

**TERMS OF REFERENCE
FOR THE RECRUITMENT OF A TOURISM TECHNICAL ADVISOR**

GENERAL INFORMATION

- A) **Service /Work Description:** Support projects implementation for Tourism and conservation Department
- B) **Title:** Strengthening Institutional Capacity for Tourism and Conservation
- C) **Duty Station:** Rwanda Development Board, Rwanda
- D) **Expected Travel of Places:** Eight Destination Management Areas of the country
- E) **Duration:** One Year (Renewable if successful)
- F) **Expected Start Date:** Immediately after signing of the contract

BACKGROUND

Rwanda has made significant socio-economic progress over time. The economy is growing at an impressive pace, the people, the country's most precious resource, are united with a common vision towards prosperity and social indicators show a healthy future for Rwandans.

This optimism for the future is further underpinned in the ambitious goals that Rwanda has set for its development in its roadmap, the Vision 2020. The overall goal of Vision 2020 was for Rwanda to become a middle-income nation. The conducive environment and support infrastructure have also been created to dynamically support economic growth. The new Vision 2050 aspires to take Rwanda beyond high income to high living standards by the middle of the century. Its Income Targets are to attain upper middle-income country status by 2035 and high-income status by 2050 with the intention of providing high quality livelihoods and living standards to Rwanda citizens by mid-century. The tourism industry is a strategic priority for the Government of Rwanda and central to the realization of the country's Vision 2024 and a major force for the eradication of poverty. It is also fundamental for the transformation and modernization of the national economy

Rwanda's primary source of foreign currency.

However, many challenges still abound. Perhaps, one of the biggest of these challenges is that of COVID-19 pandemic which paralysed the tourism industry. The vision for Rwanda tourism and Conservation *“Through well-managed marketing, development and public/private partnerships, Rwanda will become established as a leading wildlife and eco-tourism destination and a regional conference hub, with a high quality, affordable and diversified tourism product that makes a growing contribution to the overall socio-economic development of the country”*, Rwanda Development Board has planned annual tourism and conservation activities to deliver this vision.

IFC, a member of the World Bank Group is supporting the RDB to achieve their overall vision and mandate, specifically through the Rwanda Tourism Resilience Program. This technical assistance program will last for the next three years and focus on delivering a robust National Recovery and Resilience Strategy, as well as the development of Domestic and Regional markets. It is in this regard that IFC is looking for a technical advisor to coordinate IFC tourism program and serve as a technical advisor to tourism and conservation department at Rwanda Development Board.

Scope of work

The scope of work includes but not limited to the following:

- **Support program management**
 - Based at RDB, act as day to day focal point between IFC and senior decision-makers (team) at RDB, providing strategic direction and leadership to achieve program results
 - Organize missions, events and meetings as required by the Program
 - Provide regular updates, memos and progress reports to RDB and/or IFC as required
 - Provide technical input to all processes and deliverables produced by the program team and consultants
 - Lead stakeholder engagement and other processes required by the program
 - Lead and manage other technical processes as necessary
 - Prepare and contribute to all necessary IFC reporting tasks (supervision reports, monitoring and evaluation)
- **Provide technical advice to tourism and Conservation department**
 - Support in the development of tourism feasibility studies and business plans for products and services
 - Support the development of tourism product packaging, tourism projects proposals, tourism investment memorandum- Pitch decks
 - Categorization, guidelines, regulatory framework and standardization of tourism products and services development
 - Support the development of Community Based tourism enterprises and advise the management strategy.
 - Support in the review of existing plans and policies

Deliverables:

The technical advisor is expected to attain the following deliverables:

- Quarterly report to RDB and IFC outlining progress per the workplan, key achievements and attached evidence to support achievements.

- Contributions and support to completion of IFC monitoring and supervision activities (every 6 months)
- ‘Back to office’ field trip reports related to IFC support programs (physical or virtual missions)
- Maintenance of stakeholder database for program
- Produce tourism investment memorandum- pitch decks for potential investors in close collaboration with RDB accelerator team,
- Provide mentorship in product development for RDB staff and tourism private sector
- Prepare and present tourism projects proposals for external funding

Requirements:

The individual should have:

Technical Competencies:

- Master’s Degree or above in Tourism Management, Project Management, Tourism Economics, International Business and/or Marketing, Tourism and Conservation or related fields
- A minimum of 10 years of professional experience in the field of tourism and product development
- Experience in developing projects, developing or coordinating feasibility studies and business case.
- Experience and knowledge of tourism sector in Rwanda, or East Africa.
- Hands on work experience in coordinating projects feasibility studies and business plans, statistics, marketing or business development
- Experience in conducting research and presenting information to stakeholders
- Experience in coordinating transaction advisory services
- Experience in conservation projects proposal design

B. Functional, leadership and management Competencies

- Outstanding communication skills in English. French and/or Kinyarwanda would be an added advantage.
- Positive and constructive approaches to work with energy
- Demonstrate openness to change and ability to receive and integrate feedback
- Excellent written and verbal communication skills
- ICT Skills
- Strong time management, multitasking and meet established timelines
- Encourages risk-taking in the pursuit of creativity and innovation;

- Builds strong relationships with clients and external actors;
- Skill in facilitating meetings effectively and efficiently.

C. Language and Other Skills

- Excellent knowledge of English, including the ability to write reports clearly and concisely and to set out a coherent argument in presentation and group interactions
- Capacity to facilitate and communicate with different stakeholders
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications

DURATION

The contract will be for 150 days and expire on 30th June 2021.

SUBMISSION

All applicants should submit a CV and a Motivation Letter to Odette Uwamwiza Kambibi ouwamwizakambibi@ifc.org, with a copy to HSorgo@ifc.org and ildephonse.kambogo@rdb.rw no later than September 7th, 2020.

ROLES AND RESPONSIBILITIES

The Rwanda Development Board, Tourism and Conservation will be at the disposal of the hired technical advisor to provide the required assistance during the assignment and he/she will report to the Head of tourism and Conservation and Head of Program/ IFC.