TERMS OF REFERENCE
BELIZE

Sustainable Tourism Program II (STPII) - BL-L1020

Consultancy: Update of the National Tourism Policy of Belize

1. Background
The Belize Sustainable Tourism Program II (BL-1020) is a five (5) year Program which aims to increase the contribution of Belize’s tourism sector to national sustainable and resilient socioeconomic development. Its objectives are to: (i) increase tourism expenditures, employment and income through tourism product diversification; (ii) promote disaster and climate resilience and environmental sustainability in tourism destinations; and (iii) improve sector governance, creating enabling conditions for private sector investment in overnight tourism. The program is being funded by the Government of Belize and the Inter-American Development Bank (IDB) through a loan of US$ 15 million. The Program is being executed by the Ministry of Tourism and Civil Aviation (MTCA), via its Planning and Project Development Unit (PPDU).

The emerging destinations of Corozal District, Punta Gorda Town/Toledo District; the Mountain Pine Ridge and adjacent protected areas of Chiquibul and Caracol, (MPR/Chiquibul/Caracol Complex) in the Cayo District; and the island of Caye Caulker are all targeted for investments across three areas of intervention. Component 1 consists of investments to enhance the physical tourism product; Component 2 promotes disaster and climate resilience in tourist destinations and environmental sustainability; and Component 3 supports institutional strengthening and capacity building initiatives, with some interventions under this component being of national-scope. This consultancy is financed under Component 3 of the STPII.

2. Context
The National Sustainable Tourism Master Plan 2012 – 2030 (NSTMP), developed within the Bank’s co-financed “Sustainable Tourism Program” (STP) and endorsed by Cabinet in 2012, is the overarching tourism strategic planning instrument, and encompasses the strategic priorities of the national development plan for the country “Horizon 2030” as they relate to building a sustainable and responsible tourism product. The realization of the NSTMP will require considerable public policy support and complementary public and private investment. The NSTMP focuses on five core areas or macro programs: 1) governance; 2) sustainability and quality assurance; 3) tourism infrastructure; 4) marketing; and 5) tourism product development. Since the endorsement of the NSTMP, the Government of Belize has revised the country’s medium term development strategy, and has engaged in the development of other key sectoral policy documents relating to Climate Change, Renewable Energy, Transportation, Protected Area Management and Capital Investment.

2 Sustainable Tourism Program (STP), BL-L1003 (2060/OC-BL), implemented during 2008 and 2013; US$ 13.2 million (IDB funds)
In this context, one of the first major activities under Component 3 of the STPII, is a consultancy with the objective of revising the current National Tourism Policy (NTP) of Belize, in order to provide the tourism sector with an updated policy framework for the sustainable development of the industry. This consultancy intends: (i) to assess the effectiveness and scope of the current NTP within the context of the present national development goals, including an alignment of the NTP with the sustainable development framework established under the NSTMP; (ii) to address major industry trends, critical industry needs, key recommendations from sector policies, and innovative opportunities for a strengthened national tourism governance, investment and development model; and (iii) to draft an updated National Tourism Policy for the period 2017-2027.

3. Objective(s) of the Assignment

The objective of this consultancy service is to carry out a comprehensive revision and updating of the National Tourism Policy of Belize, in order to strengthen the national policy framework for tourism to more effectively address current gaps and future development and investment needs, manage critical developmental constraints, integrate economic, social, environmental, governance and legislative priorities for the sector, as well as respond to projected performance (demand/supply) trends for tourism in Belize.

4. Scope of Services, Tasks (Components) and Expected Deliverables

i) Task 1: Work Plan

(1) Prepare, in consultation with the MTCA, a work plan for the satisfaction of deliverables under this consultancy, within the allotted resources and timeline, reflective of the expected outcome and deliverables of this action. The Work Plan shall include, but not be limited to the following sections: Introduction, Objective, Methodology, Work Schedule, and Resource Requirements.

ii) Task 2: Assessment of Current National Tourism Policy Framework

(1) Conduct a literature review and analysis of:
(a) the National Sustainable Tourism Master Plan, destination specific tourism development plans, regional tourism development strategies, and other relevant sector-based development plans, critical to the development of the tourism sector in Belize, to ascertain specific areas of policy consideration such as Governance and Institutional Strengthening, Marketing, Infrastructure Development, Product Development, Sustainability and Quality Assurance, and Human Resource Development.
(b) the 2005 National Tourism Policy, the 2010 Responsible Tourism Policy Document, and other tourism-specific policies, such as the Cruise Sector Policy, and tourism-related regulations, identifying gaps
and determining the NTP’s adequacy to support the tourism development needs of Belize.

(c) policies and strategies for sectors that inherently have a strong linkage or interdependency with tourism (such as, Economic Development, Climate Change, Energy, Security, Environmental Management, Protected Areas Management, Transportation, Land Use, Coastal Zone Planning, Investment, etc.).

(2) Assessment of the current and future public sector development framework for key industries (transport, energy, trade, etc.), as well as identify constraints and gaps in facilitating private sector investments in tourism, and tourism related areas (airlift, local transport services and facilities, hotel and accommodation facilities, recreational facilities, protected areas development, etc.).

(3) Assessment of current regional policy framework and trends in the development of tourism under both the SITCA (Central American Integration System for Tourism) and CTO (Caribbean Tourism Organization) mechanisms.

(4) Assessment of current and future tourism industry trends, sector performance, and demand and supply needs, including but not limited to the establishment of industry standards and regulations; management of safety and security of guests; management of quality; development of new tourism sub-sectors or products; consolidation of established products; sourcing of new market segments; enhancement of investment regime; improvement of tourism statistical data management; tourism financing; taxation; etc.

(5) Assessment of regional and international best practices and benchmarks relating to national tourism policy development and execution, within countries of comparable tourism ecosystems.

(6) Consult with the MTCAs, the Belize Tourism Board, BELTRAIDE and other key relevant agencies of ongoing initiatives related to the national tourism policy, including institutional arrangements, governance structure, management of tourism-related assets, proposal for a national tourism trust mechanism, the proposal for review of the national tourism legal framework, development of destination specific plans, establishment of local tourism committee networks, etc.

(7) Develop an Assessment Report on the major findings of this task, where it relates to the effectiveness and relevance of the current NTP at the national and destination levels, identifying major strengths, weaknesses, opportunities and threats of the current tourism policy framework, and providing broad policy recommendations, where strengthening, realignment or consideration must be focused on.
(8) With the Assessment Report serving as a Working Document, conduct at minimum five local consultations to review and validate the major findings and recommendations, as well as to elicit, consolidate and refine the perspectives of stakeholders relevant to tourism development. Stakeholders to include, but not limited to: Government Ministries and Departments; statutory agencies; non-governmental organizations; private sector associations; community groups; international funding institutions; industry workers, etc. One-on-One meetings, forums, and other consultative methods may also be considered.

iii) Task 3: Development of Revised National Tourism Policy

(1) After completion of the Assessment Report and First Round of Consultations, as per Task 2, draft a revised National Tourism Policy Framework, which may include, but is not limited to the following sections: Visions, Objectives, Goals and Targets of the Policy; Guiding Principles; Priority Policy Areas to be Considered.

(2) After internal presentation and approval of National Tourism Policy Framework, draft a revised National Tourism Policy Document, taking into consideration the current and future needs, priorities and critical areas for the tourism sector. The policy document may include, but not be limited to:

(a) General Context of Tourism in Belize (National Macro-economic Framework; Economic Importance of Tourism; Tourism Finance and Investment Model; Tourism Performance (Supply and Demand); Future Projected Tourism Demand Trends; International Obligations, etc.)

(b) National Tourism Policy Framework (Mission; Main Tourism Policy Objectives; Sustainable Development Model for Tourism; Guiding Principles; Key Priority Sector Linkages; Proposed Governance and Implementation Model for Policy; Policy Conceptual Map)

(c) Policy Statements (by critical policy thematic areas)

(3) Present and consult with the Ministry of Tourism and Civil Aviation, and Policy Review Working Group Draft Revised National Tourism Policy for comments and recommendations.

(4) After completion of (3) above, conduct a second round of consultations with stakeholders to review and validate the draft National Tourism Policy Document. Consultants will be asked to host at least one national consultation, and to engage in innovative ways in which to receive feedback on the draft Policy.
(5) After consideration and integration of inputs from technical review by MTCA and key partners, as well as comments received via consultative process, submit a final National Tourism Policy Document to the MTCA, as a part of a Final Consultancy Report. The Final Consultancy Report, shall include the following:
(a) Executive Summary
(b) Objectives of Consultancy
(c) Methodology
(d) Consultation Reports
(e) Key findings, recommendations, and justification
(f) Final National Tourism Policy Document
(g) Other Annexes (including bibliography, working documents, sign-up sheets, etc.)

5. Qualification Requirements
- Language: English (Oral and Written)
- Minimum Work Experience: At least 5 years’ experience in public policy development, public governance, tourism policy development, tourism development or related fields. Proof of experience in similar or related projects locally and/or internationally, in countries of similar governance and development ecosystems. Proof of Experience in facilitating and carrying out national public consultations is a requirement, as well as proven experience in developing technical reports, studies, drafting policy, and policy-related documents.
- Minimum Academic Qualifications: Master’s Degree in Public Policy, Policy Development, Tourism Development, Sustainable Development, Governance or related fields. A Bachelor’s Degree with proven 10 years of experience in relevant fields or similar type projects would be considered.
- Knowledge and understanding of institutional and policy context in Belize and the region, pertaining to tourism development.
- Skills: Excellent research, analytical and writing skills; ability to speak in public, organize workshops, and carry out consultations.

6. Reporting Requirements and Time Schedule for Deliverables
- Responsibility for the coordination of the Consultancy will rest in the Chief Executive Officer of the MTCA. However, direct supervision will be carried out by the Planning and Project Development Director of the PPDU under the MTCA. The MTCA, through its Policy Unit, will also establish a Policy Review Working Group, consisting of public, civil and private sector stakeholders to provide technical guidance as the consultancy is executed.
- Final approval for all deliverables required will rest with MTCA and IDB.
- The deliverables, reports and other works of the consultant for this assignment shall be the property of the MTCA, and the Government of Belize. The consultant should keep all work and services carried out for this assignment entirely confidential and shall not use, publish or make known without written approval of the MTCA. The MTCA will share with the consultant data resulting from the other ongoing technical studies to inform the consultancy process.

- All final deliverables should be submitted in an agreed electronic format to the Ministry of Tourism and Civil Aviation by the dates indicated in the approved work plan.

- The consultant should seek ongoing dialogue and discussion with primary stakeholders and the general public and maintain records of all meetings and interviews for dissemination to the MTCA. The consultant will be responsible for any meeting costs and travel arrangements as related to the necessary consultations. The consultant will seek ongoing dialogue with the PPDU throughout the consultancy process.

- Note that this consultancy is proposed to be carried out within sixty (60) working days, within a 4-6 months’ period.

- The following table outlines the Consultant’s Reporting Deliverables:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Level of Effort (No. of Working Days)</th>
<th>Latest Submission Deadline- After Contract Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation of work plan and methodology</td>
<td>2</td>
<td>1 week</td>
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<tr>
<td>Submittal of Approved Assessment Report and First Round Consultation Report</td>
<td>24</td>
<td>2 Calendar Months</td>
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<tr>
<td>Submittal of Approved NTP Framework</td>
<td>10</td>
<td>3 Calendar Months</td>
</tr>
<tr>
<td>Submittal and Approval of Draft NTP document</td>
<td>19</td>
<td>4 Calendar Months</td>
</tr>
<tr>
<td>Submittal of approved Final Consultancy Report, including final validated NTP Document</td>
<td>5</td>
<td>6 Calendar Months</td>
</tr>
<tr>
<td>TOTAL</td>
<td>60</td>
<td>6 Calendar Months</td>
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CONSULTANCY DELIVERABLES:

The consultancy services will be contracted for a lump-sum and will be paid in the following manner:

- 30% on approval of work plan and methodology
- 20% on submittal and approval of Assessment Report and First Round of Consultation Report.
- 15% on submittal and approved NTP Framework
- 15% on submittal and approval of first draft NTP Document
- 20% upon submission and approval of Final Consultancy Report, including Final NTP Document.

7. Payment and Conditions of Consultancy

- The conditions of this consultancy will be regulated by and subject to the Laws of Belize, and by procurement policies of the Inter-American Development Bank.