

## **EOI & TERM OF REFERENCES**

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**TOURISM EXPERT**

**UNDER**

**PUNJAB TOURISM FOR ECONOMIC GROWTH PROJECT (PTEGP)**

**PROJECT DIRECTOR  
PUNJAB TOURISM FOR ECONOMIC GROWTH PROJECT (PTEGP)  
175-A, UPPER MALL SCHEME LAHORE  
PH: 042-99332607-8  
[HTTP://PTEGP.PUNJAB.GOV.PK](http://PTEGP.PUNJAB.GOV.PK)**



GOVERNMENT OF THE PUNJAB  
PLANNING & DEVELOPMENT BOARD  
PUNJAB TOURISM FOR ECONOMIC  
GROWTH PROJECT

**EXPRESSION OF INTEREST  
(CONSULTANCY SERVICES-INDIVIDUAL CONSULTANT)**

Government of Punjab, Planning & Development Board in collaboration with World Bank Group is implementing Punjab Tourism for Economic Growth Project. The project aims to promote tourism sector by strengthening the institutional capacity through better skills development, increase private sector participation and improve infrastructure services in support of the tourism sector in the province of Punjab. For this purpose the project intends to hire the services of following Individual Consultants separately in the following areas;

Sr. No.	Description
01	Tourism Expert
02	Senior Procurement Specialist
03	Senior Communication Specialist

2. **Selection Method:** Selection will be made in accordance with the procedures set out in in the World Bank's Guidelines, January 2011 revised in 2014 for the Selection and Employment of Consultants' EOI and detailed TORs of Individual Consultants are available separately on websites i.e: [www.ppra.punjab.gov.pk](http://www.ppra.punjab.gov.pk), [www.ptegp.punjab.gov.pk](http://www.ptegp.punjab.gov.pk) and [www.pndpunjab.gov.pk](http://www.pndpunjab.gov.pk) or can be obtained from the address given below during office hours. The detailed CVs of Individual Consultants alongwith personal and professional credentials must be received on or before **18.03.2019 at 03:00 PM**.

**Project Director**  
**Punjab Tourism for Economic Growth Project (PTEG)**  
**175-A, Upper Mall Scheme Lahore**  
**Ph: 042-99332607-8**  
**<http://ptegp.punjab.gov.pk>**

## **Terms of Reference of Tourism Expert**

### **1. Background**

Punjab Tourism for Economic Growth Project is a five year project being implemented in collaboration with World Bank. The total funding of the Project is 55 Million USD with World Bank contribution of USD 50 million over five years under project investment lending mode. The objective of the project is to increase contribution of the tourism and related sectors to local economic development by improving infrastructure services, strengthening institutional capacity and enhancing private sector participation in the sector. The specific objectives are:

1. To support the Government of Punjab in drafting and implementing a tourism policy supported by comprehensive institutional reforms for effective implementation framework.
2. Develop tourism sectors assets, institutions and infrastructure to increase tourist volume.
3. Leverage private sector's potential to create new economic opportunities for job creation, revenue generation, innovation, entrepreneurship and production efficiency increase.
4. To promote an environment of pluralism and tolerance in the province through raised awareness of a varied culture and heritage.

### **2. Scope of Work**

- The scope of work covers a comprehensive narrative on significance of heritage, cultural, religious value of the project sites.
- The consultant shall visit each District of the project related site . The consultant shall use credible references while documenting the history and significance of these sites and these reference shall be properly documented.
- PMU, PTEG shall work with the consultant to arrange dissemination events for each site, and one for the final report launch.
- PMU, PTEG shall also support the consultant in printing, publication of the final comprehensive report
- Ensure that the project activities related to Heritage /Eco tourism are implemented in compliance with the project's approved operations manual/Project Document etc.
- Engage private and public sector stakeholders in designing and implementation of the approved activities.
- Identify heritage sites in the project area and design activities to conserve, rehabilitate, and its development as a tourist attraction.

- Lead design of the TOR for surveys/ data collection and investigations required for the protection / conservation of the project heritage sites.
- Analyze the tourist footfall data of the project sites and make recommendations to increase the same
- Where necessary, mitigate the impact of the project's physical and non-physical interventions on the affected heritage sites and their surroundings.
- Help project team to oversee the design and implementation of site management plans being prepared by UNESCO and any other conservation work, restoration, removal, addition, rearrangement and other interventions/alterations to the physical structure and layout of the proposed monuments/ structures and other sites of heritage significance.
- Assess and map eco-tourism resource assets in cooperation with stakeholders.
- Maintain an ongoing liaison with the relevant stakeholders.
- Ensure that the approved milestones are achieved as per the agreed timelines.
- Conduct/coordinate necessary outreach activities to ensure effective and timely communication about project activities to the stakeholders.
- Keep the Project Director updated on the progress of activities and flag any related issues.
- Prepare progress updates, reports, presentations, etc.
- Other duties assigned by the Project Director.

### **3. Qualifications & Experience**

- Masters in Economics/ Archeology/ Tourism/ Heritage conservation/ Public policy/ Public administration/ social sciences from a renowned foreign university
- At least 10 years of relevant experience of working in the public/private sector
- Knowledge of cultural and heritage sites and travel writing primarily in Pakistan but abroad as well shall be given weightage.
- Experience and understanding of Pakistan's public sector will be highly preferred
- Weightage shall be given to those applicants having prior experience of working in the sector and having knowledge of heritage and cultural sites.
- Past experience of interacting with government officials, development partners and private sector representatives and their associations.
- Excellent analytical skills
- Excellent communication skills
- Female applicants are encouraged to apply

### **4. Duration of Work**

One Year (intermittent) – extendable with mutual agreement

### **5. Reporting**

The consultant will report to and provide final outputs to the Project Director PTEG.

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**SENIOR PROCUREMENT SPECIALIST**

**UNDER**

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## **Terms of Reference**

### **Senior Procurement Specialist**

#### **Background**

Punjab Tourism for Economic Growth Project of World Bank Group (WBG) is a five year project to assist the Government of Punjab (GoPb) in its 5- Year Medium Term Growth Framework which is aimed to optimally exploit the potentials of Recreational, Adventure, Cultural, Historical and Heritage Tourism. A good tourism program can contribute towards economic growth through creation of jobs, foreign exchange earnings, opening up trade, knowledge sharing, regional development and much needed portrayal of a soft image for Pakistan.

#### **Objectives of the Project:**

1. To support the Government of Punjab in implementing a cultural, heritage and tourism policy supported by comprehensive institutional reforms for effective implementation framework.
2. Leverage private sector's potential to create new economic opportunities for job creation, revenue generation, innovation, entrepreneurship and production efficiency increase.
3. To promote an environment of pluralism and tolerance in the Province through a raised awareness of a varied culture and heritage.

#### **Major Responsibilities:**

- Prepare and update the procurement work plan
- Develop procurement plan, strategy and manuals in accordance to World Bank Procurement Guidelines/ PPRA 2014 and Operations Manual
- Liaise with the donor agency on project procurement and maintain the outlined guidelines governing the procurement process for the project.
- Maintain coordination of project activities and be responsible for the following up with management in the achievement of all procurement related targets
- Propose measures to overcome critical delays (if any) to project completion and on compliance with agreed procedures
- Carry out the essential duties and responsibilities in the context of providing support to the project on a full time basis and ensure efficient procurement and supplier management processes
- Render support on project start-up procurement issues as necessary and advise and assist the preparation of procurement packages as appropriate
- Prepare and review technical specifications from the procurement stand point of view, refine Terms of References (ToRs) and prepare Request for Proposals (RFPs), bidding documents, contracts and evaluation reports for the project using standard PPRA 2014 documents as per World Bank guidelines.
- Assist Implementing Agencies in the process of engaging consultants and bidders;
- Prepare and execute purchase orders and requisitions;
- Prepare physical progress and overall procurement activities' reports on a quarterly basis
- Execute all of the above responsibilities in compliance with procurement laws, regulations and procedures of the World Bank/ Govt. of Punjab.
- Any other task assigned by immediate supervisor/ Project Director.

## **Consultant Qualification and Experience**

- Master's degree in Finance, Business Administration, Public Administration, Economics, Project Management from a reputed university with ten (10) years of work experience in procurement of goods/ services/ works.
  - Knowledge of national/subnational World Bank procurement rules and regulations.
  - Extensive knowledge of all purchasing approaches, substantive knowledge of procurement policies, processes and procedures and extensive experience in their application for the purchase of a wide range of supplies and services.
  - Prior experience of working in the project funded by World Bank is highly desirable.
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**SENIOR COMMUNICATION SPECIALIST**

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3. To promote an environment of pluralism and tolerance in the Province through a raised awareness of a varied culture and heritage.

**Major Responsibilities:**

The Communication Specialist will be based in Project Management Unit (PMU) Lahore, Punjab Tourism For Economic Growth Project (PTEGP) under the Planning and Development Department, (P&DD). The specialist will provide expert support to executing agencies in the office and field; provide support to implement activities related to the project components to develop an effective marketing and communication campaign for the project.

The main responsibilities of the communication specialist include:

1. Develop a comprehensive communication framework to design and deliver a coherent strategic and differentiated communications and marketing strategy, reaching out to multiple levels of target audience.
2. Encouraging and coalescing key institutions and stakeholders to work towards a shared vision of promoting tourism through models of public-private partnership to deliver high quality tourism services
3. Collaborating with team staff, local partners and outsourced firms to create and support implementation marketing campaigns for target destinations both for the local and international audience through conferences, workshops, website, roadshows, documentary etc. These campaigns will be led through a parallel Communications, Marketing and Media Firm contract
4. Support launch of a multi-pronged, high profile image building campaign to promote the heritage sites through mainstream, digital and social media, achieving consistency, recall and reach through developing new channels of engagement and knowledge

sharing; creatively engaging users and recipients in new and innovative ways of participating in their cultural heritage.

5. Any other task; aligned to the nature of assignment, assigned by the Project Director.

**Qualifications & Experience:**

- At least 10 years of work experience in any of media related industry with at least 5 years work experience in in tourism or related fields.
- MA/Msc (minimum sixteen years of education) in Hospitality Tourism, Communications, Journalism or relevant field from reputed/recognized university
- Excellent communication (oral and written) and presentation skills
- Strong presentation skills and computer skills (MS Word, Excel, Outlook and Power Point etc.)
- Outstanding organizational and planning abilities with the ability to handle and prioritize multiple tasks and relationships with attention to detail
- Proficient command English, Urdu
- Working knowledge of the government departments is desirable.

**Selection Method:**

An individual will be selected in accordance with process stipulated in Section V of “Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers (January 2011) (Revised July 2014).

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