

## Terms of Reference

### Chief Tourism Officer, Innovation and Strategy Division, Department of Tourism:

#### 1. Position Overview:

The Chief Tourism Officer (CTO) leads the Innovation and Strategy Division under the Department of Tourism, MoICE, overseeing the development of tourism related infrastructures and products in the country, development of sustainable & unique experiences and services. Build strategic partnerships and alliances with industries/communities/development partners and international agencies for the development of the tourism sector.

#### 2. Key Responsibilities:

- Oversee formulation of long-term tourism strategies and plans consistent with the missions of the Department and RGOB policies and objectives and recommend inputs and changes to policy decisions.
- Formulate broad objectives and plan proposals of the Division.
- Execute plans and programmes as approved by the RGOB and ensure responsible tourism development.
- Review, evaluate and monitor the implementation of programmes and projects to ensure that the tourism sector achieves long-term goals through effective management and implementation.
- Negotiate/work with various stakeholders and agencies in planning process, facilitation, mobilization of resources and implementation of activities.
- Understand and anticipate various effects and determine development of appropriate strategies to manage the tourism sector's resources effectively.
- Identify areas for further development and improvement of the tourism sector.
- Represent the Division and Department on policies and decisions in different forums.
- Ensure that the tourism sector keeps abreast of the current developments in the domestic as well as regional and international tourism industry.
- Establish effective relationship with regional and international tourism bodies.
- Support development of innovative and creative tourism products and attractions remote/facilitate investment in tourism.
- Facilitate introduction of effective tourism facility management systems and enhancement mechanisms.
- Organize and effectively manage the functions of the Division and guide the personnel to maximise outputs.

#### 3. Qualification and Experience:

- Minimum of Bachelor's degree.
- Preference will be given to candidates with advanced training in tourism management and/or equivalent.
- Preference will be given to candidates with experience in the tourism and hospitality sector.

#### 4. Skills and Competencies

- Competent in various tourism and hospitality disciplines.
- Strong analytical, strategic planning, and problem-solving skills.
- Effective communication, multitasking and collaboration/coordination abilities.
- Fluency in Dzongkha and English.
- Experience in working with diverse stakeholders and international organizations.
- The ability to work under minimal supervision and tight deadlines.

#### 5. Reporting and Supervision

- Reports directly to the Director, Department of Tourism.
- Supervises the staff of the division and oversees the 13th FYP and other activities as allocated by the Department and Ministry.