



Terms of Reference for the Recruitment of Individual Contractor

SUMMARY:

Position Title: Sustainable Tourism Technical Consultant

Organization: Caribbean Tourism Organization

Location: 7th Floor, Baobab Tower, Warrens, St. Michael, Barbados, BB 22026

Department: Sustainable Tourism Division, Department of Resource Mobilization and Development

Duration: 1 year

Expected Start Date: 25th March 2024

BACKGROUND:

The Caribbean Tourism Organization (CTO), which is headquartered in Barbados, is the Caribbean's tourism development agency comprising membership of the region's finest countries and territories, including Dutch, English, French and Spanish-speaking, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year-round, warm weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean. CTO has as its current mandate *"to provide to and through our members innovative products and services integral to the development of sustainable tourism for the economic and social benefit of the Caribbean."*

Among the benefits to its members, the CTO provides specialized support and technical assistance in sustainable tourism development, marketing, advocacy, human resource development, event planning & execution, research & information technology, and communications.

Therefore, one of the key strategic functional areas of the Organization is Sustainable Product Development and this work is mainly undertaken by the Sustainable Tourism Division. The mission of this Division is to foster the sustainability and competitiveness of Caribbean tourism towards a viable, resilient, and high-quality industry in the Region. Led by the Sustainable Tourism Specialist, the Division is charged with leading programmes, projects and activities that contribute to the achievement of its mission.

PURPOSE OF CONSULTANCY:

The Caribbean Tourism Organization (CTO) is inviting applications from suitably qualified persons to fill the position of Sustainable Tourism Consultant. The successful candidate will be a highly motivated and experienced individual, who will play a crucial role in providing technical and administrative support to facilitate the coordination and implementation of sustainable tourism related projects and activities undertaken by the CTO, on behalf of and in collaboration with its member countries and regional and international development partners.

KEY DUTIES AND RESPONSIBILITIES:

Primary responsibilities include inter-alia:

1. Provide technical input and administrative support to advance implementation of the programmes and projects of the CTO Secretariat in various aspects of sustainable tourism including areas such as climate change, culture and heritage, health, disaster risk reduction, environmental management and destination stewardship among others.
2. Assist with the planning, logistics and execution of CTO's sustainable tourism events to include but not limited to:
 - a) the Caribbean Sustainable Tourism Conference, supporting outreach and promotional activities to engage speakers, sponsors and participants, and conducting the relevant post conference follow-up;
 - b) the Caribbean Sustainable Tourism Awards Competition and Awards function;
 - c) the World Tourism Day Forum and Caribbean Tourism Month 2024; and
 - d) the annual meeting of the Sustainable Tourism Technical Committee (STTC) and other meetings of the Sustainable Tourism Division (ST Division), serving as rapporteur and preparing reports/minutes for circulation.
3. Assist with the coordination of initiatives undertaken by the ST Division and participate in various working groups coordinated by the CTO or in collaboration with CTO members and partners.
4. Contribute to the design and delivery of related training and capacity-building programmes (including regional/national workshops, forums and webinars). Support the coordination and execution of related initiatives.
5. Conduct research and analysis on sustainable tourism trends, best practices, and innovations.
6. Draft and provide input to the various reports and bulletins produced by the Division.
7. Produce and/or provide input for project proposals to solicit technical and/or financial support for initiatives of the CTO /ST Division.
8. Produce and deliver presentations on tourism topics and the work of ST Division to support the dissemination of knowledge and information on sustainable tourism principles and best practices.

Administrative/ support functions:

- Produce and contribute to reports on the status of implementation/outcomes of the programmes and activities of the Sustainable Tourism Division, and other documentation relevant to projects and initiatives.

- Support outreach to and engagement of CTO member countries, Technical Committees, regional and international partners and stakeholders on tourism and CTO/ST Division related matters.
- Support tourism education and awareness activities, including student guest lectures and participating in working groups.
- Manage and update as necessary the ST Division database of contacts and mailing list.
- Review and update on an ongoing basis the information and webpages pertaining to the Sustainable Tourism Division.
- Any other duties as required to support the work of the CTO Secretariat.

REQUIRED QUALIFICATIONS, EXPERIENCE AND SKILLS:

- At minimum, a first degree in Tourism/Sustainable Tourism Studies, International Relations, Business Management, Development Studies, or related fields
- No less than three (3) years' work experience in the field
- Strong project management and time management skills
- Experience in meeting and event coordination
- Strong research, analytical and organizational skills
- Excellent oral and written communication skills in English
- Good interpersonal skills
- Proficiency in Microsoft Office Suite and relevant software applications and tools

Ability to:

- Perform and prioritize tasks under time constraints with accuracy
- Prepare accurate and comprehensive correspondence and reports
- Give group presentations and training sessions
- Maintain cooperative working relationships and interact with other employees, CTO members, students and the public in a helpful, courteous and friendly manner
- Meet deadlines and manage multiple tasks
- Work collaboratively with diverse stakeholders

Knowledge of:

- Caribbean tourism industry dynamics and sustainability issues is an advantage
- Modern office methods and practices, including proofreading, formatting and report writing
- Internet research techniques
- Standard office productivity tools, including MS Office Suite, Google Suite, Canva, Dropbox, would be an asset

REPORTING AND COORDINATION:

The consultant will report to the Sustainable Tourism Specialist.

Regular coordination meetings will be held to review progress, address any issues or concerns, and provide guidance as needed.

APPLICATION PROCESS:

Interested candidates should submit a cover letter outlining their motivation for applying as well as their experience and overall suitability for the position, a detailed Résumé/Curriculum Vitae, and the contact information for two (2) professional and/or academic references.

Application letters should be addressed to Ms. Amanda Charles, Sustainable Tourism Specialist, Caribbean Tourism Organization and submitted electronically to acharles@caribtourism.com, copying msealy@caribtourism.com.

The deadline for applications is **Friday, 29th February 2024 by 4:00 p.m. Atlantic Standard Time (AST).**

Note: Only shortlisted candidates will be contacted.