

UNLEASHING THE BLUE ECONOMY (UBEC) PROJECT

TERMS OF REFERENCE

FOR

TOURISM SPECIALIST

UNLEASHING THE BLUE ECONOMY IN THE CARIBBEAN REGION

Project Background

The Blue Economy is defined as an approach to promote sustainable and integrated use of marine resources for economic growth, improved livelihoods, and job generation while preserving the health of ocean ecosystems. It covers a range of interdependent sectors, including fisheries, coastal tourism, and waste management. Fisheries, for example, provide the hospitality industry with quality and affordable seafood, while the tourism sector supports fisher livelihoods and generates employment. Waste management, meanwhile, is crucial to the health of fisheries and other marine resources and ecosystems which are, in turn, critical for the beaches and other natural assets that attract holiday makers. Going forward, anticipating and adapting to the impacts of climate change will be an essential component of the blue economy, ensuring that low-carbon and climate-resilient measures are incorporated across sectors to ensure sustainability of marine resources and continued generation of their benefits. The Government of Saint Vincent and the Grenadines (GoSVG) aims to advance the economic, social, and cultural development of the archipelago by realizing the full potential of its blue economy sectors in an integrated and climate-resilient way while protecting the health and biodiversity of its marine space. On its pathway towards blue growth, Saint Vincent and the Grenadines (SVG) has devised several projects and strategic plans that helped protect its blue space and grow the island's blue economy.

Project Description

The Unleashing the Blue Economy of the Caribbean (UBEC) will be implemented as a Series of Projects (SOP) in three distinct five-year phases over a fifteen-year period (each project will have a life cycle of five years) involving multi-sectoral blue economy investments to support Caribbean countries to strengthen their climate resilience and accelerate economic recovery from the impacts of COVID-19. Phase I of UBEC, to be implemented between fiscal years 2022 and 2028, involves Grenada, Saint Lucia, Saint Vincent and the Grenadines, and the OECS Commission and focuses on three interrelated blue economy sectors: tourism, fisheries, and waste management.

The project development objective of the SOP and Phase I is to strengthen the enabling environment for the blue economy, economic recovery, and resilience of selected coastal assets in participating countries and provide immediate and effective response to an eligible emergency. Phase I of the SOP is designed to foster economic recovery and support marine and coastal resilience in Grenada, Saint Lucia, and Saint Vincent and the Grenadines by strengthening the sustainability and competitiveness of two critical, interconnected sectors – tourism and fisheries – and one underlying enabling infrastructure service, waste

management. The SOP will achieve its objectives by: 1) strengthening regional and national policies and institutional frameworks to bring back business and attract new investments, (2) scaling up innovative financing mechanisms aimed at enhancing employment and productivity in the tourism, fisheries, and waste management value chains through establishment of a regional MSME matching grant program and a regional climate-risk fisheries insurance scheme, (3) supporting investment in coastal infrastructure to reduce risk and leverage private investment in blue economy activities and strengthen climate resilience, and (4) adopting a contingency emergency response mechanism to respond to future extreme weather events.

The SOP consists of four components: (i) Strengthening Governance, Policies, and Capacity Building; (ii) Scale Up Access to Finance and Infrastructure Investment; (iii) Contingent Emergency Response Component (CERC); and (iv) Project Management, Monitoring & Evaluation, and Communication.

The Project Implementation Unit

The Government of Saint Vincent and the Grenadines (GoSVG) is establishing a Project Implementation Unit (PIU) in the Department of Finance at the Ministry of Finance (MoF) responsible for implementing the UBEC project national-level activities and coordinating with relevant ministries, including but not limited to Ministry of Tourism, Ministry of Agriculture and Fisheries, Ministry of Economic Development, Ministry of Enterprise Development, and Saint Lucia Solid Waste Management Authority. The PIU will have the following positions: Project Manager, Tourism Specialist, Financial Management Specialist, Procurement Officer, Environment Safeguards Specialist, Social Safeguards Specialist, Monitoring and Evaluation Specialist, and Communications Specialist.

The PIU will be a fully integrated part of the MoF structure, relying on UBEC resources to deliver UBEC Project activities, including project planning, financial management, procurement, monitoring and evaluation, environmental and social safeguards, and reporting in accordance with both Government and World Bank requirements.

Objectives of the Assignment

The objective of this assignment is to support overall and day-to-day management of the tourism related project activities to be implemented under the *Unleashing the Blue Economy in the Caribbean Region*. Supervision of Project Liaison Officer will be undertaken by the Project Manager for the UBEC Project, within the PIU, with technical oversight provided by the Ministry of Tourism, Civil Aviation, Sustainable Development and Culture through the Permanent Secretary. The Project Liaison Officer will serve as the main operational link between the project, the PIU Ministry of Tourism, Civil Aviation, Sustainable Development and Culture and all ministries and agencies involved with implementation of the project.

General Scope of Services

The consultancy is full-time and substantially will be performed on site the Project Implementation Unit (PIU).

- In particular the Tourism Specialist will work closely with the Ministry of Tourism, Civil Aviation, Sustainable Development as the representative of the UBEC PIU.
 - The Tourism Specialist shall be responsible for the day-to-day management and coordination of tourism-related activities of the UBEC project.
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- The Tourism specialist will serve as a technical resource on tourism development initiatives.
- This requires that the Tourism Specialist lead on all tourism-related UBEC project activities for timely implementation, liaise primarily with the Ministry of Tourism and relevant agencies, with guidance from the UBEC PIU, and the Technical Team at World Bank.
- The Tourism Specialist will support the resolution of any tourism technical issues that may arise, or any project management and process issues.
- The Tourism Specialist will be responsible for inputting to updates to the Project Implementation Manual prepared specifically for implementation of the project.
- The Tourism Specialist shall be responsible for communicating with tourism and tourism-related agencies and project beneficiaries to ensure effective participation during project implementation.

Specific Scope of Services

The specific responsibility and specific tasks:

- Develop and update as necessary, in consultation with the PIU, detailed work plans for the Tourism components of the UBEC Project, providing technical and policy inputs on these work plans as required.
 - Coordinate the implementation of the tourism activities in the work plan in close collaboration with the PIU and relevant Ministry of Tourism staff.
 - Support the Ministry of Tourism in drafting, reviewing and finalizing technical Terms of Reference for the implementation of the tourism activities, integrating the advice of the technical committee and other stakeholders, including the World Bank.
 - Participate as a technical evaluator in the selection process of consultants related to tourism activities.
 - Coordinate with Ministry of Tourism and other stakeholders on the implementation of the tourism activities of the project.
 - Oversee the specific technical deliverables of consultants employed by the project to ensure high quality studies, reports, activities and deliverables.
 - Prepare monthly tourism activity reports capturing project progress, status, challenges, results framework etc. to support operational, financial and results-based monitoring for the project; and make recommendations on actions to address challenges and weaknesses.
 - Produce quarterly reports on the tourism activities including photographic documentation of progress on physical implementation.
 - Coordinate workshops, meetings, and training activities to support tourism activity workplan implementation in collaboration with the PIU, relevant officers at the Ministry of Tourism and other stakeholders and ensure the preparation of reports, or other relevant documentation from these events.
 - Prepare relevant documentation on the outputs and outcomes of the implementation of tourism activities and ensure their timely submission to the Project Manager for review and onward action and inclusion into the projects files database.
 - Work closely with the Monitoring and Evaluation Specialist of the PIU to ensure timely submission of tourism project performance indicator data and information to populate relevant templates to update the overall Project Monitoring and Evaluation Plan in compliance with World Bank requirements.
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- Coordinate with the Finance Manager at the PIU to ensure the timely preparation and submission of relevant documentation to support budget forecasts and withdrawals for procurement of goods and services in relation to the tourism activities.
- Coordinate with the Procurement Manager at the PIU to ensure that the Procurement Plan is aligned with the timelines for implementation of tourism activities and undertake updates and revisions as required to eliminate delays.
- Work closely with the Communications Specialist for visibility of the project and its outcomes and to ensure support for community engagement activities.
- Work closely with the Environmental and Social Safeguards Specialists at critical stages of project implementation to ensure compliance with national and World Bank standards and procedures and to negate/mitigate any negative social or environmental impacts from tourism activities.
- Capture and document lessons learned and best practices to improve efficiency throughout project implementation, and to support visibility of project outputs led by the Communications Specialist.
- Any other related duties as assigned by the Project Manager, PIU.

Duration

The Tourism Specialist will be engaged on a full-time basis for a period of one year in the first instance; renewable annually subject to satisfactory performance. The recruitment of the Tourism Specialist should follow the WB's procurement guidelines.

Performance Assessment

The Contract inclusive of the Terms of Reference, project implementation manual, detailed work plan with agreed targets will be used as the basis to evaluate performance.

Outputs and Deliverables

- Monthly progress reports on the status, challenges, indicators, ongoing contracts and the level of implementation tourism project activities.
- Quarterly reports on tourism project activities.
- Reports to meet the General and Specific Responsibilities of the assignment.

All Reports and documents prepared for the assignment is the property of the Government of Saint Vincent and the Grenadines.

Qualifications and Experience Requirements

Minimum required education and experience

Academic:

At least a Bachelors' degree in Tourism Management, Economics, Project Management or related Social Sciences (tourism development, tourism, management or sociology,) or related discipline with at least five (5) years of relevant professional tourism experience that includes:

- i) Tourism sector development, planning, and/or policy;
 - ii) Tourism strategy development and implementation at the regional, national or subnational level;
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- iii) Advising or working directly with the public and private sector in tourism development and/or investments; and
- iv) Proven track record of project management and project team experience working with government.
- v) Demonstrated experience in tourism planning and management.
- vi) Demonstrated experience with management of multidisciplinary programs.

Or

A master's degree in Tourism, a Tourism-related field or related social science with at least three (3) years of relevant professional tourism experience that includes:

- i) Tourism sector development, planning, and/or policy;
- ii) Tourism Planning and implementation
- iii) Tourism strategy development and implementation at the regional, national or sub-national level.
- iv) Advising or working directly with the public and private sector in tourism development and/or investments; and
- v) Proven track record of project management and project team experience working with government.
- vi) Demonstrated experience in tourism planning and management.
- vii) Demonstrated experience with management of multidisciplinary programs.

a. Specific knowledge required to start

- Sound policy understanding of the tourism industry and national development strategic plan for Saint Vincent and the Grenadines
- Report preparation
- Project management
- Working knowledge of Microsoft office including Word, Excel, Power Point and Microsoft Project.
- Excellent knowledge of English with fluency in reading, preparation of technical reports and general writing.
- Ability to communicate in creole would be an asset

b. Required competencies

- **Collaboration:** Ability to collaborate with a wide variety of stakeholders. Strong interpersonal and organizational skills.
 - **Drive for Results:** Takes personal ownership and accountability to meet deadlines and achieve agreed-upon targets/ results, and has the personal organization to do so.
 - **Teamwork (Collaboration) and Inclusion:**
 - Demonstrated ability to work with teams and communicate effectively.
 - Ability to handle stakeholders tactfully, courteously, and diplomatically;
 - Ability to establish and maintain effective working relationships with all relevant Ministry and World Bank staff, vendors, private operators and the public.
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