



## MINISTRY OF TOURISM DEVELOPMENT & CHRISTIAN RELIGIOUS AFFAIRS

### SRI LANKA TOURISM DEVELOPMENT AUTHORITY

#### EXPRESSIONS OF INTERESTS

#### TO SELECT AN INDIVIDUAL CONSULTANTS FOR

#### POLICY & PROGRAMS AND STRATEGY DELIVERY

The Sri Lanka Tourism Development Authority (SLTDA) is tasked with the goal of doubling tourism revenue and sector employment by 2020. That is to increase tourism revenue from USD 3.5 billion to 7 billion, and sector employment from 300,000 to 600,000. Implementation of the Tourist Strategic Plan 2017 – 2020 (TSP) is critical in achieving this goal. SLTDA is the apex governmental authority responsible for its implementation. This plan is available at <http://www.slt-da.lk/sites/default/files/tourism-strategic-plan-2017-to-2020.pdf>

Achieving the 144 strategic objectives of the TSP in the next 39 months requires rapid expansion of SLTDA capabilities across many disciplines which are Policy & Programs(PP) & Strategy Delivery(SD). Given the short time scales for delivery, SLTDA proposes to recruit an experienced Consultants for PP and SD for a one-year period as the optimal solution to deliver quick results while simultaneously increasing in-house capabilities.

Accordingly, The Chairman, Consultants Procurement Committee of Sri Lanka Tourism Development Authority invites eligible consultants to indicate their interests to provide the services described herein. Interested Individual consultants must provide information indicating that they are qualified to perform the services described in the given Terms of Reference(TOR).

The detailed Terms of Reference is available on SLTDA website([www.slt-da.gov.lk](http://www.slt-da.gov.lk)) for your reference from **2<sup>nd</sup> October 2017 to 11<sup>th</sup> October 2017**. All are requested to refer the TOR and apply the respective positions.

Interested Individual consultants should send their Curriculum Vitae with the copies of the certificates to prove the required qualification to the following address **on or before 2.00 p.m on 11<sup>th</sup> October 2017**. Interviews will be held for shortlisted individuals. Please indicate the relevant position as "Application for the selection of Consultant for ....." in the top left hand corner of the envelop.

The Chairman, Department Consultants Procurement Committee,  
Sri Lanka Tourism Development Authority,  
No.80, Galle Road,  
Colombo 03

## TERMS OF REFERENCE (TOR)

<b>Title of the Consultancy</b>	: <b>CONSULTANT – POLICY &amp; PROGRAMS</b>
<b>Report to</b>	: Chairman, SLTDA
<b>Application Deadline</b>	: 11 <sup>th</sup> October 2017(2.00pm on 11.10.2017)
<b>Type of Contract</b>	: Consultancy
<b>Duration of Assignment</b>	: One year
<b>Proposed date of Commence</b>	: Month of October 2017

### Section i: Project Background

The Tourism Strategic Plan (TSP) envisions doubling the 2016 tourism level by 2020. That is, an increase of the sector revenue from USD 3.5 billion to USD 7.0 billion, and sector employment from 300,000 to 600,000. This is a very aggressive target to deliver in the next 39 months. Successful delivery requires a rapid capability expansion in TDA on the critical functions, including policy development and program management. Given the short time scales for delivery, the Sri Lanka Tourism Development Authority (SLTDA) proposes to recruit an experienced Consultant – Policy & Programs on a one-year consultancy as the optimal solution to deliver quick results.

### Section ii: Objectives

The overall objective of SLTDA is to deliver on the TSP. Towards this end the Consultant – Policy & Programs should work with the Consultant – Project Manager and SLTDA senior leadership team to identify and prioritize the projects that s/he should focus on and mutually agree on key performance indicators (KPI) and timeframes for such achievement. These objectives will need to be refined and modified based on the actual learning and results-on-the-ground as time progresses.

### Section iii: Scope of Works

The Consultant – Policy & Programs is expected to:

- (a) Develop policies and programs to address longstanding critical tourism issues such as the “informal sector”, digital economy, Colombo cityscape, domestic tourism and sustainability.
- (b) Work closely with the Tourism Task Force (TTF) and other line ministries and departments to set policies that are conducive to sustainably growing Sri Lanka’s tourism sector.
- (c) Liaise with development partners to monitor and maximize donor-funded tourism programs.
- (d) Make recommendations and support a reform agenda to increase efficiency and productivity.

### Section iv: Methodology

The Consultant – Policy & Programs is expected to discuss and mutually agree with the SLTDA senior leadership team and the Consultant – Project Manager on the methodologies to be followed in order to deliver on the areas listed in “Scope of Works”. Specific tasks include reviewing the relevant policy documents and project concepts, meeting with stakeholders, coordinating consultations, preparing policy papers and presentations, drafting work plans for implementation, offering counsel, and supporting the work of the TTF.

### **Section v: Expected output and Deliverables**

The finalized set of “Objectives” and “Methodology” together with the “Scope of Works” forms a set of project actions to be embarked upon by the Consultant. These actions also have KPIs and timelines deriving from “Objectives”. These need to be determined at the start of the Consultancy in collaboration with the Senior SLTDA team, and will include among others:

1. A prescribed set of regular meetings to be conducted with pre-agreed parties. These will depend and vary by project.
2. The minutes and 3Ws from such meetings need to be documented and followed up.
3. Regular updates to the senior SLTDA team on progress of the agreed projects.
4. Recommendations on ‘tweaks’ and changes required on approach and methodology, depending upon actual results to ensure continued progress.

Achieving the above, together with other project-dependent outputs are the expected outputs and deliverables. The measurement methods and sources of these quantitative elements may also need to be agreed upon with the SLTDA leadership team at the commencement of the Consultancy.

### **Section vi: Timeline & Payment Terms**

The Consultant – Policy and Programs will be paid a mutually agreed consultancy fee. The payment will be based on their submission of a monthly invoice, and its’ approval by the Chairman.

Such approval shall be based on KPIs and their delivery timelines determined by the “Expected output and Deliverables” section above, and regular reviews of the work delivered.

### **Section vii: Responsibilities of the Consultant**

- To regularly report on progress to the SLTDA leadership team
- To highlight risks and challenges on a timely basis
- To share expertise and knowledge with SLTDA teams
- To participate fully in essential forums

### **Section viii: Responsibility of the SLTDA**

- The SLTDA shall facilitate the flow of information, knowledge, provide the required office space, communication infrastructure and required resources to enable the Consultant to be effective.

### **Section ix: Educational & Professional Background and Experience Considered to Select an Individual Consultant**

Educational:

- A degree in Law, Development, Management or related field.

## Experience:

- A minimum total of five years' work experience in development, hospitality, government or related fields.
- Experience working with government on policy related matters.
- Strong understanding of public and private sector issues related to local tourism development and the global hospitality industry.
- High level of written and spoken communication in English.
- Ability to work independently and to maintain effective working relationships.

## **TERMS OF REFERENCE (TOR)**

<b>Title of the Consultancy</b>	: <b>CONSULTANT – STRATEGY DELIVERY</b>
<b>Report to</b>	: Chairman, SLTDA
<b>Application Deadline</b>	: 11 <sup>th</sup> October 2017(2.00 pm on 11.10.2017)
<b>Type of Contract</b>	: Consultancy
<b>Duration of Assignment</b>	: One year
<b>Proposed date of Commence</b>	: Month of October 2017

### **Section i: Project Background**

The Tourism Strategic Plan (TSP) envisions doubling the 2016 tourism level by 2020. That is, an increase of the sector revenue from USD 3.5 billion to USD 7.0 billion, and sector employment from 300,000 to 600,000. This is a very aggressive target to deliver in the next 39 months. Successful delivery requires a rapid capability expansion in TDA on the critical functions, including strategy planning and delivery. Given the short time scales for delivery, the Sri Lanka Tourism Development Authority (SLTDA) proposes to recruit an experienced Consultant – Strategy Delivery on a one-year consultancy as the optimal solution to deliver quick results.

### **Section ii: Objectives**

The overall objective of SLTDA is to deliver on the TSP. Towards this end the Consultant – Strategy Delivery should work with the Consultant – Project Manager and SLTDA senior leadership team to identify and prioritize the projects that s/he should focus on and mutually agree on key performance indicators (KPI) and timeframes for such achievement. These objectives will need to be refined and modified based on the actual learning and results-on-the-ground as time progresses.

### **Section iii: Scope of Works**

The Consultant – Strategy Delivery is expected to:

- (e) Work with SLTDA teams to develop and implement initiatives and priority projects as outlined in the TSP and specified by the Consultant – Project Manager.
- (f) Work closely with SLTDA's Planning & Development team and all parties to progress major developments and transformative tourism projects.
- (g) Draft business cases and update the TSP where needed.
- (h) Liaise closely with the Tourism Task Force (TTF) and all stakeholders on overall strategy alignment.
- (i) Make recommendations and support a reform agenda to increase efficiency and productivity.

### **Section iv: Methodology**

The Consultant – Strategy Delivery is expected to discuss and mutually agree with the SLTDA senior leadership team and the Consultant – Project Manager on the methodologies to be followed in order to deliver on the areas listed in "Scope of Works". Specific tasks include reviewing the relevant documentation, consulting with stakeholders, preparing government strategy papers and presentations, drafting work plans for implementation, and supporting the work of the TTF.

### **Section v: Expected output and Deliverables**

The finalized set of “Objectives” and “Methodology” together with the “Scope of Work” forms a set of project actions to be embarked upon by the Consultant. These actions also have KPIs and timelines deriving from “Objectives”. These need to be determined at the start of the Consultancy in collaboration with the Senior SLTDA team, and will include among others:

5. A prescribed set of regular meetings to be conducted with pre-agreed parties. These will depend and vary by project.
6. The minutes and 3Ws from such meetings need to be documented and followed up.
7. Regular updates to the senior SLTDA team on progress of the agreed projects.
8. Recommendations on ‘tweaks’ and changes required on approach and methodology, depending upon actual results to ensure continued progress.

Achieving the above, together with other project-dependent outputs are the expected outputs and deliverables. The measurement methods and sources of these quantitative elements may also need to be agreed upon with the SLTDA leadership team at the commencement of the Consultancy.

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#### **Section viii: Responsibility of the SLTDA**

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#### **Section ix: Educational & Professional Background and Experience Considered to Select an Individual Consultant**

Educational:

- A degree in Tourism Strategy, Development, Management, Media or related field; a postgraduate degree is an added advantage.

## Experience:

- A minimum total of ten years' work experience in development, hospitality, communications or related fields.
- Experience working with government on policy related matters; overseas public sector experience is an advantage.
- Strong understanding of public and private sector issues related to local tourism development and the global hospitality industry.
- High level of written and spoken communication in English.
- Ability to work independently and to maintain effective working relationships.