

## **TERMS OF REFERENCE - PART A**

### **1 BACKGROUND INFORMATION**

#### **Country background**

Sri Lanka is a multi-ethnic and multi-religious island nation with a population of 21 million spread over a land area of 65 610 km<sup>2</sup>. After the end of the civil war in 2009, Sri Lanka has been among the fastest growing tourist destination in South Asia, with tourism becoming the 3rd forex earner. However, as outlined in the Sri Lanka's strategic tourism plan its growth – visitor numbers, investment projects and international interest – has taken place organically strategic guidance for brand positioning as well as plans and policies for value addition. The Government aims to add an inflow of USD 10 billion through tourism by 2025, but dependency on an organic growth predicts a resulting USD 4 billion shortfall.

Wellness tourism is a much sought-after niche market, with growing global trends that is almost twice as high as that of the overall tourism industry and demand is expected grow in the aftermath of the pandemic. More affluent consumers are becoming increasingly conscious of integrating health aspects to their lifestyles and demand environmental and social sustainable experiences. From travel and hospitality, to fashion, beauty, fitness and diet, tourism creates opportunities for all businesses to infuse elements of wellness into their offerings to capture travellers' spending, to explore traditional wellness methods and thereby diversify the tourism offer.

Sri Lanka's cultural heritage encapsulates the balance of mind, spirit and body core philosophy, and integrates a long history of Ayurveda combined with the indigenous traditional medicine “Hela Wedakama”, which has a history of over 5000 years. This gives Sri Lanka a Unique Selling Point contributing to the authenticity of the wellness offer around which other wider wellness products are positioned. Indeed, wellness is a wide concept: Sri Lanka also boasts an impressive biodiversity with exotic beaches, forests and mountain terrain which combined with adventure, food, culture, spirituality, warmth of its people, can enhance a more holistic wellness offer, and build a more sustainable diversified tourism with consumers who desire to respect nature. The island nation is also perceived as less busy, less intense and overwhelming, and cleaner than its main competitor destinations of India, Malaysia, Bali or Thailand. Lastly, its geographic position being centrally located between the East and the West can be exploited to its advantage.

For the purpose of this ToR, wellness tourism encompasses a varied combination of products developed by the tourism sector in Sri Lanka. It ranges from Sri Lanka's cultural offering of authentic Ayurveda and Hela Wedakama, to Yoga, exercise, positive psychology, meditation and mindfulness and other healing methods, as well as nature, outdoors and adventure exploration, taking advantage of Sri Lanka's rich biodiversity. This combination of products cater to both the primary wellness traveller, as well as the secondary wellness tourist, the latter whose primary motive for travel is not wellness, but who may want to incorporate wellness components into his or her vacation.

#### **Current situation in the sector**

With global lockdown as COVID-19 assumed pandemic proportions, tourism has come to a standstill. Yet new behaviour patterns are expected to emerge among tourists in the aftermath of COVID-19 fuelled by the desire for healthy living, disease prevention and improvement of lifestyle in an “Age of less”. It is anticipated travellers will demand elements of wellness and sustainability in their holidays, which are authentic and customized.

Recognizing that the global wellness tourism industry has grown at 12.8% with the wellness traveller spending 53% more than the average tourist, the National Export Strategy (2018 – 2022)<sup>1</sup> funded by the EU prioritises wellness tourism as one of the six pillar to drive foreign exchange earnings. However, the NES together with a second EU funded study (Linser Report) also highlighted several constraints - chief among them was the lack of a cadre of specialized wellness staff (especially spa, massage and Ayurvedic doctors) and varying management quality of wellness resorts and centres. This results in an overall low product and service offering, impacting the image of the industry. The NES highlights the

<sup>1</sup> <https://www.srilankabusiness.com/pdf/nes/sri-lanka-wellness-4-2-web.pdf>

need for the engagement of both public and private sector stakeholders to develop the product offer and strategy in order that Sri Lanka is perceived as a top-notch wellness destination.

Building on these studies, this ToRs proposes to develop technical skills related wellness tourism to contribute to a more resilient and sustainable tourism, economic diversification and employment.

### **Related programmes and other donor activities**

This Action will build on the Wellness Tourism Component of the National Export Strategy (2018-2022) and the Linser Report, both funded by the European Union.

Other donors such as USAID, Australian Government, Asian Development Bank are involved in supporting tourism, but not wellness tourism *per se*.

## **2 OBJECTIVE, PURPOSE & EXPECTED RESULTS**

### **Global objective**

The overall objective is to make a strong economic recovery by capturing the demand for wellness tourism generated by COVID-19 and develop the product offering, and thereby contribute to a more resilient and sustainable tourism offer that brings about economic diversification and employment.

### **Specific objectives**

- To put in place capacity building initiatives to provide world world-class wellness services thereby ensure the destination authenticity and quality of the product offer.

### **Requested services, including suggested methodology**

#### **Required outputs**

- Development of curricular of short term courses related to wellness facility management
- Development of curricular of short term courses related to enhancement of skills of therapists.

For both outputs the course content, material, toolkits may need to be translated into local languages. A training of trainers will also need to be carried out with a supervised roll out of first pilot course of both courses.

### **Language of the Specific Contract**

English

### **Management team member presence required or not for briefing and/or debriefing**

Yes

## **3 LOGISTICS AND TIMING**

Please refer to Part B of the Terms of Reference.

## **4 REQUIREMENTS**

Please refer to Part B of the Terms of Reference.

## **5 REPORTS**

Avoiding negative environmental impact only no paper copies are required. Electronic copy of all reports and annexes are required. For all other matters relating to reports/deliverables, please refer to Part B of the Terms of Reference.

## **6 MONITORING AND EVALUATION**

Definition of indicators

- No of curricula/course content material produced.
- No of trainers trained per course disaggregated by sex.
- Timely submission of reports and delivery of outputs according to the workplan.
- No of women and youth involved in courses.

## **7 PRACTICAL INFORMATION**

Not applicable

## **TERMS OF REFERENCE – PART B**

### **BACKGROUND INFORMATION**

#### **1. Benefitting Zone**

Afghanistan Bangladesh Brunei Bhutan China Hong Kong Indonesia India Japan Kyrgyzstan Cambodia North Korea South Korea Kazakhstan Laos Sri Lanka Myanmar Mongolia Macau Maldives Malaysia Nepal Philippines Pakistan Singapore Thailand Tajikistan Turkmenistan Taiwan Uzbekistan Vietnam

#### **2. Contracting authority**

The European Union, represented by the European Commission, B-1049 Brussels, Belgium.

#### **3. Contract language**

English

### **LOCATION AND DURATION**

#### **4. Location**

- Normal place of posting of the specific assignment: Home based
- Mission(s) outside the normal place of posting and duration(s): 2 missions to Sri Lanka: 1st mission of 2 weeks, 2nd mission of 3 weeks

#### **5. Start date and period of implementation**

The indicative start date is 15/12/2021 and the period of implementation of the contract will be 455 days from this date (indicative end date: 15/03/2023).

### **REQUIREMENTS**

#### **6. Expertise**

The minimum requirements covered by the team of experts as a whole are detailed below:

- Qualifications and skills required for the team: Postgraduate degree in tourism or related field.
- General professional experience of the team: Minimum 10 years of professional experience in developing curricular or toolkits and training programmes in tourism.
- Specific professional experience of the team: • Proven knowledge and professional experience of a minimum of 8 years work in areas related to wellness tourism facility and/or spa development and in therapist training. • Experience in areas related to healing therapies such as Ayurveda will be an added advantage. • Experience in engaging in training of trainer programmes. • Strong presentation skills with 8 years experience in workshop facilitation and moderation.

- Language skills of the team: Excellent English writing and speaking skills (evidence of proficiency level C2 standard)

Additional expertise requirements for the team composition:

Position	Expert category	Minimum requirements	Minimum number of working days	Additional information
Expert	Cat. I (>12 years of experience)	Minimum 10 years of professional experience in developing curricular or toolkits and training programmes in tourism.	220	If more than one expert is assigned to this Project, the Framework Contractor must propose a Team Leader whose CV should be provided. The TL will be responsible to liaise with EU, core group and stakeholders on project matters.

## 7. Incidental expenditure

No incidental expenditure provided for in this contract.

## 8. Lump sums

No lump sums provided for in this contract.

## 9. Expenditure verification

No expenditure verification report is required.

## 10. Other details

**1 - A sum of EUR 30,000 should be set aside as incidental budget. This will cover per diems during the 2 missions in Sri Lanka, translations of training courses developed, interpreters (if needed) and workshop costs. Workshops: A first in country mission is recommended to discuss needs with all stakeholders (government authorities, academia/vocational institutions, private sector etc) and identify local institutions to roll out the training programmes. A consultative workshop is recommended at the end of the first mission. The Sri Lanka Institute of Tourism Hotels Management which comes under the Sri Lanka Tourism Authority may be considered as a primary beneficiary of this Action. Other suitable hotel schools should also be considered. A second mission is recommended once training programmes are finalized with regard to the training of trainers, and particularly, for therapists, since both theory and practical demonstration will need to be foreseen, the later aspect of the training will need to be done through an in-site. The FWC will need to specify how many trainings will be necessary to ensure the roll-out of the courses by the Trainers, and also take into consideration the need for supervision during the first course roll-out.**

Minimum quantity (if applicable): 1

## REPORTS AND DELIVERABLES

### 11. Reports and deliverables requirements

Title	Content	Language	Submission timing or deadline
Inception report	Updated methodology to implement project, schedule of experts, plan of project activities and timetable of outputs. Methodology shall also provide an overview of the tools and instruments to be used during the assignment. A detailed budget broken down per component, per deliverable, per unit will be provided in an annex.	English	Within 5 Day(s) After the project start
Meetings Minutes & Agendas	Following the in-country missions, a report should be submitted. The Contracting Authority may ask for meetings/briefings on progress and planning of activities during the implementation of the assignment	English	Within 5 Day(s) After the project start
Draft final report	The draft final report shall include: • a complete overview of all activities implemented during the project; • all outputs produced within project implementation, and • a critical analysis for any major problems that may have arisen during	English	Within 6 Week(s) Before the project end

Title	Content	Language	Submission timing or deadline
	<p>the performance of the contract, with recommendations to resolving similar problems in the future and proposals for future actions.</p> <p>Contracting Authority in collaboration with the focal points and the Sri Lanka Tourism Authorities will provide comments on the final report within 15 calendar days of receipt of the report.</p>		
Final report	<p>The final report shall include all previously approved reports, documents, toolkits and other deliverables on separate pen drives.</p>	English	<p>Within 1 Week(s) Before the project end</p>