



An Australian multi-country initiative

Terms of Reference: Tourism Adviser

Reports to: Country Director, Sri Lanka

Classification: Short Term Adviser

Duration: up to 180 days over one year

Location: Colombo, Sri Lanka and Remote

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.

We 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 (DFAT). It is implemented by Palladium in partnership with Swisscontact.

In Sri Lanka, MDF's focus is on diversifying tourism with new products and services and supporting authentic Sri Lankan products which promote the country.

Overview

MDF Sri Lanka has been an active partner to Sri Lanka tourism since its inception in 2016. MDF is currently working on the policy side with Sri Lanka Tourism Development Authority (SLTDA) and Sri Lanka Tourism Promotions Bureau to improve research and promotion capacity. In parallel, MDF is engaging the private sector and key industry associations to enable post-COVID recovery.

In 2021 MDF will continue to support the industry's drive towards high-value tourism, with activities focused on tourism research, promotion, strategy and industry coordination. MDF will support the industry with COVID-19 recovery business models, such as strategies to target domestic and near shore markets, and using smart promotions to target the early market recovery. MDF's immediate priority will be to increase the capacity of industry associations and government institutions enabling them to strategize effectively and implement efficiently in line with global best practices.

MDF is seeking the services of a Tourism Adviser to help achieve its ambitions in 2021. The Adviser will represent MDF and work closely with its tourism partners in the public and private sector in Sri Lanka. The Adviser will be responsible for sharing global best practice and designing pragmatic strategies with Sri Lankan counterparts with an ethos of building capacity and transferring skills and knowledge.

Key Responsibilities

Specific responsibilities will include but not be limited to:

- Devising pragmatic strategies for the development and growth of key tourist segments (e.g. adventure, wellness etc.).
- Offering advice on and assisting in organizational restructuring and change management for effective tourism governance.
- Offering advice and assisting in designing, outsourcing and managing digital campaigns to enhance value for money and achieve results.
- Working with tourism industry associations to develop projects and organizational skills to ensure sustainable and independent operations.
- Assist industry associations in negotiating strategic partnerships and designing the framework for revenue generating activities (eg. flagship events, membership, job portals) .
- Connect Sri Lankan counterparts with Australian expertise in tourism.
- Represent and be an ambassador for MDF in Sri Lanka in interactions with private and public sector.



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- In delivery of all of the above, the Adviser will build the capacity of MDF's and its counterparts' team members in Sri Lanka. The initial efforts will be focused on teaching and skills transfer with the final months focused more on oversight and advice.
- In delivery of all of the above, the consultant will base advice and strategies on global best practice, adapted to the Sri Lankan context for long term sustainability, impact and return on investment.

Experience, Skills and Qualifications

MDF is looking for a globally recognized leader in the field, possessing experience, influence and credibility. The ideal candidate for the position will possess the following:

- Extensive experience in tourism in leadership positions. Industry experience is a must, and policy experience is desired.
- Extensive experience in tendering, outsourcing and managing digital campaigns and delivering results and value for money. Prior knowledge and experience in Sri Lanka's key markets is an added advantage.
- Extensive experience in designing and implementing strategies to develop destinations and boost visitors.
- Management experience in destination management organizations, ideally at a national level.
- Experience implementing change in complex organizations, building capacity and transferring skills.
- Experience in negotiating strategic partnerships that deliver value.
- Experience in organizing profitable industry events.
- Connections with the Australian tourism industry will be an added advantage.
- Experience and knowledge of Sri Lanka tourism will be an added advantage.