## Terms of Reference: Tourism Research Consultant

**Reports to:** MDF Sri Lanka Country Director and SLTDA Director General/Chairman

**Classification:** STA / Sub-Contract

**Duration:** 90 days over a duration of12 months (with the possibility of extension)

**Location:** Colombo,Sri Lanka

***Sri Lanka Tourism Development Authority (SLTDA)***

Sri Lanka Tourism Development Authority (SLTDA) was formed as the apex body for Sri Lanka Tourism under Section 2 of the Tourism Act No 38 of 2005. The organisation (formerly known as Ceylon Tourist Board) seeks to transform Sri Lanka to be Asia’s foremost tourism destination. SLTDA’s mandate is to develop diverse, unique and quality tourism services and products that would make Sri Lanka a unique destination globally. SLTDA is the primary agency for the collection, analysis and publishing tourism-related data.

***Market Development Facility (MDF)***

Market Development Facility is an Australian Government funded multi-country initiative which promotes sustainable economic development, through higher incomes for women and men, in our partner countries.

MDF connect individuals, businesses, governments and NGOs with each other, and with markets at home and abroad. This enhances investment and coordination and allows partnerships to flourish, strengthening inclusive economic growth.

MDF is funded by the Australian Department of Foreign Affairs and Trade (DFAT). It is implemented by Palladium in partnership with Swisscontact.

In Sri Lanka, MDF works in diversifying tourism and improving authentic Sri Lankan goods.

***Background***

The Tourism Strategic Plan 2017-20 identifies “Understanding Visitors” as one of the six transformational themes for the development of Sri Lankan tourism. Under this transformational theme, the Tourism Strategic Plan recommends 18 specific actions primarily led by SLTDA in collaboration with other agencies and departments.

Sri Lanka Tourism Development Authority (SLTDA) is seeking to further enhance its research capabilities in collection, analysis and usage of tourism data, in line with the goals set in Sri Lanka’s Tourism Strategic Plan.

The Australian High Commission in Sri Lanka is supporting SLTDA in this endeavour, by facilitating knowledge exchange between SLTDA and Tourism Research Australia (TRA). MDF seeks to hire a short-term consultant (either an individual or an organisation) to support SLTDA in progressing towards the goals set in the Tourism Strategic Plan and to act as a liaison between SLTDA and TRA.

***Key Responsibilities***

The consultant will be responsible for:

1. Working with the research team and the senior management of SLTDA to examine its current research framework/practices including research processes (relating to data collection, analysis and dissemination), methodology, tools (including surveys, forms etc.) and the outputs of research (reports etc.) to identify gaps which can be addressed in a short time period with available resources.

This will draw on consultations with key private sector associations/companies (including the Tourism Alliance) and other government agencies (tourism agencies specifically) to understand how existing data published by SLTDA is being used, the types of tourism data which would be most useful and most appropriate mechanisms for data presentation and sharing, to ensure that insights are understood and acted upon by the private sector and the Sri Lanka Tourism Promotion Bureau.

1. Identifying areas for improvement based on this analysis and collaborating with TRA to design a scope of work to enhance research capacity and practices, as a follow up to the informal learning event with TRA in Australia in December 2019.
2. Assisting SLTDA in implementing the recommendations of TRA through on-the-ground support and mentorship to the team.
3. Identifying opportunities and creating arrangements for sharing tourism data and research with the Sri Lankan public and private sector where relevant.
4. Assessing additional capacity building/ training needs of SLTDA in the areas of data and research, and directing these to relevant agencies that may be able to assist (MDF, DFAT, other Sri Lankan government agencies etc.)

***Expected Outputs and Deliverables***

The consultant will report all progress to both SLTDA and MDF at least once a month. The assignment will consist of:

1. A project initiation report including the following:
   1. A gap analysis of the current research practices/processes, methodology, tools and outputs of SLTDA’s current research practices – using both information gathered from SLTDA and discussions with the private sector and key government departments (SLTPB, SLCB etc.).
   2. An evaluation of the specific areas/functions in which TRA’s (or other outside) technical expertise and support would be most beneficial to SLTDA’s research function. Priority should be given to high impact actions which can be completed within a short time frame and be undertaken by SLTDA within its capacity and resources.
   3. Based on 2a and 2b, compile a list of prioritised recommendations on improvements to STLDA’s research function, including a breakdown of specific actions relating to each improvement, timelines for the same and benchmarks to measure level of achievement.

This detailed report should be provided by the consultant within 12 weeks of being hired. Up to 30 days of work can be utilised for this.

1. Provide support to the SLTDA research team to implement the above, including:
   1. Providing training and mentoring to the relevant members of SLTDA’s research team.
   2. In the face of any unforeseen teething issues, providing guidance, support and advice to the SLTDA research team on the best course of action to handle such issues/cases.
   3. Monitoring the implementation of the agreed changes/recommendations and informing the same to the MDF and SLTDA management.
   4. Providing a final report to MDF and SLTDA management on the changes being implemented, progress, lagging areas – if any - and recommendations on continuing the implementation.

The final report should be provided by the consultant before contract end-date. Up to 60 days of work can be utilised for this.

***Requirements***

1. The consultant should have expertise in research, data collection, data analysis and/or visualization – with ideally at least 8 to 10 years of experience in tourism research, analysis and strategy-related roles.
2. An understanding of new and emerging research methods in tourism will be an added advantage.
3. Excellent communication and people skills. The candidate should be able to work effectively with SLTDA staff and international counterparts.
4. The ability to work independently and efficiently, including managing time according to tight deadlines while maintaining product quality.
5. Excellent English language writing and speaking skills.