
TERMS OF REFERENCE (TOR) FOR CONSULTANCY

Accelerating Higher Education Expansion and Development (AHEAD) Operation

Consultancy on Career Counselling (UWU/AHEAD/ELTAELSE/DTS/CON/04)

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 Faculty of Management (FOM) was established in 2005 with the inception of the Uva Wellassa University (UWU). The BBM in Hospitality, Tourism & Events Management (HTE) degree programme was introduced in 2009 as the second degree programme in the faculty addressing the need of human capital in tourism and leisure industry in Sri Lanka that contribute significantly towards the economic development of the country.

The Department of Tourism Studies (DTS) was formed in April, 2019 as the fourth study department in the FOM to strengthen the capacity of the faculty and to broaden the scope of tourism study programme that aims to produce employable graduates who can add value to the national resources base. The short existence of the faculty as well as the department has taken many initiatives to enhance the students' skills and competencies enabling Outcome Based Education and Learner Centered Teaching environment. In addition, the curriculum revisions at five year intervals permitted the FOM to identify and incorporate emerging requirements in the industry and keep the curricular up to date, and to be in line with the university's vision to become a Centre of Excellence for Value Addition.

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 sub activity was proposed to provide career counselling for the HTE undergraduates to foster their job fitness in the industry. The proposed career counselling programme is expected to carry out for third year undergraduates in each academic year.

The HTE degree programme aims to produce globally competitive graduates who can sustain in any working environment. In this regard, the DTS has identified the need of providing practical exposure on the world of work in order to produce a skilful manager. Undoubtedly, the current classroom sessions with heavy theoretical background are insufficient to produce a graduate with such demands. To conquer this challenge, the Career Counselling has been

proposed as a solution of enhancing career related knowledge and to sharpen their career prospects that leads to strengthen students' self-exploration and planning to develop their career goals.

There are two sessions of each Career Counselling programme are proposed to be conducted as annually as the first session for the 3rd year undergraduates of HTE degree programme as the fourth quarter of every year (at the 6th academic semester of undergraduates) and second session for the final year undergraduates (at the 7th academic semester) for the same batch before starting the industrial training. The outcome of the Career Counselling will be measured through the students' feedback, students' involvement in getting industrial training placements, and performance during the industrial training.

Accordingly, this ToR is meant for a consultant/ resource person for conducting the Career Counselling for 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 conduct a Career Counselling session for the undergraduates in order to enhance their career selection skills, dealing with negative emotions or thoughts of students which inhibit successful career choice and progress during conflicting situations

4. Scope of the Consultancy

The target group of the Career Counselling programme is the 4th year undergraduates of HTE degree programme of DTS. It is expected the Career Counselling programme will host approximately 62 students.

The selected Consultant will be held online and expected to develop the curriculum which would cover necessary inputs in Career Counselling that help individuals with career planning, the decision-making process, implementation of career choice, career adjustment, and the interplay between career and personal issues, enhance their career selection skills, dealing with negative emotions or thoughts of students which inhibit successful career choice and progress during conflicting situations. Further, the final curricula should meet the Intended Learning Outcomes given below.

At the end of the Career Counselling programme, the students should be able to:

1. develop own personal profile, a Curriculum Vitae, and a cover letter that highlight important competencies of individuals
2. explain how they can set themselves apart from and make themselves competitive for the jobs they want
3. face in a stated interview successfully with utmost confidence
4. successfully deal with negative thoughts or emotions which inhibit career choice in travel, tourism, and hospitality industry
5. manage negative emotions in career life

5. Key Tasks and Related Activities

The key tasks of the Consultant will be to:

- Produce a Draft Curriculum for the Career Counseling programme
- Modify the Curriculum after discussions with the activity coordinator
- Conduct the Career Counseling programme
- Individually assist the students in developing their self-profile, resume/ curriculum vitae, and cover letter to be used in their immediate job searching process

Key Task	Required Deliverable	Time Schedule
Signing of contract	Signed contract	20 th July, 2020
Producing a Draft Curriculum and finalizing after necessary modifications	Draft Curriculum and Final Curriculum	23 rd July, 2020
Conducting the Career Counseling programme and complete students resume/CV, cover letter	Career Counselling programme and individual resumes/ CVs, cover letters for students	30 th July, 2020

6. Duration of the Consultancy

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

Task	Time Schedule			
Publishing the Notice for Inviting EOIs				
Deadline for Submission of Proposals				
Signing of Contract				
Finalizing the Curriculum				
Completing the Career Counseling programme and other related activities				

Note: Above mentioned dates have slightly deviated from the dates mentioned in approved PAT due to the current pandemic situation in the country.

7. Required Qualifications & Experience

- Bachelor degree in Philosophy & Psychology or Counseling
- Post Graduate qualifications in Human Resources Management, Counseling and Psychology
- Minimum 05 years of work experience as a Career Counselor
- Industrial experience and exposure in international context would be added advantages
- Experience in Hospitality and Tourism industry would be an added advantage

8. Required Professional Competencies

- High level of proficiency in written and spoken English
- Strong communication and negotiating skills
- Good interpersonal relations
- Ability to function effectively in a team environment inspiring trust and cooperation of other team members
- Ability to carry out Career Counselling for undergraduates

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 following reports/documents as per schedule given in section 5 above.

- Draft Curriculum and (after necessary modifications) the Final Curriculum

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.