



**Ministry of Tourism, Arts & Culture
Republic of Maldives**

25 August 2010

Ref No: 88-PD/IU/2010/40

ANNOUNCEMENT

**CONSULTANT FOR MALDIVES THIRD TOURISM MASTER PLAN
REVIEW**

The Government of the Maldives, represented by the Ministry of Tourism, Arts and Culture, invites eligible tourism planning experts to submit letters of intent to take up a contractual position as the Consultant for the review of the Third Tourism Master Plan of the Maldives (TTMP).

Scope of Work

The Consultant would be responsible for review of the Third Tourism Master Plan of the Maldives, evaluate and review the proposed policies and strategies of the Plan against changes in the political, social, economic, institutional and legislative environments.

The TTMP Review shall identify the national tourism development strategy and formulate a report in line with the guidance from the Action Group and also develop an implementation programme which shall be agreeable to the Action group.

The Consultant would be based in Malé but would be required to travel within the Maldives. The term of contract would be 8 to 9 Weeks starting from second week of September 2010

Eligibility

The applicants should hold a Masters Degree in Tourism Planning and Development or a related discipline; and have at least five years experience in consultancy projects

Application

Interested parties are invited to submit the proposals on 8th September 2010 at the following address.

Ministry of Tourism , Arts & Culture
Velaanaage,
Ameeru Ahmed Magu, Malé
Maldives

Email: Planning@tourism.gov.mv

Below is a detailed TOR

Terms of Reference (TOR) for the Third Tourism Master Plan (TTMP) Review

The prime objectives of the proposed consultancy are to:

- a) Assess the extent of the implementation of the Third Tourism Master Plan (2007-2011), evaluate and review the proposed policies and strategies of the Plan, against changes in the political, social, economic, institutional and legislative environments.
- b) Evaluate the benefits and costs of the industry, taking into account all social, economic and environmental costs and propose future policies and strategies, to make the industry more beneficial to the society.
- c) Undertake research and analyze the market condition, taking into consideration the political, social, economic technological changes of the contemporary world and propose policies and strategies to diversify the market and to penetrate into new markets.
- d) Analyze the strengths and weakness of the support facilities of the industry such as tourist security; capacity and quality control functions; transportation of people and goods and propose policies and strategies to ensure compatibility of such services with the existing and future needs of the industry.
- e) Examine the different products of the industry, and propose product development and diversification, to ensure compatibility with present and future traveler needs and demands.
- f) Formulate a two year extension on the Third Tourism Master Plan until 2013, consisting of a Situation Analysis; the Master Plan and the Implementation Guidelines addressing the following:
 - Major policies and strategic objectives covering areas such as future spatial expansion, geographic spread, product development and diversification.
 - Projects and activities in pursuit of the strategic objectives.
 - Revise tourism growth projections for 2007-2013
 - Estimated benefits and costs of such projects and activities detailing and human resource requirements and product diversifications costs.

Deliverables and Reporting

- A detailed Work plan and Financial proposal
- Draft Report The consultant is expected to meet with the action group on a regular basis, to get their views on the consultant's findings
- Workshop - The consultant will conduct a workshop with the stakeholders

- PowerPoint Presentation - The consultant will prepare a PowerPoint presentation of relevant findings.
- Final and Draft Report – A report covering recommendation has to be submitted to MOTAC before the deadline

Deadlines

- The consultant shall submit proposal before the deadline given.
- A draft report on the review has to be submitted before one week of the final report.
- The consultant is expected to submit a Final report within 2 (two) months from the date on which the project is awarded.

Payments

The payment will be released to the consultant undertaking the review as follows;

- 10% on signing of contract
- 20% on completion of stakeholder consultations including government offices
- 30% on submission of first draft report
- 30% on submission of final draft report
- 10% on presentation of report to the NPC

Consultant Qualifications

The Consultant should possess extensive experience in project management, planning and research, and should have at least a Masters degree in a relevant field related to tourism. Should have minimum 5 years experience in similar assignments in tourism. Demonstrated experience in undertaking in developing countries /or other island countries in the world.

The consultant may be an individual or a company with relevant expertise.