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TOURISM COUNCIL OF BHUTAN



Terms of Reference

for

Hiring of international tourism consultant to review and revise the existing Accommodation Standardisation and Classification system.

This Terms of Reference document has been prepared to hire an international consultant to review the existing Standardization and Classification System for Accommodation and update the system as per the international standard.

A. Background

The system was developed in 2008 and it was implemented from 2009. The main objective was to improve the overall service quality in accordance with international standards, improve the quality and level of services to meet the market demand and take into account the diverse range of accommodation facilities.

After almost 5 years of implementation it has become crucial to review and revise the system to make necessary amendments to improve overall quality in the hospitality sector.

B. Duties and Responsibilities of the Consultant

The consultant shall work directly with the Head, Quality Assurance Division under the Tourism Council of Bhutan. The consultant may required to carry out additional responsibilities as and when desired apart from the responsibilities mentioned below.

The main responsibilities of the consultant are as follows:

1. The primary responsibility is to review, update and revise the existing Standardization and Classification system for Accommodation and incorporate necessary and relevant elements for smooth and easy implementation.
2. Develop comprehensive and appropriate guideline for various accommodation types (guest house, lodges, homestay/farmhouse etc.) and tourist standard restaurants.
3. The consultant should carry out meetings/workshops with stakeholders to discuss and gain insight on the existing Standardization and Classification System.
4. Conduct hands-on training on the revised system and guideline to the identified assessors.
5. Incorporate green elements based on National Environment Commission's (NEC) green hotel guideline.
6. Present the final report to TCB and the report should importantly include the reason for the need for a new/updated system, expert's recommendations to ensure high level of professionalism



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and accountability in the system, and to ensure well trained assessors on field. The report should also recommend a suitable mechanism to ensure the long term sustainability of the system.

Required skills and knowledge

Professionalism:

Strong background and substantial experience (minimum 5 years) in tourism industry and in particular hotel industry.

Stakeholder Orientation:

Ability to identify needs and problems of stakeholders and to create synergies on all levels: project, sectoral and national levels;

Commitment to continuous learning:

Willingness to accept changes in the field of community development and stakeholder participation on all levels;

Planning and organizing:

Ability to organize, plan and implement work assignments, handle competing demands, and work under pressure of frequent and tight deadlines. The consultant shall be stationed in the TCB premises.

Communication:

Strong communication (spoken and written) skills, including to advise stakeholders in dialogue, and prepare written reports documentation in a clear, concise style; strong interpersonal skills, and ability to establish effective working relations with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity.

Judgement:

Sound judgment in applying technical expertise including organizational and management skills.

Qualification:

University degree in:

University Masters Degree in hotel management or tourism and experience in relevant area.

Work Experience:

Minimum of 5 years of progressively responsible professional experience in the field of hotel management and standardization/classification.

Languages:



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Fluency in written and spoken English is essential

C. Duration:

The consultant shall join the service for a period of 30 working days. After his arrival, the first meeting will be held to discuss the specific responsibilities for the consultant. Thereafter, the consultant and the national counterpart shall work as a team to carry out the responsibilities as stated above.

D. Output

The consultant shall, by the end of the project period:

1. Conducted a workshop to familiarize the stakeholders with updated system and guidelines.
2. Provided hands on training on the revised system and guidelines to the assessors to enhance their capacity.
3. Presented the final report to TCB.