



Vacancy Number: 01/018

Category: Project staff

Type of Appointment: Fixed-term

Location: Sarajevo, Bosnia and Herzegovina

Vacancy issued: 1 February 2018

Deadline for applications: 21 February 2018

**Terms of Reference - Expert on Cultural Tourism -
Project: Triple P Tourism in SEE: Promotion, Policy, and Pilots -
Regional Cooperation Council Secretariat (RCC)**

RCC is seeking an Expert on Cultural Tourism for its Triple P Tourism Project to be located in Sarajevo, Bosnia and Herzegovina within the RCC Secretariat. The terms of the contract will be determined on the basis of the applicable RCC rule and procedures.

Background

Triple P Tourism Project, a three-year initiative funded by the EU, will focus on the 6 IPA II beneficiaries in the Western Balkans. The approaches to the implementation of the project will be focused on: creating a joint offer/product to foster regional integration in the tourism sector and its joint global promotion, with the goal of diversifying tourism offer of the region; alleviating policy barriers to development of tourism industry and easing of administrative procedures and improving the level of services related to tourism; and supporting small-scale infrastructure projects to support the development of regional tourism offer/product. The work will be guided by the RCC's Tourism Expert Group, comprised of relevant national stakeholders from government and private sector, but will also entail close coordination with the RCC Secretariat's Programme Department (Competitiveness), as well as relevant regional and international organisations. The aim of the Project will be to foster regional cooperation in tourism industry, leading to joint activities in promotion of the region as a sound tourism destination to the global community. This will target the increase of foreign tourists to the region, but also intra-regional tourist connectivity. Furthermore, the development of joint regional tourism offer will attempt to address some of the open questions beyond the boundaries of tourism per se, as this industry is viewed to have positive implication on tourism-related sectors, small and medium-sized enterprises, but also specific policy areas pertinent to development of tourism sector. Furthermore, the Project will support projects on small-scale level, so as to enable smoother flow of tourists along regionally developed routes.

The Regional Cooperation Council (RCC) was established in 2008 as a regionally owned and led framework. It works under the political guidance of the SEECP to promote regional cooperation and European and Euro-Atlantic integration of South East Europe (SEE).

The areas of cooperation in the framework of the RCC are economic and social development; energy and infrastructure; justice and home affairs; security cooperation; building human capital, as well as cross-cutting issues such as parliamentary cooperation, civil society activities and gender mainstreaming.

The RCC is implementing the Strategy and Work Programme 2017-2019 and its biggest part, the South East Europe (SEE) 2020 Strategy, as a basic working document for the organisation until 2020.

The SEE 2020 Strategy aims at promoting creation of jobs and prosperity in a European perspective for the Western Balkans. It has five pillars, which are: Smart Growth (emphasising education, innovation, research and development, culture and creative sectors), Sustainable Growth (ensuring economic sustainability through enterprise creation and export increase, as well as energy efficiency and climate control), Inclusive Growth (supporting employment generation, social inclusion, good health and well-being), Integrated Growth (promoting closer regional integration in terms of trade and investment) and Governance for Growth (including effective public services and fight against corruption).

The organisation maintains close working relations with all actors of relevance to these areas such as governments, international organisations, international financial institutions, regional organisations, private sector and civil society.

The RCC consists of 46 participants. The RCC and its Secretariat receive operational guidance and supervision from the RCC Board. The RCC Board consists of those RCC participants contributing to the budget of the RCC Secretariat.

The RCC has a Secretariat based in Sarajevo, Bosnia and Herzegovina, headed by the Secretary General, and Liaison Office in Brussels which ensures regular communication and cooperation with European and Euro-Atlantic institutions.

Outline of the Position

The Expert on Cultural Tourism will be responsible for supporting the implementation of the Triple P Tourism Project activities in development and promotion of the joint regional offer in cultural tourism (regional cultural routes). The Expert on Cultural Tourism will coordinate the work in preparation of the joint regional tourism offer by streamlining cultural heritage into operational business activities and its promotion. By doing so, she/he will support alignment of national priorities of cultural tourism into joint regional tourism offer and build on the work previously done in supporting cultural heritage of the region (i.e. Ljubljana Process). The Expert on Cultural Tourism will, in her/his work, liaise with relevant national authorities (i.e. Ministries of Tourism, Culture, Economy, national Tourism Boards) through meetings of the RCC's Tourism Expert Group as well as mandatory focus groups on regional and national levels, and will also include private sector (tour operators from the region and abroad) in implementation of Project activities. The Expert on Cultural Tourism will further work on promotion of the joint regional cultural tourism offer to the global tourism community and will work on preparation of

and participation at international tourism fairs and other promotion events, and will also facilitate visits of foreign tour operators and media representatives to the region's cultural routes. Expert on Cultural Tourism will support the Team Leader in her/his daily tasks and will also work closely with other members of the Project Team in matters concerning the Project execution.

Duties and Responsibilities

The Expert on Cultural Tourism works under the direct supervision of the Project Team Leader, and the overall guidance of RCC Senior Expert on Competitiveness, the RCC Head of SEE 2020 Programme Department and RCC Secretary General.

Responsibilities include, but are not limited to, the following tasks:

- Support to implementation of the objectives, activities and results of the Triple P Tourism Project related to development of joint regional cultural tourism offer and international promotion;
- Work on preparation of the joint regional offer in cultural tourism by combining national cultural heritage priorities and building on previous regional work in cultural heritage (i.e. Ljubljana Process);
- Research and gather necessary input for the joint regional offer in cultural tourism from relevant national authorities and private sector, as well as other necessary sources;
- Facilitate the cooperation of relevant national authorities and the private sector in preparation and promotion of joint regional offer in cultural tourism;
- Work on alignment of regional cultural tourism routes with adventure routes;
- Work on promotion of joint regional cultural tourism offer to the global tourist community by organising regional participation at international tourism fairs and events, and facilitate visits of foreign tour operators and media representatives to the region's cultural routes;
- Support the development of promotion material of the regional tourism offer in cultural heritage by providing necessary input;
- Support development of policy reform proposals so as to work on improvement of regional tourism offer;
- Support the organisation of thematic meetings and workshops of the RCC Tourism Expert Group (TEG) and relevant focus groups, as well as other events, including preparation of necessary materials and maintaining continuous flow of information and communication among key stakeholders;
- Support Project Team Leader in her/his daily tasks and also work closely with other members of the Project Team in matters concerning the Project execution;
- Represent the Triple P Tourism Project Team at public events, conferences, fairs, events, workshops and working groups;
- Assume other tasks as required by the Team Leader.

Key Requirements:

- University degree in public policy, economics or social sciences, or other subject of relevance for the position; advanced degree will be considered an asset;
- A minimum of 7 years of relevant professional experience in areas such as cultural heritage, tourism development, with international relations and public policy aspects, preferably in an international environment and with knowledge of and experience in SEE region;
- In-depth knowledge of cultural heritage tourism development and related policies in SEE, regional cooperation in thematic areas, EU enlargement, mainstreaming and budgeting policies, as well as professional experience in project management;
- Excellent analytical and organisational skills demonstrable through previous work;
- Proven experience in cultural heritage, tourism, policy research, and development;
- Demonstrated commitment to cultural tourism development and promotion;
- Fluency in oral and written English; knowledge of SEE languages will be considered an asset;
- Excellent communication skills;
- Advanced computer skills (MS Office and internet software);
- Multitasking abilities and ability to travel and work under pressure;
- Capacity to work independently, as well as in a multinational team.

Location / Contract

The holder of the position will be based in Sarajevo, Bosnia and Herzegovina, within the RCC Secretariat. Initial contract is concluded for one (1) year period with the trial period of three (3) months and possibility of extension upon completion of performance review.

Application Rules

Qualified candidates are invited to send their cover letter and CV (both in English) by **21 of February 2018** by 17:00 Central European Time via e-mail to **jobs@rcc.int**

Only shortlisted candidates will be contacted.

Selection process is based on a written test and competency-based interview.

The candidate should be national of the participants of the RCC Board from South East Europe:

Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Kosovo*[1], Moldova, Montenegro, Romania, Serbia, Slovenia, The Former Yugoslav Republic of Macedonia, Turkey.

The RCC is an equal opportunities employer.

^[1] *This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.