

Grant Facility for Project Preparation (GFPP)

Ministry of Foreign Affairs, Foreign Employment and Tourism

Terms of Reference (TOR)

Tourism Sector Specialist

Contract No: T/FIN/PROC/9/2/2026

1.0 BACKGROUND

The Grant Facility for Project Preparation (GFPP) for the **Tourism for Heritage, Resilience, Inclusion, and Value-Driven Employment (THRIVE) Project** is financed by the World Bank (WB) and implemented under the purview of the Ministry of Foreign Affairs, Foreign Employment and Tourism (MoFA,FE &T). The project is designed to support the strengthening and restructuring of tourism sector institutions under the MoFA, FE &T.

2. The GFPP includes the following components:

- Upgrading the Tourism Policy and Preparation of New Tourism Act
- Preparation of the Tourism Strategic Plan (2026–2030) including demand analysis, investment analysis and regulatory impact for tourism investments
- Analysis to map the regulatory framework for tourism investment and identify bottlenecks and propose a standard leasing framework
- National Level Survey of HR Requirements and Skills training needs in Tourism and Hospitality
- Curriculum Review, Program development of Sri Lanka Institute of Tourism & Hotel Management (SLITHM)
- Establishing a "Data Dashboard for Sri Lanka Tourism Development Authority (SLTDA)" with third party data sources (VISA, Data Labs etc.)
- Purchase of Data (VISA, Data labs, Tstats)
- Support for Marketing and Promotion for Sri Lanka Tourism Promotion Bureau (SLTPB)

3. To support the above components, the PIU seeks a **Tourism Sector Specialist** with strong technical, institutional, and coordination capabilities with proven track records of working with Ministry of Tourism, SLTDA, SLTPB, SLITHM, provincial tourism authorities and other private and public tourism stakeholders.

4. The project is implemented under the supervision of the Secretary, Ministry of Foreign Affairs, Foreign Employment and Tourism (MoFA, FE & T). A full-time Project Lead

Consultant, a full-time Procurement Consultant, a full-time Environmental Consultant, and a full-time Tourism Sector Specialist have been engaged for project implementation. In addition, supporting staff are assigned by the MoFA, FE & T.

Furthermore, a Project Steering Committee, co-chaired by the Secretary, MoFA, FE & T and the Chief Secretary of the Western Province, has been established to provide strategic guidance and to oversee and monitor project progress.

2.0 OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to engage a **Tourism Sector Specialist** to:

1. Provide strategic and technical support to the PIU on institutional reforms, policy development, digital transformation, and capacity-building activities.
2. Strengthen coordination among national tourism agencies, provincial tourism units, private sector associations, and MSME stakeholders;
3. Ensure high-quality preparation and integration of analytical studies, strategic plans, and institutional strengthening outputs under the GFPP.

3.0 SCOPE OF SERVICES AND RESPONSIBILITIES

The Tourism Sector Specialist will work under the overall guidance of the Project Director and direct supervision of the designated senior PIU official. Responsibilities include:

3.1 Institutional Strengthening and Policy Coordination

1. Coordinate with SLTDA, SLTPB, SLITHM, provincial tourism units, and relevant ministries to support organizational reviews, policy reforms, and institutional restructuring.
2. Facilitate inter-agency coordination to ensure alignment with national tourism priorities and sector-wide reform agendas.
3. Support the review and amendment of the Tourism Act and related regulations, including stakeholder consultations and technical working sessions.
4. Liaise with legal, policy, and technical experts to ensure timely delivery of policy and legislative reform activities.
5. Support to assess technical capacities of service providers and consultants

3.2 Strategic Planning and Technical Studies

1. Support the coordination and technical oversight of the **Tourism Strategic Plan (2026–2030)**, ensuring integration of sustainability, digital transformation, climate resilience, and MSME competitiveness.
2. Coordinate technical studies including regulatory impact assessments, tourism investment demand analysis, HR needs assessments, and institutional capacity reviews.

3. Review consultant outputs, analytical reports, and strategic documents to ensure quality, accuracy, and alignment with GFPP objectives.
4. Consolidate study findings and integrate them into project documentation and decision-making processes.

3.3 Tourism Digital Transformation

1. Support digital transformation initiatives across SLTDA, SLTPB, SLITHM and provincial tourism units, including:
 - i. Process mapping and workflow optimization
 - ii. Digital service delivery improvements
 - iii. Data systems strengthening and tourism intelligence platforms
 - iv. Adoption of digital tools for licensing, registration, and compliance
2. Coordinate with ICT specialists to ensure digital solutions are user-friendly, scalable and aligned with institutional mandates.

3.4 Engagement with Provincial Tourism Units, MSMEs, and Tourism Associations

1. Facilitate structured engagement with provincial tourism authorities to ensure regional priorities and ground realities are reflected in national-level planning.
2. Support consultations, capacity-building programs, and technical sessions with tourism MSMEs, community-based tourism groups, and sector associations.
3. Provide sector insights to strengthen MSME competitiveness, market access, product development, and sustainability practices.
4. Strengthen coordination mechanisms between national agencies and private sector associations to improve policy responsiveness and sector governance.

3.5 Capacity Building and Human Resource Development

1. Support HR development initiatives including curriculum reviews, training needs assessments, and institutional capacity-building programs for tourism sector institutions.
2. Contribute to the design and delivery of workshops, training programs, and knowledge-sharing events for public institutions and tourism MSMEs.
3. Provide technical guidance on strengthening institutional systems, governance structures, and operational processes.

3.6 Project Management, Reporting and Knowledge Management

1. Support the preparation of Terms of Reference (TORs), activity plans and procurement-related documentation for consultants and firms.

2. Prepare progress reports, briefing notes, presentations and inputs for World Bank implementation support missions.
3. Maintain organized documentation of meetings, consultations, technical outputs and decisions.
4. Perform any other duties assigned by the Project Director or PIU senior management relevant to the successful implementation of the GFPP.

4.0 DELIVERABLES TIMELINE

#	Details	Frequency	Schedule
1	A log of routine project activities performed including documents reviewed, meetings organized, meeting material prepared, meetings attended etc.		
2	Project Implementation Plan		
3	Satisfactory preparation, update and implementation of the Communication Strategy	Monthly	On or before 5 th day of the following Month
4	Progress report that includes: <ul style="list-style-type: none"> - Implementation status of project activities - Achievement of results - Procurement update - Progress on Agreed Actions with the World Bank 		
5	Monthly Working Committee meeting minutes	Monthly	On or before 5 th day of the following Month
6	Project Steering Committee minutes	Quarterly	On or before the 5th day following the end of the quarter

5.0 CONSULTANT'S REPORTING OBLIGATIONS

The Consultant shall carry out the reporting obligations as follows:

1. The Consultant shall report to the Secretary of MoFA,FE &T the status of the assignment on a regular basis.
2. The Consultant is expected to report for work to MoFA,FE&T not later than 08.00 hours on week days other than public holidays and provide services to the client during (Planning Division of the Tourism Section of MoFA,FE&T) working hours. Consultant may have to work extra hours in order to complete the tasks assigned as and when required without additional payment as per the requirement of the reporting.
3. It is compulsory to attend all meetings.

6.0 REQUIRED EXPERTISE AND QUALIFICATIONS

1. Minimum qualification of Master Degree or equivalent qualification in the field of Project Management, Tourism Management, Business Administration, Accounting, Finance, Public Administration, International Relations or Economics; and any other degree relevant to this field with hands on experiences in both private and public tourism sector activities.
1. Overall 15 years' experience in strategic planning and similar assignment in both private and public tourism sector
2. At least 10 years of experience on tourism planning and stakeholder capacity building
3. At least 3 years of experience of destination identification and tourism product development with tourism MSME digital transformation
4. Experience in tourism sector development, institutional strengthening or strategic planning.
5. Experience working with provincial tourism units, tourism MSMEs and tourism associations.
6. Experience in tourism digital transformation or public-sector digital modernization.
7. Hands on experience of working with national and provincial tourism planning units.
8. Experience as a consultant for donor funded projects such as World Bank or ADB projects.

7.0 REQUIRED SKILLS AND COMPETENCIES

The Specialist is expected to demonstrate:

1. Strong understanding of tourism sector institutions, policy frameworks and regulatory environments.
2. Proven ability to support organizational reviews, policy analysis, and institutional strengthening.
3. Experience coordinating with provincial tourism units, MSMEs and tourism associations.
4. Knowledge of tourism digital transformation, digital service delivery and process mapping.
5. Excellent documentation skills for drafting ToRs, guides, templates and progress reports including excellent analytical, report-writing, and presentation skills in English.
6. Strong stakeholder coordination and facilitation skills.
7. Ability to manage multiple tasks, prioritizes work, and delivers under pressure.
8. Proficiency in Microsoft Office and digital collaboration tools.
9. Familiarity with World Bank or donor-funded project procedures.
10. Strong interpersonal, communication and negotiation skills.
11. Excellent team working capabilities and produce results under tight deadlines

8.0 DURATION, LOCATION, AND TRAVEL

- **Duration:** This is a 1-year contract. Upon signing of the contract, 03 months shall be counted as the probationary period. Contract will be extended for “TRIEVE” Project implementation based on the performance of the candidate
- **Location:** Work from Home and as required at the Project Implementation Unit (PIU), Ministry of Foreign Affairs, Foreign Employment and Tourism
- **Travel:** Extensive travel to project sites, provincial tourism units, and field locations as required

9.0 METHOD OF PROCUREMENT

The procurement method is (Individual consultant selection method) in terms of the World Bank Procurement procedures.

10.0 REMUNERATION

Market rates will be applied based on the qualifications and experience of the Applicant

11.0 CONFIDENTIALITY AND CONFLICT OF INTEREST

The consultant undertakes to comply with MoFA, FE&T's and rules with regard to corrupt and fraudulent practices, conflict of interest and confidentiality. The consultant shall maintain confidentiality on all sensitive information obtained during the assignment and shall not publish wholly or in part the findings or such information, without prior written consent by MoFA, FE&T. Any draft reports and other documents produced by the consultant will be discussed and cleared with MoFA, FE&T before their final issue.