

# **Terms of Reference (ToR) for the Curriculum Development of Tour Guide Training Programmes (National and Chauffeur)**

**Between the Sri Lanka Institute of Tourism and Hotel Management (SLITHM) and the Consultancy Organization**

## **01. Background**

The Sri Lanka Institute of Tourism and Hotel Management (SLITHM) has initiated a project to revise and standardize the existing curricula for the Chauffeur Tour Guide and National Tour Guide training programmes. This effort forms part of SLITHM's ongoing commitment to strengthening the quality and relevance of tourism education in Sri Lanka.

By undertaking this initiative, the project aims to enhance the skills, knowledge, and professional competencies of National and Chauffeur tour guides, thereby enabling students to effectively respond to the evolving expectations of both domestic and international travelers. By doing so, the project will make a significant contribution to the sustainable growth and long-term resilience of Sri Lanka's tourism sector.

This project is supported by the 'Managing Together' Project, implemented by the Ministry of Environment in collaboration with the United Nations Development Programme (UNDP).

The curriculum revision focuses on 20 subject areas grouped under the following three broad thematic categories:

- History and Culture
- Nature, Biodiversity, and Sustainability
- Tourism Management

The objective of this consultancy is to update and standardize the curricula for the National Tour Guide and Chauffeur Tour Guide programmes, ensuring alignment with industry needs, international best practices, and sustainable tourism principles.

## **02. Objectives**

The primary objective of this consultancy is to revise and develop the standard curricula for the National Tour Guide and Chauffeur Tour Guide training programmes of SLITHM, ensuring to meet both industry requirements and international standards.

Further, the consultancy should contain:

- **Integrate Innovative Training Methods:** Incorporate modern teaching tools and digital learning content to enhance the delivery and engagement of training programmes.

- **Apply Best Practices:** Embed both Sri Lankan and global best practices, including relevant case studies, as instructional resources to enrich the learning experience and ensure practical relevance.

The revised curricula will be developed under three broad thematic areas, mentioned in the following subject areas.

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#### **A. History and Culture (11 Subjects)**

1. Archaeology and Monuments.
2. Sri Lankan Architecture.
3. Ancient Sports of Sri Lanka.
4. Sri Lankan History.
5. Buddhism in Sri Lanka.
6. Economy, Ancient Agriculture, and Traditional Industries.
7. Tangible and Intangible Heritage of Sri Lanka.
8. Interpretation and Storytelling Techniques.
9. Indigenous Practices of Sri Lanka.
10. Aesthetic Traditions.
11. Authentic Sri Lankan Culinary Traditions.

#### **B. Nature, Biodiversity, and Sustainability (1 Subject)**

1. Environmental Awareness, Sustainable Practices in Tourism and Biodiversity Practices in Sri Lanka.

#### **C. Tourism Management (8 Subjects)**

1. Tourism and Tour Management.
2. Digital Technology for Tour Guiding.
3. Ethics and Professional Standards in Tour Guiding.
4. Strategic Management and Administration.  
*(including International Relations, Customs, Immigration & Emigration, Airline and Port Procedures, Sri Lankan Law, and Role of the Tourist Police)*
5. Motor Traffic Law, Vehicle Technology, and Driving Ethics.
6. Destination Management, Marketing, and Promotion.
7. Personal and Professional Development.
8. Customer Care, Guest Relations, and Sri Lankan Hospitality.

### **03. Scope of Work**

The Consultancy organization will be responsible for the following tasks related to the development and standardization of the National Tour Guide and Chauffeur Tour Guide curricula:

#### **3.1 Gap Analysis:**

This analysis should identify the discrepancies between the existing curricula and the current industry requirements, international standards and best practices in sustainable tourism.

The gap analysis will specifically assess the curricula under the three broad thematic areas outlined in the subject areas, focusing on:

- Content relevance and comprehensiveness
- Alignment with evolving tourism and hospitality industry needs
- Incorporation of international training benchmarks
- Integration of sustainable tourism principles
- Skill and competency development adequacy
- Integration of modern technologies

#### **3.2 Curriculum Design**

- **Develop Curriculum Frameworks:**

Design comprehensive curriculum frameworks for both programmes (National and Chauffeur Guide) in accordance with the TVEC format. Each framework should clearly outline the programme objectives, course structure, subject outlines, and assessment methods, aligned with current and future industry demands.

- **Develop Final Curriculum Documents and Digital Content:**

Prepare the final versions of the revised curricula, ensuring they are comprehensive and suitable for effective delivery. This includes the development of:

- A detailed course outline
- Thorough lesson plans for each module
- Comprehensive course notes
- Instructional materials, including PowerPoint presentations and videos
- Supplementary digital content to facilitate modern, flexible, and blended learning approaches

These materials should be designed to support diverse learning environments and enhance the overall training experience for participants.

### **3.3 Final Deliverables**

In addition to the finalized curricula, the Consultancy organization shall submit a comprehensive set of recommendations to support the effective implementation and continuous improvement of the Chauffeur Tour Guide and National Tour Guide training programmes. These recommendations shall address the following key areas:

- Mechanisms for quality assurance to maintain high training standards
- Strategies for instructor development and capacity building
- Frameworks and tools for learner assessment and performance evaluation

### **3.4 Consultancy Organization**

The consultancy organization shall comprise a minimum of three qualified subject specialists, each with demonstrated expertise relevant to the thematic areas of the National Tour Guide and Chauffeur Tour Guide training programmes (*refer to Section 11 for details*).

The Consultancy organizations' proposal must include the profiles and resumes of the proposed panel members, clearly outlining their qualifications, experience, and specific areas of subject matter expertise. These individuals should have demonstrated relevant expertise and experience on projects of similar scope and scale (*include this under the experience no 11*).

### **3.5 Workshops and Stakeholder Engagement**

- Conduct stakeholder workshops, progress reviews, and validation sessions to ensure industry relevance and obtain feedback from key stakeholders.
- These sessions should be conducted in close proximity to SLITHM, preferably in Colombo, to enable effective participation and coordination.

**04. Evaluation criteria** (This will be delivered during the invitation of the proposal)

### **05. Transfer Knowledge of Developed Curricular to the SLITHM staff**

One of the key objectives of this consultancy is to ensure sustainable capacity building within SLITHM through effective knowledge and skills transfer.

### **5.1 Focal Point**

An assigned lecturer from SLITHM will serve as the designated institutional focal point for this project. Under the supervision of the Deputy Director General (Academic), this individual will take a lead role in supporting the implementation of future teacher training initiatives related to the revised National Tour Guide and Chauffeur Tour Guide curricula.

## **5.2 Knowledge Transfer and Capacity Building**

The Consultancy organization shall ensure that all tools, methodologies, and insights related to curriculum development are effectively transferred to relevant SLITHM personnel as part of the consultancy's capacity-building mandate.

To facilitate this process, one lecturer from the Travel and Tourism Cluster will be assigned to the project for its full duration of four months. This lecturer will work in close collaboration with the Consultancy organization and under their guidance throughout the assignment.

This engagement is designed to build internal capacity in curriculum design and instructional development, enabling SLITHM to independently manage, adapt, and enhance the training programmes in the future.

The successful completion of knowledge transfer is referred to enhancement of knowledge, skills, attitudes, and competency of the stipulated in-house staff of SLITHM, to independently manage, adapt, and conduct the training programmes as of the revised curricula.

## **06. List of Key Deliverables**

The Consultancy organization is expected to produce the following key deliverables as part of the assignment:

### **6.1 Revised Curricula Frameworks**

Two comprehensive curriculum frameworks, one each for the National Tour Guide and Chauffeur Tour Guide programmes. Each framework should include:

- Course outline
- Defined learning outcomes
- Course objectives
- Subject structure
- Key thematic areas and assessment methodologies

### **6.2 Final Curricula Documents**

Two completed and finalized curriculum documents (in both hard copy and digital formats) for the National Tour Guide and Chauffeur Tour Guide programmes. These documents should include:

- A detailed course outline
- Thorough lesson plans for each module
- Comprehensive course notes
- Instructional materials, including PowerPoint presentations and videos
- Supplementary digital content to facilitate modern, flexible, and blended learning approaches

### 6.3 Implementation Report

A comprehensive report outlining recommendations for effective implementation and evaluation strategies for the revised curricula, including:

- Integration approaches within SLITHM.
- Mechanisms for quality assurance and continuous improvement.
- Capacity-building recommendations for instructors and assessors.

### 6.4 The validation and acceptance of final deliverables

The validation and acceptance of the final curricula will be done by a committee appointed by the Director General of SLITHM, which will consist of the representatives of SLITHM, the Consultancy organization, and industry stakeholders.

## 07. Period of Performance

The duration of the consultancy will be four (4) months, commencing on 15<sup>th</sup> October 2025 and concluding on 15<sup>th</sup> February 2026.

No	Deliverables	Time frame
01.	Consultancy organization's detailed schedule of activities	One (1) week
02.	Draft Curricula Frameworks	Six (6) weeks
03.	Final Curricula Documents and the Implementation Report	Six (6) weeks
04.	Validation and acceptance of final curricula	One (1) week
05.	Completion of the knowledge transfer	Two (2) weeks
	<b>Total duration of the consultancy</b>	<b>Four (4) months</b>

As a condition of contract award, the consultancy organization shall submit a performance bond in accordance with the terms outlined in the bidding document to ensure the timely and satisfactory completion of the assignment.

## 08. Payment Structure

Payments to the Consultancy organization will be made in four (4) stages, subject to the submission and formal acceptance of the specified deliverables by SLITHM:

### 1. Stage 1 – 20% Payment

Upon submission and acceptance of the Consultancy organization's detailed schedule of activities.

### 2. Stage 2 – 20% Payment

Upon submission and acceptance of the Draft Curricula Frameworks for both the National Tour Guide and Chauffeur Tour Guide programmes.

**3. Stage 3 – 40% Payment**

Upon submission, validation, and acceptance of the Final Curricula Documents and the accompanying Implementation Report, including categories mentioned in No. 05.

**4. Stage 4 – 20% Payment**

Upon the successful completion of the knowledge transfer.

All payments will be processed in accordance with the terms specified in the signed agreement and upon approval by the Director General of SLITHM.

**09. Reporting**

- The Consultancy organization shall report directly to the Director General of SLITHM throughout the duration of the consultancy.
- The Consultancy organization is expected to provide regular progress updates and participate in a minimum of four scheduled review meetings during the project period.
- These meetings will serve to:
  - Monitor progress against agreed deliverables
  - Address any emerging issues or adjustments
  - Ensure alignment with SLITHM's expectations and industry standards

Meeting schedules will be agreed upon at the inception of the project and documented in the Consultancy organization's schedule of activities.

The eligible firm shall nominate a suitable focal point from the panel to represent the organization to liaise with SLITHM.

**10. Confidentiality**

The Consultancy organization shall maintain strict confidentiality with regard to all sensitive information accessed or obtained in the course of the consultancy. This obligation applies to, but is not limited to, the following:

- Stakeholder insights and feedback.
- Internal documentation and proprietary materials belonging to SLITHM.
- Any unpublished data, reports, or intellectual property shared or generated throughout the duration of the assignment.

The Consultancy organization agrees not to disclose, reproduce, or use any such information for purposes outside the scope of this consultancy without the prior written consent of SLITHM.

This confidentiality obligation shall remain in full force throughout the consultancy period and shall continue to apply after the conclusion of the assignment, without limitation in time.

## 11. Qualifications

The ideal candidates for the consultancy organization should possess the following qualifications and competencies:

- **Minimum Educational Qualifications**
  - A PhD in History, Culture, Biodiversity, Tourism Management, or a closely related field relevant to the thematic focus of the consultancy.

**OR**

  - A Master's degree in one of the above areas, with a minimum of five (5) years of post-qualification experience directly related to curriculum development or practice within the thematic scope.
- **Minimum Professional Experience and Expertise**
  - A proven track record of publications and/or outputs (e.g., course materials, reports, research) related to teaching, curriculum development, or practical applications within the domains of History, Culture, Biodiversity, or Tourism Management.
  - In-depth knowledge of the tourism industry, particularly in relation to tour guiding practices and training.
  - The similar nature of successful assignments is to be considered as an advantage.
- **Recognition and Credibility**
  - International recognition or demonstrable professional standing in the relevant subject area(s).
- **Skills and Competencies**
  - Strong communication and facilitation skills, with the ability to effectively engage and collaborate with multiple stakeholders.
  - Demonstrated experience in working collaboratively with diverse teams and stakeholders, including educational institutions, industry experts, and policymakers.

## 12. Facilitation from the SLITHM

During the consultancy period, SLITHM will be provided with the following support to ensure effective collaboration and successful implementation of the project:

- **Facilitation:**

Provide necessary facilities (suitable office space) for the smooth execution of the project activities throughout the consultancy period.
- **Project Coordination:**

Assign a dedicated personnel member to coordinate and liaise with the Consultancy organization to ensure effective communication and timely progress.



- **Stakeholder Engagement:**

Facilitate stakeholder involvement by organizing and supporting workshops, meetings, and validation sessions as mentioned in No. 09.