



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

TOURISM DIVERSIFICATION AND COMMUNITY BASED TOURISM DEVELOPMENT PROJECT

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 in to the major contributor to our Gross Domestic Product (GDP). At present we have 633 tourist accommodation facilities registered with a bed capacity of 50,983; they are in 156 resorts (36,853 beds), 03 Yacht Marina (500 beds), 13 hotels and 316 guest houses including transit facilities **(5,280 beds, in 8 atolls, 24 islands)** and 136 safari vessels (2,490) beds. Sustainable tourism development has been the key to the Maldives success as a tourist destination. Today, tourism accounts for **27** percent of GDP, about **51.5** percent of foreign currency earnings, and for more than **22,000** jobs.

Project Duration: 2 years

Objective

The Tourism diversification and Localization Project is to be formulated by Ministry of Tourism with the intention to provide better technical input in realization of tourism diversification and localization policies of the government; namely Strategic Action plan 2019 - 2023 (SAP) as well as the National Resilient Recovery Plan 2020 - 2022 (NRR). This project will define strategies and activities as a direction to further develop tourism sector of the Maldives based on sustainable tourism principles and practices.

Terms of Reference (TOR) for Individual Contractor

Scope of work: The Project Officer - Planning will head and oversee the project team and provide technical support by providing guidance in identifying, assessing, and formulating tourism diversification projects and growth strategies in an infrastructural context.	
Designation:	PROJECT OFFICER - PLANNING
Duration:	2 Year
Working Hours:	8:00 to 14:00
Place of Work:	Ministry of Tourism
Salary Per month:	MVR 25,000/-
Responsibilities: <ul style="list-style-type: none">• Provide technical input in the formulation of integrated tourism development and tourism related real-estate projects.• Provide technical input in identifying potential existing gaps in the tourism market and working on filling these gaps in a way that diversifies the existing tourism product(s).• Implement the spatial and regional tourism development policies and growth strategies as per the SAP and NRR.• Assess and provide technical input in the development of tourism support infrastructure.• Development planning of integrated tourism development & other tourism related real-estate projects.• Concept designing & Design Evaluation of development projects.• All other relevant tasks assigned by Ministry.	
Required qualifications: <ul style="list-style-type: none">▪ Master's Degree or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).▪ 3 years of work experience in a relevant field▪ Require frequent travel to resorts. <p style="text-align: center;">OR</p>	

- Bachelor's Degree or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).
- 5 years of work experience in a relevant field
- Require frequent travel to resorts.

Application closing time:

10th March 2021

Documents should be submitted with the cover letter:

- Interested candidates please send Application form with accredited copies of your qualification, Experience certificate, copy of ID card and CV to the jobs@tourism.gov.mv
1. For more information, please contact 3022298

Terms of Reference (TOR) for Individual Contractor

Scope of work: The Stakeholder Relations Project Officer will work on policy formulation relevant to regional tourism development as well as community integrated tourism and small and medium-sized enterprises (SMEs) development.	
Designation:	PROJECT OFFICER – STAKEHOLDER RELATIONS
Duration:	2 Year
Working Hours:	8:00 to 14:00
Place of Work:	Ministry of Tourism
Salary Per month:	MVR 20,000/-
Responsibilities: <ul style="list-style-type: none">• Leverage opportunities to market diverse tourism products in a community integrated tourism context.• Develop strategies to focus on the development of small and medium-sized enterprises to boost local tourism.• Implement socially integrated tourism concepts/projects which emphasises on local empowerment, improving local supply and distribution chains within the tourism sector.• Understand target markets and enhance the existing local tourism product and diversification potential.• Designing and conducting community based awareness programs to spark interest in contributing to the industry directly by initiating new venture creation and creating new SME opportunities.• Enhance relations between Local Councils, NGOs and employees within the tourism sector.• All other relevant tasks assigned by Ministry.	
Required qualifications: <ul style="list-style-type: none">▪ Bachelor’s Degree or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).▪ 3 years of work experience in a relevant field	

- Require frequent travel to resorts.

OR

- Diploma or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).
- 5 years of work experience in a relevant field
- Require frequent travel to resorts.

Application closing time:

10th March 2021

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Terms of Reference (TOR) for Individual Contractor

Scope of work:

The Project Officer – Marketing will work on policy formulation relevant to marketing and promotional content creation along with the other relevant implementing agencies, for the implementation of said policies.

Designation:	PROJECT OFFICER – MARKETING
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Duration:	2 Year
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Working Hours:	8:00 to 14:00
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Place of Work:	Ministry of Tourism
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Salary Per month:	MVR 20,000/-
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Responsibilities:

- Leverage opportunities to market diverse tourism products in the Maldives.
- Provide technical input into policy formulation and product scoping with respect to marketing strategies.
- Understand target markets and formulate PR strategies with focus on disseminating crucial information to target markets.
- Content creation for promoting the success stories and capturing results from various promotional events.
- Manage the content required to be published on the Islands.mv website.
- All other relevant tasks assigned by Ministry.

Required qualifications:

- Bachelor’s Degree or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).
- 3 years of work experience in a relevant field
- Require frequent travel to resorts.

OR

- Diploma or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be

submitted with Qualification Assessment Report).	
<ul style="list-style-type: none">▪ 5 years of work experience in a relevant field▪ Require frequent travel to resorts.	
Application closing time:	10th March 2021
Documents should be submitted with the cover letter:	
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Terms of Reference (TOR) for Individual Contractor

Scope of work: Create visual elements, original images, and illustrations that help to deliver creative messages on behalf of the Ministry of Tourism for the project.	
Designation:	GRAPHIC DESIGNER
Duration:	2 Year
Working Hours:	8:00 to 14:00
Place of Work:	Ministry of Tourism
Salary Per month:	MVR 20,000/-
Responsibilities: <ul style="list-style-type: none">• Invent and create new ideas for branding.• Graphic Designing.• Lead and direct the creative team in the production of all multimedia platforms.• Provide design and tech support towards building the islands.mv website.• Ensure all visual communication and brand standards are met.• Oversee deliverables, timelines and budget on multimedia related works.• Creating 2D, 3D visuals for all multimedia platforms and events.• Working closely with Ministry of Tourism event management team to deliver events organized by the ministry.• Assisting the IT team with technology and design related functions.• All other relevant tasks assigned by Ministry.	
Required qualifications: <ul style="list-style-type: none">• Bachelor’s Degree or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).• 3 years of work experience in a relevant field• Require frequent travel to resorts. <p style="text-align: center;">OR</p> <ul style="list-style-type: none">• Diploma or equivalent qualification in a relevant field (Certificates must be	

accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).	
<ul style="list-style-type: none">• 5 years of work experience in a relevant field• Require frequent travel to resorts.	
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Terms of Reference (TOR) for Individual Contractor

Introduction:

The objective is to develop and implement quality control audit plans and identifying testing parameters for this project.

Designation:	QUALITY AUDITOR
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Duration:	2 Year
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Working Hours:	8:00 to 14:00
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Place of Work:	Ministry of Tourism
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Salary Per month:	MVR 20,000/-
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Responsibilities:

- Developing and implementing quality control audit plans.
- Identifying testing parameters for project.
- Evaluating project stages and testing the composition, appearance, and functionality.
- Assigning team members to quality audits and overseeing their work.
- Ensuring that the project complies with industry standards.
- Providing recommendations for improvement.
- Preparing and presenting quality audit reports to senior management.
- All other relevant tasks assigned by Ministry.

Required qualifications:

- Bachelor's Degree or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).
- 3 years of work experience in a relevant field
- Require frequent travel to resorts.

OR

- Diploma or equivalent qualification in a relevant field (Certificates must be accredited by Maldives Qualification Authority/ Course completion must be submitted with Qualification Assessment Report).
- 5 years of work experience in a relevant field

- Require frequent travel to resorts.

Application closing time:

10th March 2021

Documents should be submitted with the cover letter:

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5. For more information, please contact 3022298

Terms of Reference (TOR) for Individual Contractor

Introduction: The objective is to develop and implement quality control audit plans and identifying testing parameters for this project.	
Designation:	ASSISTANT QUALITY AUDITOR
Duration:	2 Year
Working Hours:	8:00 to 14:00
Place of Work:	Ministry of Tourism
Salary Per month:	MVR 12,000/-
Responsibilities: <ul style="list-style-type: none">• Assisting in developing and implementing quality control audit plans.• Assisting in identifying testing parameters for project.• Provide necessary support to quality auditor in evaluating project stages and testing the composition, appearance, and functionality.• Assigning team members to quality audits and overseeing their work.• Ensuring that the project complies with industry standards.• Providing recommendations for improvement with supervision of quality auditor.• Preparing and presenting quality audit reports to senior management.• All other relevant tasks assigned by Ministry.	
Required qualifications: <ul style="list-style-type: none">• Passed in GCE O' level 3 subjects and in SSC "Dhivehi with grade C" or above.• Minimum of 3 years' of experience in relevant career field.• Require frequent travel to resorts.	
Application closing time:	10th March 2021
Documents should be submitted with the cover letter: <ul style="list-style-type: none">• Interested candidates please send Application form with accredited copies of your qualification, Experience certificate, copy of ID card and CV to the jobs@tourism.gov.mv	
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Terms of Reference (TOR) for Individual Contractor

Introduction: The objective is to ensure proper documentation and assist with project management duties, oversee and performing administrative functions concerned with the project.	
Designation:	Administrative Officer
Duration:	2 Year
Working Hours:	8:00 to 14:00
Place of Work:	Ministry of Tourism
Salary Per month:	MVR 12,000/-
Responsibilities: <ul style="list-style-type: none">• Assist project consultants in all administration functions and processes.• Monitor all moving parts of the project keeping them synchronized and moving forward.• Prepare, organize, and distribute all necessary project materials.• Organize and implement formulated policies and procedures.• Schedule, attend all project meetings and take meeting minutes.• Order office supplies as needed.• Track project expenses.• Prepare requested documents for team members.• Maintain and update budgets as project progresses.• All other relevant tasks assigned by Ministry.	
Required qualifications: <ul style="list-style-type: none">• Passed in GCE O' level 3 subjects and in SSC "Dhivehi with grade C" or above.• Minimum of 3 years' of experience in relevant career field.• Require frequent travel to resorts.	
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Evaluation Criteria

Category	Total marks/Percentage
1) Qualification	30 (As per the Academic Disciplines)
2) Similar experience	20 (As per the carrier fields)
3) Interview	30
4) Practical Exam	20