

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

RECRUITMENT OF A CONSULTANT FOR THE FORMULATION OF “ADDU ASSEYRI DEVELOPMENT PLAN”

Background

The Ministry of Tourism is currently working on the implementation of the “Hafthaa 14” roadmap of the Government of Maldives. Under this roadmap, one of the main components assigned to the Ministry of Tourism is to establish an integrated tourism project in Addu City, named the “Asseyri Tourism Project”.

Hence, the Ministry of Tourism is seeking to recruit a consulting firm to develop a comprehensive development plan aligned with the Manifesto's directives, as well as the priority goals and strategies outlined in the Fifth Tourism Masterplan (5TMP), for the Asseyri Tourism Project. This plan will serve as the guiding document to initiate the implementation of the project.

Scope of Work

The main project output will be the preparation of the “Addu Asseyri Development Plan” in line with guiding documents such as the Government’s Manifesto and the 5TMP. The consultant will submit and discuss reports at different stages of the project and work closely with government counterparts and relevant industry stakeholders if and when required. The main tasks of the consultant would be:

- Conduct a detailed situation analysis of the tourism sector in Addu Atoll.
- Formulation of a strategic vision for the Addu Asseyri Project.
- Develop a 5-year destination development strategy for Addu atoll.
- Identification of spatial planning and growth strategies for Addu Atoll.
- Developing a strategic action/implementation plan with a proposed policy matrix of reforms to be implemented by government and a budget to enable implementation of the plan.

The specific tasks that will be carried out during the consultancy will include the following:

1. Review and report on the current operation of the tourism industry in Addu Atoll including but not, limited to:
 - a. The existing structure, size and operation of the industry;
 - b. The contribution that the industry makes to the domestic economy;
 - c. Upcoming and potential tourism development projects



2. Review and report on the current impediments to the tourism sector of Addu Atoll in achieving its potential, including but not limited to:
 - a. Financing and foreign direct investments in tourism;
 - b. Infrastructure issues relating to transport, accommodation, tourist activities, and general support activities;
 - c. The effectiveness of promotional and marketing activities
 - d. The implications of other possible barriers and impediments such as regulatory issues, decentralization and tourism development related and other relevant cultural and socio-economic factors.
 - e. Skills development arrangements including the quality and relevance of training and adequacy in meeting labour market demand and industry skill needs.

3. Develop a 5-year destination development strategy including but not limited to:
 - a. A targeted atoll marketing plan by capitalizing on unique selling propositions supported by sustainability and international quality standards
 - b. Mapping out how the number of beds can be increased
 - c. A plan for infrastructure development and human resource development in the region.
 - d. A forecast of the number of arrivals expected with incoming airport projects, and measure how many beds are required to make the airport projects feasible.
 - e. An investment financing plan.
 - f. Identify the environmental, cultural and heritage aspects specific to Addu and incorporated into the tourism development plan.

4. Increase income generation opportunities through sustainable purchases and fair-trade initiatives for local communities
 - a. Develop a branding and marketing strategy for local produce.
 - b. Formulate a mechanism to develop a regional tourism centre in Addu Atoll for buying local produce.
 - c. Identify methods in microfinance for scaling up local production.

Key Deliverables:

1. Situation analysis report of tourism sector in Addu atoll.
2. The 5-year destination development strategy for Addu atoll. It should encompass the following components;
 - Strategic action/implementation plan
 - Marketing plan
 - Infrastructure development plan
 - Human resource development plan
 - Investment financing plan
 - Conservation and preservation plan for environmental, cultural, and heritage aspects.



Evaluation Criteria

The parties should have the ability to work independently while working closely with Ministry of Tourism, in order to carry out the tasks. Proposals will be evaluated based on the following criteria;

Criteria	Details	Marks
Price	Higher marks will be awarded on lowest price	60
Experience	<ul style="list-style-type: none">- Minimum 3 years of professional experience related to this project (20 Marks)- Portfolio detailing the consultation provided in the past 5 years. Reference letters issued by the clients should be submitted as proof. (20 Marks (4 mark per letter), If more than 5 letters are submitted, full marks will be given)	40

- The plan must be delivered within 25 calendar days from the date of signing the agreement.
- Bidders should submit a workplan along with the bid proposal.

Contacts/Focal Points

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