

Terms of Reference for Tourism Expert

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“PIUTD”

PROJECT FOR INTEGRATED URBAN & TOURISM
DEVELOPMENT



Loan/Grant No. (P155875)

Terms of reference AL-ADF-281965-CS-INDV

TOURISM EXPERT

MINISTRY OF INFRASTRUCTURE AND ENERGY

1. Background

As Part of the World's Bank partnership with the Government of Albania, a Project for Integrated Urban and Tourism Development (PIUTD) was approved in November, 2016. The PIUTD project is expected to be a catalyst for regional development in the South of Albania. The main objectives of the project are to: improve urban infrastructure, enhance tourism assets, and strengthen institutional capacity to support tourism-related local economic development in selected areas in the south of Albania. The project has become effective in March, 2017; the expected closing date is July, 2022 according to the original Agreement and July 2025 according to the Additional Financing Agreement which is expected to be ratified in the Parliament. The PIUTD has an envelope of 63.8 EURO million and is composed of four components as outlined below;

1.1 Project Components

Component 1. Urban upgrading and infrastructure improvement (EURO 44.3 million).

This component will finance design and implementation of urban upgrading and municipal infrastructure improvements in four urban centers: Saranda, Gjirokastra, Berat and Përmet. Investments in these selected municipalities would include the upgrading of public spaces (e.g. parks, city squares, pedestrian walkways); street networks, inter-modal nodes and associated infrastructure (e.g. sidewalks, street crossings, streetlights, bicycle paths, bus stations); restoration of selected heritage buildings and façade improvement of selected buildings and; touristic sites enhancement (e.g. access roads, visitors' centers, parking, signage). Water supply and sewage network rehabilitation will be supported on a case-by-case basis^[1]. This Component will also finance preparation of required urban-scale designs, feasibility studies, engineering designs, and construction supervision.

Component 2. Touristic sites upgrading (EURO 8.4 million). This Component will finance investments aimed at improving selected touristic sites along the south of Albania touristic corridor. Investments would include (a) restoration of selected heritage and cultural assets and creating rest stops or viewpoints; (b) improving supporting infrastructure such as last mile access, pedestrian pathways, visitors' centers and signage in selected touristic sites; (c) preparation of required feasibility studies, site management plans, engineering designs, and, (d) conducting construction supervision.

Component 3. Touristic market and product development (EURO 7.7 million). This component will finance investments aimed: (a) Strengthening the capacity of municipalities to deliver

municipal services through: (i) provision of asset management systems, geographic information systems and solid waste collection equipment; and, (ii) establishment of site management capacity to enhance the operation of rehabilitated assets. (b) Carrying out capacity building activities to strengthen the capacity of (i) the Selected Municipalities to promote sustainable tourism growth including: (A) developing and implementing market research and product development strategies, and (B) establishment of pilot Destination Management Partnerships. (ii) Participating Central Government Agencies to promote sustainable tourism growth including the establishment of a system for tracking sustainable tourism indicators.

Component 4: Implementation Support (EURO 3.2 million). This component will support overall project implementation including: (i) contracting of local experts to assist the implementation unit and participating municipalities in the implementation of sub-projects; (ii) the maintenance of the project Monitoring and Evaluation System M&E; (iii) the project related operating costs of the implementing unit including consulting fees, in-country travel expenditure; (iv) training of staff and other persons associated with project implementation; and (v) annual audit of project accounts. Provision of support to carry out Project implementation, including maintenance of the Project monitoring and evaluation system, as well as training and financing of Incremental Operating Costs.

1.2 Implementation arrangements

Ministry of Infrastructure and Energy (MoIE) is in charge of overall project oversight and monitoring as well as providing technical leadership. Among the key roles of MoIE in the PIUTD are: (i) screening and ranking of touristic sites in coordination with key project partners, (ii) supporting selected municipalities in the prioritization of activities for integrated urban upgrading through the development of detailed urban designs, (iii) reviewing consultants deliverables as relevant, and (d) periodic monitoring of implementation progress. Implementation responsibilities' will be delegated to the Albanian Development Fund. The ADF has the primary responsibility for overseeing all aspects of PIUTD project implementation including fiduciary aspects, procurement of goods, works and services for the project, compliance with social and environmental safeguards, etc.

The overall project is under the oversight of a **Project Coordinating Unit (PCU)** under the Ministry of Infrastructure and Energy. The PCU is composed of 3 staff: The Project Coordinator/Urban Specialist, a Senior project architect and a tourism specialist. The 3 staff are expected to work full-time to support MIE in the overall oversight of the PIUTD project bringing additional capacity to existing MIE technical team. They should work closely with authorizing officials within the Directorate of Territorial Development Policies [Director of Territorial Development Policies]. These Terms of Reference provide details for the services of a **Tourism Expert** of the PCU within the Ministry of Infrastructure and Energy.

2. OBJECTIVE

The objective of the services by the Tourism Expert is to undertake all activities and services in support of the tourism component, according to the Loan and Grant Agreement and the applicable World Bank Guidelines for Procurement and Consultant Guidelines (collectively known as “Guidelines”).

3. SCOPE OF WORK

The main work of the Tourism Expert will be to support the implementation of Component 2 and 3 of the PIUTD project by providing professional inputs for the development of its activities. Specific functions and responsibilities of the Tourism Expert—include, but are not limited to:

Overall support to project implementation

- Advise key stakeholders, on tourism development policies and best-practices.
- Provides timely professional advice to PCU management, and to the ADF team during all the project cycle.
- Maintains up to-date information on other tourism development projects and plans (governmental / other development partners / non-governmental) in the project area, and maintains key stakeholders (MoIE, ADF, World Bank) informed of potential synergies/conflicts that might emerge from such projects /plans.
- Contributes to the preparation of project documents as requested by PCU coordinator.
- Performs other duties for the purpose of the PIUTD as requested by PCU coordinator.
- Coordinate with ADF PMU team for the development of Component 2 and 3 activities as outlined in the Project Operational Manual.
- Coordinate with main tourism stakeholders, to assure that project activities are fully aligned with government and other partners (i.e. development partners) in the sector.

Component 2 and 3 implementations

- Provides technical inputs for the development of ToRs as needed.

- Provide technical inputs for the development of ToRs for touristic site upgrading and touristic site management. Reviews site management proposals through a sustainability angle and assessing the potential needs for private sector involvement for the operation and maintenance of assets.
- Reviews and comment on consultants' deliverables for the above and monitors the implementation of their work to ensure timely/good quality delivery.
- Coordinates with project beneficiaries (i.e. municipalities, MoTE, etc) and key tourism sector stakeholders (i.e. private sector) for the development of Component 2 and 3 activities, in particular supporting the ADF implementation team and respective consultants in:
 - Organization/planning of periodic meetings^[2] of tourism working groups (at least 4 meetings per year should take place)
 - Development of capacity building activities for tourism destination management
- Provides technical inputs to the Annual Work Plans developed by the Tourism Working Groups/Consultants in each municipality.
- Participates actively in joint-project team meetings with ADF, in field-visits for monitoring of project activities in the South of Albania, citizen's engagement activities

and communication campaigns, and in World Bank team implementation support missions.

Provides guidance for the monitoring and evaluation of project activities in relation to tourism. In particular, providing overall oversight of tourism indicators and the development of periodic surveys to assess project progress towards development objectives. Is the main responsible for producing an Annual Tourism Report covering activities conducted under Component 2 and 3 and producing analysis of trends from the collated information of tourism data and of visitor surveys in the project area.

4. QUALIFICATIONS AND EXPERIENCE

- Master's degree (or equivalent) in economy, Social Sciences, Public Administration, international business, international relations or similar;
- At least 10 years of relevant experience in tourism sector development, policy-making, tourism investment, promotion, and/or tourism investments in developing countries with focus on national and local scale;
- Prior experience working with municipalities is a plus.
- Excellent networking skills, bringing a good knowledge of tourism sector stakeholders in Albania (both private and government).
- Able to lead stakeholders' discussions as demonstrated by previous experience.
- A strong conceptual and strategic ability combined with good communication skills and client focus;

- Computer literate. Good knowledge of MS Office applications. Other software is an advantage;
- Knowledge of Albanian and English.

5. Evaluation Criteria

The CV will be evaluated for the qualification and experience of the candidate in accordance with the following criteria:

1. General Qualification – 30 points
2. Relevant Experience – 50 points

Capability to carry out the assignment – 20 points

6. Reporting

The Tourism Expert will report to the Project Coordinator (of the PCU), and should work in close coordination with the ADF project team, and the different tourism departments in the central government bodies and local project beneficiaries (selected municipalities).

7. DURATION OF THE ASSIGNMENT

The Tourism Expert is expected to work full time. The contract will be for an initial period of 5 months (to be extended to the new amendment date/project duration), based on the satisfactory performance of the incumbent's duties and responsibilities.

The consultant should be Individual Consultant. The selection method to be applied is **Selection of Individual Consultant**, in accordance with the procedures set out the World Bank's: *Guidelines Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers*" (January 2011, revised July 2014).

[1] Underground infrastructure will be included as part of street network improvement when needed.

[2] the purpose of these meeting will be to drive the destination management activities including product and market development; among these activities should the establishment of a monthly Events Calendar for each destination, carrying out and collating and sharing information on visitor surveys, coordination within the project areas and between the concerned municipalities