



TERMS OF REFERENCE

Activity Title:	Tonga Cruise Tourism Strategy
Estimated No. of Days:	30 days
Location:	Remote with travel to Tonga
Budget:	AUD \$30,000 (consulting fees only)
Estimated Start Date:	March 2025
Reporting to:	Trade in Services and Investment Lead, PPIU

I. BACKGROUND

The Pacific Agreement on Closer Economic Relations (PACER) Plus, a significant trade and development accord, was signed in 2017 by Australia, Cook Islands, Kiribati, Nauru, New Zealand, Niue, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu. This comprehensive agreement encompasses goods, services, and investment, is designed to reduce trade barriers, provide increased certainty for businesses, elevate living standards, generate employment, and boost exports across the Pacific. PACER Plus came into force on December 13, 2020, with now 10 Parties having ratified the Agreement, including Australia, Cook Islands, Kiribati, New Zealand, Niue, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

Tourism exists as one of the key economic sectors for Tonga contributing to about 11% of GDP. The sector however was significantly impacted not only by the COVID-19 pandemic but more so by the 2022 volcanic eruption and tsunami. Tonga is now looking to rebuild its tourism industry and to consider tourism market segments that can drive the recovery of the country's industry. Cruise tourism is a potential market segment that has the potential to contribute to tourism growth and recovery in Tonga and the Tongan government is seeking to harness this potential through more strategic, concerted efforts to optimise the sustainable economic contribution of cruise tourism to the Tongan economy.

The PPIU is seeking suitable consultancy services to develop a Cruise Tourism Strategy for Tonga.

II. OBJECTIVE & SCOPE

This project is to develop a Cruise Tourism Strategy and Action Plan for Tonga that can help to:

- i. Enhance the economic potential of cruise tourism for Tonga and increase its contribution to tourism recovery and economic development.
- ii. Support sustainable planning and management of cruise tourism activities.
- iii. Ensure ownership and support by key stakeholders including industry, community and line government departments.

To achieve the above, the Consultant is required to deliver the following:

- i. Situational analysis of cruise tourism, including opportunities, challenges, and risks - based on stakeholder consultations, analysis of available data, and secondary research
- ii. Assessment and evaluation of the positive and negative impacts of cruise tourism in Tonga — cultural, social, environmental and economic.
- iii. Assessment and evaluation of government policies, plans and legislation relevant to cruise tourism and the private sector compliance regarding the management and sustainable development of the cruise tourism industry in Tonga.



- iv. Review the current brand and marketing activities of cruise tourism.
- v. Develop recommendations for monitoring and evaluation to ensure progressive implementation of the Strategy.
- vi. Develop a Cruise Tourism Strategy with Action Plan for a timeline that is consistent with Tonga's tourism development priorities.
- vii. Develop stepwise actions needed to implement the Cruise Tourism Strategy, and potential sources of funding for implementing strategies and actions
- viii. Facilitate stakeholder consultation in partnership with the Tonga Ministry of Tourism to review the draft Strategy and Action Plan. Feedback from these consultations is to be incorporated in the Final Strategy and Action Plan
- ix. Ensure the Strategy and Action Plan consider Gender, Disability and Social Inclusion as key elements of the design and planning process.

III. DELIVERABLES

The consultant will deliver the following outputs, at the times indicated in Section IV:

- i. A short Inception Report — including:
 - a) a detailed work plan and methodology with clear timelines and outputs
 - b) a list of key informant interviews and data to be gathered or identified; and
 - c) constraints to the assignment with proposed mitigation measures.
- ii. Draft Strategy and Action Plan — that meets the objectives of the project, and the scope required in Section II.
- iii. Presentation of the Draft Strategy and Action Plan in a validation workshop.
- iv. Final Strategy and Action Plan addressing comments from the validation workshop.

All outputs shall be provided in relevant Microsoft Office formats or in the format agreed with the PPIU.

III. TIME AND PAYMENT SCHEDULES

This assignment is expected to be completed within a maximum of **30 consulting days** according to the indicated timeframes below. Exact dates of beginning and completion stages as well as scope of work may be amended in discussion with the PPIU

Payments will be made as provided in the payment schedule below, upon the completion and approval of each deliverable.

Nr.	Deliverables	Indicative Time Frame (delivered by)	Payment Schedule
1.	Inception Report and Work Plan	6 March 2025	30%
2.	Draft Strategy and Action Plan	27 March 2025	40%
4.	Final Strategy and Action Plan	11 April 2025	30%

Note: For any payments related to travel or other general expenses, the PPIU Trade in Service and Investment Lead's approval is required. Reimbursement for consultant expenses will be processed in accordance with the policies and procedures specified in the PPIU Operation Manual.

IV. REPORTING:

The Consultant will report to the Trade in Service and Investment Lead, PPIU who will work in collaboration with the Tonga Ministry of Tourism to supervise this activity.



PACER Plus

IMPLEMENTATION UNIT

V. QUALIFICATIONS, SKILLS AND EXPERIENCE REQUIRED OF CONSULTANT(S)

The consultant is required to have the following qualifications and experience:

- i. **Qualifications and skills/experience:**
 - Graduate qualification in tourism, economics or other relevant areas
- ii. **Skills and Experience**
 - Advanced knowledge and experience in the development tourism strategies and action plans, preferably for cruise tourism.
 - Excellent knowledge of cruise tourism, preferably in the Pacific, including key challenges, opportunity and risks.
 - A strong network and good knowledge of tourism stakeholders, with experience in working in multi-sectoral settings
 - Good experience in qualitative research, including informant interviews and validation workshops in cross-cultural environment.
 - Demonstrated experience in conducting similar projects, ideally in the Pacific.
 - Excellent command of English (oral and written)
 - Availability to travel to Tonga to work independently under a well-defined consultancy framework.
 - Attention to detail, ability to work in culturally-diverse teams, and under tight deadlines.