region.

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

### 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.

## Office accommodation

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

## 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.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / 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.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in English in one original:

* **Final report** should be minimum 3 pages (main text, excluding annexes) in free format This report shall be submitted no later 5 days after the end of the period of implementation of tasks. The report shall contain a sufficiently information about the performed activities. 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.

## 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.

Mr Perislav Ducic

Center for intangible cultural heritage "Roots""

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# MONITORING AND EVALUATION

## Definition of indicators

The Consultant is expected to perform the work in a professional manner observing all of the above requirements and ensuring smooth running of the festivities. The Contracting authority will accept contract as implement, only if Consultant has implement all above mention services.

The following results are to be achieved:

* Rented hall for 1 press conference;
* Rented transport for 3 events up to 1040km in total;
* Catering (lunch, dinner and refreshments) for 4 events of 175 participants in 13 days;
* Accommodation for 3 events of 145 participants and 3 nights.

## Special requirements

Not applicable.