

## TERMS OF REFERENCE

*International Consultancy for market assessment of the tourism sector*

*(MDV-ToR/2022/09 Dated: 7 September 2022)*

<b>TERMS OF REFERENCE (to be completed by the Hiring Office)</b>	
Hiring Office:	UNFPA Maldives Country Office
Purpose of consultancy:	<p>Maldives is a Small Island Nation with a population of just over 500,000 people scattered across 188 islands. As an Upper Middle Income Country, the donor presence and the aid outlook has changed over time. With limited presence of the traditional donor community in the country and shifting priorities, UNFPA Maldives plans to have a different approach to address the funding gap to implement the seventh Country Programme (CP7). The CP7 is fully aligned with the ambitious corporate Strategic Plan from 2022 to 2025 where partnerships and resources are needed to accelerate the goals towards reaching the three zeros. The CP7 is budgeted at USD3.5 million where USD1 million is expected to be raised from other resources.</p> <p>Before the Covid-19 pandemic, the Maldives had a rapid economic growth that relied primarily on the tourism sector. The Covid-19 pandemic hit hard, pushing the GDP to -19% in 2020 making Maldives the hardest hit in the region economically. Maldives also has the widest inequality between the economic spectrum making the poor and the vulnerable having to face the most difficult challenges with the prolonged pandemic lockdown. The multidimensional poverty index indicates 28 percent of people have more than one dimension of poverty even before Covid-19.</p> <p>Tourism takes the lion's share of the GDP. With the borders open from July 2020, tourism returned to almost pre pandemic levels of tourist arrival in 2021. Records show more than a million tourists visiting the country in 2021. A large part of the tourist arrivals are high end tourists with many international hotel chains operating in the country.</p> <p>With tourism management recovering from the impact of Covid-19 and additional pandemic measures put in place, the proposal is for UNFPA to tap into individual giving donations targeting the international chains as indicated in the Partnerships and Resource Mobilisation Plan for CP7.</p> <p>As this is an entirely new venture, it is proposed to undertake a market assessment to understand the potential of what is available on the market and the enabling environment both within the UN and the private sector including banks. After which UNFPA will explore with other UN Agencies and UNFPA HQ on the next steps to be established.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p><b>Scope and diversity of assignment:</b></p> <ul style="list-style-type: none"> <li>● To assess overall market context, key drivers and barriers to fundraising, and Political, Social, Technology, Legal (PESTL), as well as the infrastructure to support fundraising</li> <li>● With particular focus on undertaking a market assessment of the tourism sector for potentials within international hotel chains as well as locally owned resorts in order to establish an individual giving mechanism to identify the interest areas of tourism sector from within the broader ICPD Programme of Action</li> <li>● To identify recommendations for the next steps for UNFPA and within the UN system to establish the individual giving mechanism, entry strategies and risk assessment.</li> </ul>

	<p><b>Output:</b></p> <ul style="list-style-type: none"> <li>● Incept report with proposed methodology, approach and formats</li> <li>● Market assessment report with recommendations with potential hotel chains and way forward identified to establish the individual giving mechanism in Maldives to address the CP7 funding gap.</li> </ul>
Duration and working schedule:	<p>30 Working days in 2022 which includes:</p> <ol style="list-style-type: none"> <li>20 Remote working days</li> <li>10 in-country missions within Male' and resorts</li> </ol>
Place where services are to be delivered:	For in-country missions, the consultant will be expected to work closely with CO and the APRO Advisor
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	October to December 2022
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The Consultant will be briefed and debriefed by UNFPA APRO and CO.
Supervisory arrangements:	The consultant will be supervised by the HOO, based in UNFPA CO
Expected travel:	10 days of travel in Maldives to meet prospective hotel chains and other organisations
Required expertise, qualifications and competencies, including language requirements:	<p><b>Primary expertise required:</b></p> <p>Market research, Corporate social performance assessments and resource mobilization tapping into CSR and individual giving from the tourism sector</p> <p><b>Educational background:</b></p> <p>Advanced University Degree in finance, marketing or other relevant field</p> <p><b>Work experience:</b></p> <ul style="list-style-type: none"> <li>● At least 5 Years of hands-on experience in working in market research on resource mobilization/fundraising, supporting international organization/corporate in donor scoping</li> <li>● Strong experience in international tourism sector</li> <li>● Experience in undertaking market research and or establishing individual giving schemes</li> <li>● Demonstrate understanding of UNFPA mandate</li> </ul> <p><b>Other competencies:</b></p> <ul style="list-style-type: none"> <li>● Project planning, management, implementation and coordination and evaluation</li> <li>● Excellent communication skills in English language, both oral and written</li> </ul>

<p>Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:</p>	<p><b>Consultant:</b></p> <ul style="list-style-type: none"> <li>● Fulfil the stipulated in the contract and the ToR through review of documents, email communications, zoom/Skype calls and meetings</li> <li>● Maintain close contact by email with APRO and CO focal points</li> </ul> <p><b>UNFPA Maldives:</b></p> <ul style="list-style-type: none"> <li>● Monitor and facilitate the progress of the assignment</li> <li>● Arrange local logistics</li> <li>● Review and provide comments to the deliverables in a timely manner</li> <li>● Facilitate necessary contacts</li> <li>● Make payments upon completion and acceptance of each deliverable</li> <li>● Relevant materials/documents will be provided such as Maldives Country Programme Document and relevant UNFPA strategy/policy on RM</li> </ul>
<p>Other relevant information or special conditions, if any:</p>	<p>The other conditions that may apply in the undertaking of the assignment include:</p> <p><b>Basis of payment:</b> Payments based on acceptance of the deliverables.</p> <p><b>Format of outputs:</b> Editable electronic form</p> <p><b>Language of reports/publications and other documentation and working language in country of assignment:</b> English</p> <p><b>Ownership of output:</b> UNFPA</p>
<p>Signature of Requesting Officer in Hiring Office: _____ Date: _____</p>	