
TERMS OF REFERENCE (TOR) FOR CONSULTANCY

Accelerating Higher Education Expansion and Development (AHEAD) Operation

ELTA-ELSE DEPARTMENT DP – Department of Tourism Studies

Consultancy for Software, Catalogue and Database Development (UWU/AHEAD/ELTAELSE/DTS/CON/02)

Department of Tourism Studies (DTS), Uva Wellassa University (UWU)

1. Background

The development of the higher education sector is of central importance to enable Sri Lanka to make the transition from a Lower Middle Income Country (LMIC) to an Upper Middle Income Country (UMIC). Recognizing this, the Government of Sri Lanka (GoSL) and the World Bank have agreed, to support the higher education sector through a Bank funded Accelerating Higher Education Expansion and Development (AHEAD) operation.

The Department of Tourism Studies (DTS) was initiated on May, 2019 as the 4th academic department of the Faculty of Management (FOM) and BBM in Hospitality, Tourism & Events Management degree programme which was initiated in 2009 in the faculty (and was under the administration of Department of Public Administration) was transferred to the department at the inception. During its short existence, the DTS has taken steps to incorporate the principles of Outcome Based Education and Learner Centred Teaching into its degree programme. Further, the department has taken initiatives to enhance the necessary socio emotional skills of undergraduates while promoting research culture in the department in order to enhance the career related skills and employability of undergraduates.

Under the Accelerating Higher Education Expansion and Development (AHEAD) Operation, the DTS has identified the following five activities.

- Activity 1: Promoting research culture within the students and staff of the department
- Activity 2: Enhancing event catering skills of the HTE undergraduates
- Activity 3: Developing tour guiding skills of the HTE undergraduates
- Activity 4: English language skills enhancement of undergraduates through creative practices
- Activity 5: Increasing the employability opportunities and job fitness of HTE students

Under the Activity 5 – Increasing the employability opportunities and job fitness of HTE students, a career cruising platform was proposed in order to increase the industry linkages of undergraduates that lead to strengthen students' self-exploration and planning to develop their career goals.

The DTS aims to produce graduates that fit to the industry requirements who can sustain in any working environment in the competitive arena. However, due to the locational disadvantage and less attraction from the industry towards graduates, the graduates of HTE degree programme of DTS have a huge challenge in developing industry linkages throughout their study period. Hence, finding industrial training placements has become a due responsible of the industrial training coordinator of the department. Further, the students have very rare opportunities in earning extra money while they are studying in the university as

well as see the real picture of the continuously growing industry during the undergraduate life.

Hence, the proposed online Career Cruising Platform is expected to develop a bridge between the industry and undergraduates/ graduates connecting students and industry profiles to share information about the world of work to make ready the undergraduates to that world.

Proposed career cruising platform will support students to;

- a. learn about organizations that offer jobs and available careers in their area of interest
- b. participate in career discussions with an online career coach from selected companies
- c. interact with the organizations relevant to the field of study through different career learning experiences, such as job-shadowing, internships, company tours, and part time employments, etc.

Undoubtedly, the current classroom sessions with heavy theoretical background are insufficient to produce a manager fitting to the industry needs with required qualities. To conquer this challenge, the Career Cruising Platform has been proposed as a solution of facilitating the necessary atmosphere for the undergraduates meaningfully.

In order to initiate this activity, an online Career Cruising Platform need to be developed and it is important to hire a professional to prepare this platform in consultation with the department prepared in consultation with academics and industry experts, who will be lecturers in the faculty. Accordingly, this TOR is meant for a Consultant for developing an online Career Cruising Platform for the HTE undergraduates.

2. The Operation

Accelerating Higher Education Expansion and Development (AHEAD) operation is organized into two components. The first is a Program Component that supports the national Higher Education Development Program. The second is a systems strengthening, capacity building and technical assistance component that will assist GoSL to strengthen the higher education sector and achieve the objectives of the AHEAD program component. This second will also cover monitoring and evaluation, policy analyses, program coordination and communication.

The implementing agency is the Ministry of Higher Education and Highways (MHEH). The University Grants Commission (UGC) will coordinate the activities of the universities. There will be an Operations Monitoring and Support Team (OMST) which will coordinate and support all AHEAD activities between the MHEH, UGC, and the universities.

AHEAD has three Results Areas:

Results Area 1: Increasing Enrollment in Priority Disciplines for Economic Development

Results Area 2: Improving the Quality of Higher Education

Results Area 3: Promoting Research, Development and Innovation

3. Objectives of the Consultancy

- To develop a workable Online Career Cruising Platform that links undergraduates of DTS and related organizations in the industry with the necessary facilities for career cruising

4. Scope of the Consultancy

The target group of the career counselling platform will be all the undergraduates of DTS and various industry stakeholders in the fields of hospitality, tourism, and events. Hence, the number of users of the platform will be higher with the time. The selected Consultant is expected to develop the platform in order to achieve the expected outcomes given below.

Through a successful use of career cruising platform, the students should be able to:

- a. Enhance the awareness on available career opportunities in the industry
- b. Enrich the job fitness
- c. Upload the student's resume and track records to make aware the focused industry stakeholders on individual's performance
- d. Participate in career discussions with an online career coach from selected companies
- e. Interact with the organizations relevant to the field of study
- f. Improve the career focused skills through different career learning experiences, such as job-shadowing, internships, company tours, and part time employments, etc.

5. Key Tasks and Related Activities

The key tasks of the Consultant will be to:

- Develop the structure of the expected website in consultation with the lecturers, and students in the department and the comments of industry stakeholders
- Develop the Career Cruising Website and testing
- Complete the website with necessary modifications and launching

Key Task	Required Deliverable	Time Schedule
Signing the Contract	Consultancy Agreement	14/02/2020
Producing a Draft Structure of the Proposed Website and Submitting a Work Plan	Draft Website Structure & Work Plan	13/03/2020
Modifying the Structure	Final Structure & Work Plan	27/03/2020
Development of the Website		31/07/2020
Testing and Modifications, Completing the Website Development, Training and educating Students/ Staff	Completed Web Platform Ready to Use	31/08/2020
Launching the Website	Launching the Online Career Cruising Platform	30/09/2020

6. Duration of the Consultancy

The duration of the Consultancy will be of one (01) year from the date of signing the contract.

Task	Time Schedule							
	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020	Aug 2020	Sep 2020
Publishing the Notice for Inviting EOIs								
Deadline for Submission of Proposals								
Signing of Contract								
Finalizing the Structure of the Website								
Development of the Website, Training and Education for Users								
Launching the Website								

7. Required Qualifications & Experience

- Master's Degree in Information Management or equivalent from a recognized University.
- Minimum of 10 years' experience in the subject area with practical experience in implementing web-based solutions.
- Minimum 5 years project implementation experience with any higher education institution system is preferable.
- Practical knowledge on PHP, MySQL, Java, HTML, ASP, .Net and relevant Web development languages and tools.
- Fluency in English and Sinhala or Tamil

8. Required Professional Competencies

- Promote the vision, mission, and strategic goals of the Department of Tourism Studies (DTS) and Uva Wellassa University, Sri Lanka.
- Seek and apply knowledge, information and best practices from within and outside of the Uva Wellassa University, Sri Lanka.
- Delivery the services that are evidence based, citizen focused, ethical, equitable, standardized and client-centered.
- Build strong relationships with clients and respond positively to feedback.

- Networking and team building skills and ability to manage conflicts.

9. Method of Selection

A consultant will be selected in accordance with the procedures set out in the Consulting Service Manual 2007 issued by National Procurement Agency following Individual Competitive Consultancy (IC-C) method.

10. Reporting Obligations

The Consultant shall closely coordinate and report to the Coordinator of Activity 05. The Consultant shall submit the followings as per schedule given in section 5 above.

- A completed ready to use Career Cruising Web Platform

11. Ownership of the Assignment

This assignment is funded by the Ministry of Higher Education via AHEAD-OMST under the program component of AHEAD. As such, the University shall be the owner of the assignment and will reserves the Intellectual Property Rights for all deliverable of the assignment under the terms and conditions given in the IP policy of the University. The Consultant will have no right of claim to the assignment or its outputs once it is completed and **no rights** to use **Data and Information** gathered through the assignment for other purposes without written permission from the Vice Chancellor of the UWU. Any Reports/ Data/Information produced as a part of this assignment shall be handed over to the Client in soft and hard forms.