



ދިވެހިސަރުކާރުގެ ގެޒެޓް - ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް

މިނިސްޓްރީ އޮފް ޓޯރިޒަމް

މާލެ

ދިވެހިސަރުކާރުގެ ގެޒެޓް

ނަންބަރު: (IUL)88-PS/88/2018/1

އިތުރުމަތި

މިނިސްޓްރީ އޮފް ޓޯރިޒަމް ނަންބަރު (IUL)88-PS/88/2018/51 (18 ޖުލައި 2018) ގެ ދަށުން ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރުތައް ބަދަލުކުރުމުގެ ބޭނުންކުރުން.

ޖަހާ ފަރާތްތަކުގެ ނަންބަރު

މިނިސްޓްރީ އޮފް ޓޯރިޒަމް ގެ ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރުތައް ބަދަލުކުރުމުގެ ބޭނުންކުރުން. ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރުތައް ބަދަލުކުރުމުގެ ބޭނުންކުރުން.

ފަތުރުވެރިންނަށް ސަރުކާރުގެ ފަރާތްތަކުގެ ނަންބަރު

މިނިސްޓްރީ އޮފް ޓޯރިޒަމް ގެ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން. ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރުތައް ބަދަލުކުރުމުގެ ބޭނުންކުރުން. <http://www.tourism.gov.mv> ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން.

އިތުރުމަތި ނަންބަރުތަކުގެ ނަންބަރު

ސަރުކާރުގެ ފަރާތްތަކުގެ ނަންބަރު 2018 ގެ ޖުލައި 10 ގެ ދަށުން 13:00 ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން (ފަތުރުވެރިންނަށް 5 ވަނަ ފަހަރު) ގެ ދަށުން ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން. 3022266 ގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން. ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން.

1. ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރު
2. ޖުމްހޫރީ އަދި ސަރުކާރުގެ ގެޒެޓް ގައި ޖަހާ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން
3. ފަތުރުވެރިންނަށް ސަރުކާރުގެ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން
4. ފަތުރުވެރިންނަށް ސަރުކާރުގެ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން (ފަތުރުވެރިންނަށް 5 ވަނަ ފަހަރު)
5. ސަރުކާރުގެ ފަރާތްތަކުގެ ނަންބަރު ބަދަލުކުރުމުގެ ބޭނުންކުރުން

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



ދިވެހިސަރުކާރުގެ ފަރާތުން ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން

ދިވެހިސަރުކާރުގެ ފަރާތުން ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން

މާލެ

ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން

ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން
ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން

ސަރުކާރު : 5 ވަނަ ފެންވަރު، ފުލުހު، ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން

ފޯމް : 3022266 planning@tourism.gov.mv

މި ސަރުކާރުގެ ފަރާތުން ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން
ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން

15 ނަންބަރު 1439

02 ޖެނުއަރީ 2018

މާލެ


ދިވެހިސަރުކާރުގެ ފަރާތުން ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން



ދިވެހިސަރުކާރުގެ ފަރާތުން ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން 5 ވަނަ ފެންވަރު، ފުލުހު، ދިވެހިރާއްޖޭގެ ސަރުކާރުގެ ފަރާތުން

ޕްލާނިންގ : 3323224, 3022200, 3322512

ފޯމް : www.tourism.gov.mv info@tourism.gov.mv



Economic Prosperity – Social Harmony

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

Terms of Reference (TOR)
LOCAL CONSULTANCY
Investment Promotion Consultancy firm/Consultant – Tourism Investment Forums

Introduction

Tourism in the Maldives began in 1972 with a mere 280 beds on 2 resort islands. Since then, the industry has grown rapidly transforming the Maldives into an upmarket international holiday destination with global reputation, winning international acclaim and awards. Sustainable tourism development has been the key to the Maldives success as a tourist destination. Today, tourism accounts for 24 percent of GDP.

As the government is striving to meet its pledge of opening 50 resorts by the end of this term and encourage investments, enormous effort are being undertaken to achieve this goal.

Maldives as an emerging tourist destination in Asia offering uniquely branded “must experience” value for money destinations and products to its domestic and international markets the Ministry of Tourism is planning to hold tourism investment forums in specific countries in Middle East, Eastern Europe, and Asian countries. The Plan is intended to encourage and allow potential investors and current industry stakeholders to identify and take full advantage of the potential benefits from a planned development. In addition these forums will help in achieving and promoting more inclusive growth for this sector of the economy and ensure value chains are developed to increase value from the sector for development across the Maldives.

Objectives

The overall objective of the consultancy is to further strengthen and enhance the Tourism investment opportunities of Maldives and support the Ministry in the preparation and participation in Investment forums. The position will be expected to act as primary focal point for all internal and external stakeholders related to Tourism Investment.





Key Deliverables

1. Prepare a strategic investment promotional plan for the tourism sector based on discussions with relevant authorities, industry leaders, stakeholders and other relevant authorities. This plan shall include situational analysis, financial and human resource requirements, implementation plan and monitoring and evaluation.
2. Assist the Ministry in aspects related to promotion of tourism investments.

Scope of Work

The Consultancy firm/Consultant will work at Ministry of Tourism under supervision of senior officials of Ministry of Tourism and in close cooperation with other members of the Maldives Integrated Tourism Development Corporation. During this period the consultant would be expected to work full-time on this assignment and will be based in Male, Maldives.

The successful Consultancy firm/Consultant will have responsibility for the budgeting, preparation and management of all logistical issues and arrangements related to organizing and attending successful and Investments Forums.

The Consultancy firm/Consultant is expected to undertake the following tasks;

- a) Review and recommend strategies to encourage Tourism investments.
- b) Developing, implementing and updating long-term Maldives Tourism investment promotion plan
- c) Develop an action plan on destination investment promotion and identifying Maldives Tourism potential to attract investment.
- d) Development and execute e-based tourism investment promotional plan.
- e) Serve as the primary focal point for showcasing Maldives at the investment event. Liaise with international participants/partners on sharing information on necessary administrative procedures for attending and organizing the investment forums.
- f) Actively work to build and maintain relationships with stakeholders including government agencies, regional bodies, key industries and business organizations that affect, or are affected by Investment Promotion activities.
- g) Prepare the required presentations to be presented at the forums.
- h) Ensure appropriate mechanisms to facilitate collaboration and exchange of information acquired through the forums.
- i) Preparation of the Tourism investment promotional materials.
- j) Overall management of Investment Promotion.





- k) Performs other duties as required.

Qualifications/Experience

Qualification and Technical Competencies

- A Masters or higher degree in Business Management and/or related fields. Familiarity with Tourism laws and regulation, experience in marketing and investment promotion will be an added advantage.
- Extensive knowledge and at least 5 years' Marketing and Investment promotion experience.
- Excellent communication skills (written & oral English) are an essential requirement.
- Knowledge of the tourism industry.

Consultancy fee

The consultancy fee for the assignment will be MVR 20,000 -25,000 per month.

Duration

The assignment duration is 6 months commencing from the date of the contract. The Consultancy firm/Consultant will be expected to travel to selected countries to carryout tourism investment forums.

Duty Station

Ministry of Tourism, Government of Maldives, Male', Maldives

Terms and Conditions

The Ministry shall make available and provide the following to the Consultancy firm/Consultant free of charge:

- Relevant documents, data, statistics and information at the disposal of the Government
- If necessary, adequately experienced counterparts on a full-time basis to co-operate with and assist the consultant in carrying out the duties shall be provided
- If required, a workstation with local telephone and internet connection at the Ministry of Tourism during working hours





- Facilitation of logistical arrangements for services related to official duties requiring travel outside of Male'
- In pursuit of the duties, should the Consultancy firm/Consultant require interviews or any communication with the personnel of the industry, it should be arranged and conducted with the consent and representation of government. The Consultancy firm/Consultant shall not accept any courtesies or invitation offered from any party other than from the Government.

Reporting Procedures

A focal point would be appointed from the Ministry of Tourism who will be responsible to manage the proposed consultancy. The appointed Consultancy firm/Consultant should periodically report the progress of the work to the focal point.

Responsibility and Confidentiality

Documents or data provided by the government for the purpose of this consultancy which is not of public nature shall be considered confidential and should not be disclosed to any other party.

Application Procedure

Interested Consultancy firm/Consultant should submit their CV/Profile of consultancy firm, Certificates, experience letters along with the letter of interest to Planning Section, Ministry of Tourism before 10th January 2018.

Planning Section,

Ministry of Tourism

5th Floor, Velaanaage,

Male', Republic of Maldives.

Email: planning@tourism.gov.mv

