

Terms of Reference
Co-ordination officers at DCs office

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:

- To provide implementation support on all aspects of the program and to collate and synthesize recent works;
- To oversee public investment activities and related work being carried out at the project site.
- Update Dc's office and Project Management team regarding project work being executed regarding infrastructure/Public Convenience facility up gradation.
- To ensure that any issue at the project site or its vicinity is expedited efficiently.
- To liaison with PRMP and other implementing agencies of the project regarding any issues/complaints
- Send progress reports and regular updates to PRMP regarding project activities being carried out at site.
- Maintain records of tourist footfall, expenditure, grievances etc at the project site.
- Any other task assigned by the office of Deputy Commissioner/ Project Director.

Qualification and Experience

- Master degree in economics, finance, management or planning from reputed/ recognized foreign/ local university.
- At least three years of work experience in public, private or non-government sector.
- Prior experience of foreign aided projects in governance or social sectors will be preferred;
- Good report writing and presentation skills

Selection Method:

A consultant will be selected in accordance with the procedures set out in the Section V 'Selection of Individual Consultants' World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers January 2011 (Revised July 2014)
