



REQUEST FOR EXPRESSIONS OF INTEREST

Assignment Title: Tourism Sector Development Project Provincial Coordinator

The overall aim of this assignment is to provide day-to-day planning, coordination, implementation and supervision of the respective provincial components of the Project in order to achieve the project's development objectives.

Expressions of interest must be delivered via e-mail by **12th April 2019, at 16:00hr (local time)**. Send to:

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Authorized by: **Chief Executive Officer**
PNG Tourism Promotion Authority



TSDP Provincial Coordinator Papua New Guinea - Tourism Sector Development Project (TSDP) Terms of Reference

A. BACKGROUND

The Tourism Sector Development Project (TSDP) is planned to facilitate the development of tourism hubs and spokes in East New Britain and Milne Bay provinces. Firstly, the project will strengthen the institutions that are the backbone of the sector at the national and provincial level. Secondly, the project will improve the attractiveness of Alotau, Kokopo, and Rabaul as tourism hubs, together with the creation and improvement of spoke destinations run by local communities. In doing so, tourism enterprises will be better able to provide employment for the bottom forty percent, in addition to establishing longer term employment and business generation paths. Furthermore, income raised from cultural and natural assets (e.g. taxes, admission fees, etc.) will mobilize resources for further development of local communities and preservation of culture.

Component 1: Institutional & Policy Frameworks

This component will seek to raise the standard of government entities integral to establishing and growing an effective tourism sector. Strengthening will enable entities, including SMEs, to carry out improved destination management; marketing and promotion; skilled workforce development and capacity building; feasibility studies, design and sustainable site management of tourism assets; and performance monitoring and evaluation activities.

Subcomponent 1.1: Strengthening the National & Provincial Tourism Development Framework.

This subcomponent will support the Ministry of Tourism, Arts and Culture and its institutions, with the goal of improving the national environment for tourism destination and product development. Activities under this subcomponent will include: (i) evaluation of 2007-2017 tourism master plan implementation and preparation of 2018-2022 master plan; (ii) improvement of statistics and research; (iii) design of effective and sustainable provincial tourism authorities, aligned with the new Tourism Act; and (iv) and creation of curriculums to create awareness about the growing tourism sector and to improve the quality of the labor force.

Subcomponent 1.2: Strengthening Provincial Urban, Cultural and Community Development Frameworks.

This subcomponent will support the underpinnings required to develop integrated tourism destinations. In doing so, this subcomponent will support the preparation of urban development plans

for each hub and provincial tourism masterplans, including product mapping and marketing. Moreover, this component will pilot the implementation of new provincial institutions to support the tourism sector as identified under subcomponent 1.1, which will improve stakeholder engagement through public-private dialogue and increased awareness.

Component 2: Infrastructure and Product/Community Development

This component will support the development of integrated tourism destinations in Milne Bay and East New Britain. This will include the development of tourism *hubs* in Rabaul and Kokopo (East New Britain) and Alotau (Milne Bay), which are the main ports of entrance for tourists coming by cruise ships and through the Tokua and Gurney airports. Furthermore, the component will include the development of *spokes* around those *hubs*, with the goal of sharing the prosperity generated by tourism growth, which can be captured by local entrepreneurs and their communities through the development of tourism, arts and culture.

Subcomponent 2.1: Upgrading Tourism Infrastructure & Heritage Sites in Urban & Rural Centres of Milne Bay & East New Britain.

This subcomponent will support infrastructure investments that enhance key natural and cultural tourism assets, and the overall quality of each hub destination. This will include, for example, upgrading (signage, sitting areas, walkways, lighting, etc.) of assets such as museums, historical sites/walkways, markets and natural areas as determined by public and private sector prioritization.

Subcomponent 2.2: Supporting Partnership for Inclusive Tourism Destination.

This subcomponent will support local initiatives aimed at the creation and improvement of *spoke* destinations. This will include *competitive* support to entrepreneurs/MSMEs and local communities interested in developing and improving tourism products (i.e. WW II sites, handicrafts, homestays, tours, etc.) that have tourist demand. Support will include know-how (i.e. development of business plans that identify demand and preferences), goods and services, and complementary public infrastructure required to connect the *spokes* with the market (hubs), and ensure the viability of the destination (i.e. public facilities within vicinity of the investments, roads/sidewalks, basic sanitation services, parking areas, etc.).

Component 3: Project Management

This component will support the project implementation, including procurement, financial management, safeguards, construction supervision and monitoring and evaluation. In doing so, this component will support the establishment of a project implementation unit in the Tourism Promotion Authority (TPA), headed by a project manager.

B. OBJECTIVES OF THE ASSIGNMENT

The TSDP Provincial Coordinator (PC) will function as a core member of the Tourism Promotion Authority (TPA) under the Ministry of Tourism, Arts, and Culture (MTAC) in Port Moresby. S/he will provide day-to-day planning, coordination, implementation and supervision of the respective provincial components of the Project in order to achieve the project's development objectives.

S/he may be required to travel within the project provinces. All the work of the TSDP Provincial Coordinator will be under coordination and leadership of the TSDP Project Manager.

General administrative office support will be provided by TPA and the respective Provincial Tourism Office and institutional support through documented rules and regulations, general policy guidelines and through access to available relevant information, resources and facilities.

C. SCOPE OF DUTIES:

- Be based in the province (one in Alotau and another in Kokopo),
- When required, conduct inspection on all TSDP sub-project sites,
- Fill-in sub-project screening sheets and submit to Project Manager, TPA Head Office,
- Assist the province in concept designs of sub-projects and submit to Project Manager,
- Understand scope of work of each contractor and able to work with multiple contractors,
- Work closely with nominated provincial officers assigned to TSDP,
- Work closely with ENB Tourism Authority/Milne Bay Tourism Bureau,
- Coordinate all TSDP related functions in the province for TPA,
- Monitor the Provincial Grievance Redress Mechanism process
- Will be required to travel to islands, districts and where TSDP sub-projects are implemented,
- Conduct meetings, workshops and awareness or attend meeting on behalf of TPA,
- Keep a record of daily activities including any issues for monthly reporting,
- Report all TSDP related matters to project manager at TPA head office

D. DURATION OF ASSIGNMENT

The TSDP Provincial Coordinator will be recruited for a period of One (1) year, starting on the date the contract is signed. The Project is for Five (years) and the continuation of the services will depend on performance which will be renewed annually and also upon availability of funds.

The position is based in the respective province (East New Britain or Milne Bay), in a space to be allocated by the respective Provincial Government.

E. DELIVERABLE AND REPORTING OBLIGATIONS:

The TSDP Provincial Coordinator will report to Project Manager. The deliverables of the TSDP Provincial will include but not be limited to:

- ✓ Coordinate timely preparation of TSDP management reports to TPA;
- ✓ Coordinate external communication about TSDP at provincial level as required;
- ✓ Monthly reports outlining provincial activities undertaken and progress towards deliverables as well as capturing any possible causes of any delays using the standard reporting format.;
- ✓ Prepare provincial project implementation completion report;
- ✓ Prepare provincial project evaluation reports; and
- ✓ Other progress reports as instructed by the Project Manager.

F. QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

The TSDP Provincial Coordinator will be an experienced individual with a demonstrated track record in a tourism and/or project management.

S/he will establish good working relationships with other provincial key stakeholders staff and be

proactive in pursuing TSDP provincial deliverables.

The successful candidate would be expected to have the following qualifications and experience:

- ✓ Minimum bachelor degree in business, management, tourism, project management from a reputable university,
- ✓ Postgraduate qualification would be an advantage,
- ✓ Five or more years' experiences in tourism project management, tourism product development and infrastructure project management,
- ✓ Have extensive experience working with provincial government and well versed with government established systems,
- ✓ Experience in project procurement processes, project management processes and project monitoring and evaluation,
- ✓ Experience working with micro, small and medium enterprise (MSME) business operators and able to develop MSME business models,
- ✓ Advance computer literate in MS Office and can use and interpret GIS,
- ✓ Must be a team worker, have good Public Relations and communicate well,
- ✓ Well versed with report writing skills