Terms of Reference of Tourism Expert

1. Background

Punjab Tourism for Economic Growth Project is a five-year project being implemented in collaboration with World Bank. The total funding of the Project is 55 Million USD with World Bank contribution of USD 50 million over five years under project investment lending mode. The objective of the project is to increase contribution of the tourism and related sectors to local economic development by improving infrastructure services, strengthening institutional capacity and enhancing private sector participation in the sector.

The specific objectives are:

1. To support the Government of Punjab in drafting and implementing a tourism policy supported by comprehensive institutional reforms for effective implementation framework.
2. Develop tourism sectors assets, institutions and infrastructure to increase tourist volume.
3. Leverage private sector's potential to create new economic opportunities for job creation, revenue generation, innovation, entrepreneurship and production efficiency increase.
4. To promote an environment of pluralism and tolerance in the province through raised awareness of a varied culture and heritage.

2. Scope of Work

- Developing a 5-year road map for Punjab's tourism sector in consultation with the Department of Tourism (Punjab) and its functions (Archaeology) and National Tourism Coordination Board (NTCB) using the available publications, Tourism Policy and the international best practices.

- Plan and organize events for promoting the tourism vision of the province and creating tourist awareness on issues around environmental preservation, respecting local culture and heritage and the likes. Engage private and public sector stakeholders in planning, designing and implementation of the approved activities, including for example the destination management and investment plans, site management plans and recycling of waste at destinations.

- Identify heritage sites in the project area and design activities to conserve, rehabilitate, and its development as a tourist attraction.

- Design the TOR for surveys/ data collection and plans required for the protection / conservation of the identified project destinations including the heritage sites.

- Analyze the tourist footfall data of the project sites and make recommendations to increase the same

- Where necessary, identify the impact of the project's physical and non-physical interventions on the affected heritage sites and their surroundings.

- Oversee the design and implementation of site management plans being prepared by UNESCO and any other conservation work, restoration, removal, addition, rearrangement and other interventions/alterations to the physical structure and layout of the proposed monuments/ structures and other sites of heritage significance.
- Maintain an ongoing liaison with the relevant stakeholders, especially with the Department of Tourism Punjab (DoT) and its divisions including Archaeology.
- Conduct/coordinate necessary outreach activities to ensure effective and timely communication about project activities to the stakeholders.
- Liaise with the Government of Khyber Pakhtunkhwa on the possibility of establishing joint tourism products and services.
- Keep the Project Director updated on the progress of activities and flag any related issues.
- Prepare progress updates, reports, presentations, etc.
- Other duties assigned by the Project Director.

3. Qualifications & Experience

- Masters (at least sixteen years of education) with specialization in Archaeology/ Tourism/ / Destination/Hospitality (Hotel Management) or another related field from a reputable and duly accredited university
- At least 8 years of relevant experience (after acquiring stipulated qualification) of working in the tourism sector
- preference will be given to applicants having prior experience of working in the tourism industry and having a knowledge of heritage (cultural, historical and religious) sites and ecotourism destinations across Pakistan, especially in Punjab
- Candidates that exhibit knowledge of digital platforms in tourism including for homestays, data collection and tourism products (virtual reality, tourism apps, etc.) will have an added advantage.
- The selected candidate should be able to demonstrate working knowledge of the management and concession of tourism assets in the public sector domain, including roads, properties and heritage sites.

- Excellent report writing, public speaking and communication skills.

- Female applicants are encouraged to apply