



GOVERNMENT OF GRENADA

TERMS OF REFERENCE

Individual Consultant to Support the Implementation of National Tourism UBEC Activities

Project Title	Unleashing the Blue Economy in the Eastern Caribbean (UBEC)
Date of Issue	TBD
Deadline for Application	TBD
To Apply	Suitable individuals are invited to submit applications for the position of consultant to Support the Implementation of National Tourism UBEC Activities
Contracting Authority	The Ministry of Tourism, the Creative Economy and Culture Supervised by the Procurement Unit, Ministry of Finance
Duration of Contract	Initial contract of 4 months, commencing May 2025, with anticipated extension for a total of 12 months. Then the contract will be renewable based on performance for 2 additional years.
Country	Grenada
Equal Employment Opportunity	The Government of Grenada provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, colour, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Government strives to achieve equal employment opportunity in all personnel operations throughout its service.

1.0 BACKGROUND

The Government of Grenada through the Unleashing the Blue Economy of the Caribbean (UBEC) project supports the achievement of the World Bank's twin goals and contributes to advancing the objectives of the regional partnership strategy for the OECS. The Blue Economy is defined as an approach to promote the sustainable and integrated use of marine resources for economic growth, improved livelihoods and job creation while preserving the health of ocean ecosystems. This approach covers a range of interdependent sectors, including fisheries, coastal Tourism, and waste management.

Tourism is the single most important source of economic growth and export revenue in OECS countries. However, natural disasters and pandemics continue to negatively impact the industry with the most recent being the COVID-19 pandemic. Additionally, challenges such as inadequate waste management, marine pollution and beach erosion further highlight the importance of strengthening regulations, monitoring and enforcement mechanisms. This underscores the need to transition to a more sustainable and resilient model that leverages high-value Blue Tourism markets. Sustainability development with the blue economy is urgently needed and must be integrated into existing regional and national tourism policies and plans. Achieving this will require enhanced inter-agency collaboration across sectors such as tourism, environment, fisheries, transport, health and education. The Government of Grenada, through the Ministry of Tourism, the Creative Economy and Culture has developed the National Sustainable Tourism Development Plan (NSTDP). Over the next seven (7) years, the NSTDP seeks to transform Grenada's Tourism Industry to world - class status, guiding its development over the medium term. The NSTDP provides a Strategic Framework designed to drive the transformation of Grenada's tourism sector in a competitive and sustainable manner. The Framework defines the Vision for Grenada's Tourism Industry, outlines the Strategic Objectives needed to achieve the desired future outcomes and includes a comprehensive action plan with detailed activities.

To ensure effective and efficient implementation of the NSTDP, the Ministry seeks to engage a consultant. The consultant will provide technical support to the Ministry of Tourism in implementing the NSTDP, thereby promoting sustainable tourism practices and contributing to the overall transformation and development of the tourism sector in Grenada.

2. Objective

The Government of Grenada wishes to engage the services of a qualified expert - Tourism Specialist – to provide technical support to the Ministry of Tourism in implementing the National Tourism UBEC related activities. This includes developing an actionable implementation plan, establishing the multi-sectoral Technical Advisory Committee (TAC), supporting legislative and policy development, and advancing the National Marine Tourism Policy.

3. Scope of Work

The consultant will be responsible for the following scope of work from March 2025 to February 2026 and will work closely with the Ministry of Tourism and UBEC to deliver the following task:

1. Task 1 - Development of Detailed NSTDP Implementation Plan:

- Work with the Ministry of Tourism to develop priority activities and a comprehensive implementation plan for the NSTDP, detailing actional steps for execution.
- Sequence activities and identify necessary resources (financial, human, technical) for implementation in collaboration with the Ministry of Tourism.
- Establish timelines, milestones and performance indicators to track progress in collaboration with the Ministry of Tourism.
- Support and provide quality control for the consulting firm being hired to establish the management unit for the long-term implementation of the NSTDP. The firm will report to the UBEC Grenada PIU but will maintain frequent and regular communications with the consultant.

2. Task 2 - Establishment of the Sectoral Technical Advisory Committee (TAC):

- Facilitate the establishment of a multi-stakeholder Technical Advisory Committee (TAC) comprising representatives from relevant ministries, statutory bodies, state-owned enterprise and the private sector.
- Define membership criteria and develop profiles for TAC members to ensure experienced and technical competencies.
- Work with the Ministry of Tourism to identify TAC members and obtain their commitment to sitting on the TAC.
- Develop terms of reference and operational guidelines for the committee that clearly define responsibilities, reporting lines, expected output and qualifications.
- Organize and facilitate TAC meetings to support coordination and address implementation challenges, including calling meetings, coordinating logistics, writing and circulating minutes.
- Work with the Ministry of Tourism to develop draft legislation to support the institutionalization of the TAC.

3. Task 3 - Development of National Marine Tourism Policy

- Develop terms of reference for the consultancy to develop a National Marine Tourism Policy.
- Oversee the consultancy for the National Marine Tourism Policy by providing technical support in policy drafting and stakeholder engagement.

- Organize and facilitate meetings of the evaluation committee

4. Task 4 - Support for NSTDP Related Activities

- Assist the UBEC Consultant with the launch and communication/promotion of the NSTDP to Tourism Stakeholders and the General Public
- Support the implementation of the Capacity-building initiatives for Public and Private Sector Stakeholders.
- Provide technical assistance to the establishment of a tourism management unit for the NSTDP
- Assist the UBEC Consultant in setting up a digital monitoring system for tracking NSTDP progress.

5. Task 5 – Support for UBEC Activities and Implementation

- Lead on Tourism-related UBEC project activities for timely implementation, liaise primarily with the Ministry of Tourism and relevant agencies, with guidance from the UBEC PIU, and the Technical Team at World Bank.
- Develop and update as necessary, in consultation with the PIU, detailed work plans for the Tourism components of the UBEC Project, providing technical and policy inputs on these work plans as required.
- Coordinate the implementation of the work plan activities in close collaboration with the PIU and relevant Ministry of Tourism staff.
- Provide technical input into the preparation and review of TORs, development of technical specifications, and preparation of bidding documents; and assist in the evaluation of proposals;
- Prepare monthly reports capturing project progress, status, challenges, results framework etc. to support operational, financial and results-based monitoring for the project; and make recommendations on actions to address challenges and weaknesses.
- Coordinate workshops, meetings, training activities to support workplan implementation in collaboration with the PIU, relevant officers at the Ministry of Tourism and other stakeholders and ensure the preparation of reports, or other relevant documentation from these events.
- Prepare relevant documentation on the outputs and outcomes of the implementation of activities and ensure their timely submission to the Project Manager for review and onward action and inclusion into the projects files database.
- Work closely with the Monitoring and Evaluation Specialist of the PIU to ensure timely submission of project performance indicator data and information to populate relevant templates to update the overall Project Monitoring and Evaluation Plan in compliance with World Bank requirements.
- Coordinate with the Finance Manager at the PIU to ensure the timely preparation and submission of relevant documentation to support budget forecasts and withdrawals for procurement of goods and services.

- Coordinate with the Procurement Manager at the PIU to ensure that the Procurement Plan is aligned with the timelines for implementation of project activities and undertake updates and revisions as required to eliminate delays.
- Work closely with the Communications Specialist for visibility of the project and its outcomes and to ensure support for community engagement activities.
- Work closely with the Environmental and Social Safeguards Specialists at critical stages of project implementation to ensure compliance with national and World Bank standards and procedures and to negate/mitigate any negative social or environmental impacts from project activities.
- Capture and document lessons learned and best practices to improve efficiency throughout project implementation, and to support visibility of project outputs led by the Communications Specialist.

Any other related duties assigned by the Project Manager, PIU.

4. Deliverables and Timelines

The consultant will be expected to deliver the following outputs with an agreed timeline:

Task	Deliverable	Details	Timeline
Task 0	Inception Report	Detailed work plan and delivery schedule	Month 1
Task 1	Development of detailed NSTDP Implementation Plan	Detailed implementation plan with timelines, milestones, resource requirements and performance indicators	Month 3
Task 2	Establishment of Multi-Sectoral Technical Advisory Committee (TAC)	Terms of reference/ Membership criteria and Profiles for TAC members/ Operational guidelines/ Draft legislation for TAC institutionalization. /Summary of TAC meetings, stakeholder	Month 4 Ongoing

		consultation and policy discussions	
Task 3	Development of National Marine Tourism Policy	Terms of reference/ Document guiding the consultancy for Marine Tourism Policy development/ Summary of evaluation committee meetings/ Periodic reports outlining project status.	Month 3 Month 5 if contract extended Ongoing
Task 4	Support for UBEC and NSTDP related Activities	Periodic reports outlining achievements, challenges and recommendations	Ongoing
Task 5	Monthly, quarterly and annual progress briefs and reports Final Report	Reports detailing activities undertaken, progress made, challenges encountered, and recommendations for next steps. End of Assignment Report	Monthly Month 4, unless contract is extended

5. Duration of Assignment

The assignment is expected to be completed over a period of 4 months from the date of contract signing. It is anticipated that the contract will be extended for a total of 12 months based on the availability of funding. There will then be an option for renewal for up to two additional years based on performance.

6. Reporting

The consultant will report directly to the Permanent Secretary of the Ministry of Tourism, Creative Economy and Culture and will work closely with other relevant ministries and agencies involved in the NSTDP and UBEC project. Monthly, quarterly and annual progress briefs and reports will

be required, detailing activities undertaken, progress made, challenges encountered, and recommendations for the next steps.

7. Required Qualifications and Experience

The consultant should possess the following qualifications:

- A Master's degree in Tourism Management, Sustainable Development, Project Management, or a related field.
- At least 5-7 years of professional experience in tourism development, policy development, or sustainable tourism.
- Sound understanding of Tourism policies and national, sustainable tourism and strategic plans for Grenada.
- Proven experience in project management, including preparation, planning, analysis, implementation, monitoring and evaluation strategies.
- Experience in report preparation.
- Sound knowledge in Blue Economy principles and sustainable tourism strategies.
- Strong organizational, communication, and stakeholder engagement/networking skills.
- Experience working with government agencies, international organizations and private sector stakeholders.
- Excellent written, verbal communication and presentation skills in English.