



AFRICAN DEVELOPMENT  
BANK GROUP

**Republic of Liberia**

**LIBERIA REVENUE AUTHORITY  
P.O Box 1965  
ELWA JUNCTION, PAYNESVILLE**

**Monrovia, Liberia**

**(CONSULTING SERVICES)**

**NAME OF PROJECT: TECHNICAL ADVISORY ASSISTANCE AND CAPACITY BUILDING SUPPORT TO THE LIBERIA REVENUE AUTHORITY**

Assignment Title: **Consultancy for Strengthening of the Tourism Sector for Taxation**

Financing Agreement reference: **5900155014902**

Project ID No.: **P-LR-100-009**

Reference No. **LRA/TMD/RSK-TSF/18/01/21**

Issue Date: **February 03, 2021**

End Date: **February 19, 2021**

## **1. Background**

The Government of Liberia through the Liberia Revenue Authority has received funding from the African Development Bank for Strengthening of the Tourism Sector Taxation. The objective of this assignment is to provide Technical and Advisory Services to the MICAT/LRA geared towards gathering information and data on major tourism activities across Liberia and development of a tourism brochure and investment guide.

## **2. Job Summary/Description**

The assignment will rely on secondary sources including reports and publications of the MICAT, LRA, technical assistance agencies, public sector and international donor community as well as interviews with relevant stakeholders on tourism development and taxation in Liberia. Travel to remote parts of Liberia is necessary for the completion of the assignment.

## **3. The Scope of the Services to be performed**

The Consultancy for assessing and mapping of Liberia's tourism attractions and potentials have the following responsibilities:

- Assess the current data and records on Liberia's Tourism attractions, number and category of people working in the sector and proffer recommendations for consideration by the MICAT and the DRM technical working group on tourism.
- Conduct survey on the major touristic attractions and the activities of domestic and international tourists in Liberia

- Assess the nature of tourism related services provided by major tourism related service providers
- Develop tourism investment strategy, guide and magazine

### **3. Deliverables**

The Consultancy will have the following deliverables:

- Tourism Investment Strategy and attendant documents developed and approved.
- Survey on the major activities of domestic and international tourists, nature of tourism related services provided by major tourism related service provided, conducted and report submitted
- Survey on the number of persons working in the sector according to gender and age conducted and report submitted.

### **Minimum Qualification, Skills and Experience:**

Education:

- Master's Degree in Marketing, Investment Development Research, Tourism, Public Policy, Economics, Law, MBA or related discipline.

Experience

- At least Ten (10) years of documented post degree experience working in Research, Marketing, Policy studies and Business Analysis, Community Mobilization, Surveys, or related field of study relevant to the assignment
- Knowledge and experience in various jurisdiction on the Tourism Sector is an added advantage
- Experience performing similar services requested.
- Availability to travel to remote arears in Liberia
- Knowledge of capacity development, marketing, and research etc.
- Documented social skills and networking capabilities is an advantage.
- Experience in management and organizational development; and
- Experience of working in fragile states and/or post-conflict countries.

Language:

- Excellent ability to communicate clearly in written and spoken English.

<b>Duty Station:</b>	<b>Monrovia</b>
<b>Start Date:</b>	<b>TBA</b>
<b>End Date:</b>	<b>TBA</b>

**Duration of Assignment: Four (4) Months**  
**Selection Method: Individual Consultant Selection (ICS)**

The Project Management Unit of the Liberia Revenue Authority now invites eligible Individual Consultant to indicate interest in providing these services, by providing an Expression of Interest clearly demonstrating a thorough understanding of the assignment. Interested Consultants should provide updated Curriculum Vitae (CV) and relevant documents indicating that they have the required qualifications and relevant experience to perform the services.

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's *"Procurement Policy Framework for Bank Group Funded Operations"* October 2015, which is available on the Bank's website at <http://www.afdb.org>.

Further information can be obtained at the address below during office hours, i.e. from 0900 to 1700 hours (GMT) on working days.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail or email) by 19<sup>th</sup> February 2021 @ 1600 hours (GMT).

**Consultancy for Strengthening of the Tourism Sector for Taxation**  
**The Project Management Unit**  
**4<sup>th</sup> Floor, Transformation & Modernization Division**  
**Liberia Revenue Authority Headquarters**  
**ELWA Junction**  
**Paynesville, Liberia**  
**Tel: 231- (0886) 850-634**  
**E-Mail: [kerkula.mulbah@lra.gov.lr](mailto:kerkula.mulbah@lra.gov.lr) , and copied to [joseph.sumo@lra.gov.lr](mailto:joseph.sumo@lra.gov.lr)**