

MEMORANDUM OF UNDERSTANDING
BETWEEN
SRI LANKA TOURISM DEVELOPMENT AUTHORITY
(SLTDA)



AND
SKILLS FOR INCLUSIVE GROWTH
(S4IG)



Skills for Inclusive Growth

June 2022 – June 2024

**Memorandum of understanding
Between
Sri Lanka Tourism Development Authority
And
Skills for Inclusive Growth Program**

This Memorandum of Understanding (MoU) is made and entered at Colombo in the Democratic Socialist Republic of Sri Lanka on this 9th day of June 2022.

BETWEEN

The Sri Lanka Tourism Development Authority (SLTDA) is the official government institution in charge of regularizing the country's tourism industry as well as establishing, positioning, and developing Sri Lanka as a leading destination for international visitors. SLTDA oversees harnessing Sri Lanka's natural potential in order to expand and improve its tourism offering while benefiting investors and supporting communities in a sustainable manner. Following the identification of the need to establish an institutional framework, the Sri Lanka Tourism Development Authority a body corporate established under the Tourism Act No 38 of 2005, and having its Head Office at No 80, Galle Road, Colombo 03, Sri Lanka referred to as SLTDA of the "FIRST PART".

AND

The Australian Government-funded Skills for Inclusive Growth Program (S4IG) is managed by Scope Global (Australia) Pvt Ltd (part of the Palladium International Group), which is located in Lee Hedges Tower, 349, 9/1 Galle Road, Colombo 03, Sri Lanka, (hereinafter referred to as "S4IG") of the "SECOND PART" and is represented by its Team Leader. The Australian government will implement the phase 2 S4IG programme in Sri Lanka through the Department of Foreign Affairs and Trade (DFAT) in accordance with the terms of a Subsidiary Agreement signed on 31 March 2022 between DFAT and the Sri Lankan State Ministry of Skills Development, Vocational Training, Research and Innovations.

The parties hereby agree to the following cooperation framework:

Article 1

SCOPE

This MOU is consistent with the bilateral agreement between the Sri Lankan and Australian governments, which is carried out through the State Ministry of Skills Development, Vocational Education, Research, and Innovation. In accordance with their overall organisational mandates, all parties agree to work together to support the five major areas in which Skills for Inclusive Growth



Phase II operates, namely

1. Support SLTDA with revitalizing national Tour Guides
2. A fully functional Strategic Reference Group (SRG) for Skills for Destination Development.
3. Improve the performance of tourism MSME businesses through better human resource practices.
4. Safety and Security/Evacuation awareness and learning materials for tourism MSMEs

Article 2:

This MoU commences as of 9th June 2022 and will expire on 30th June 2024. The term and content of this MoU may be extended by mutual agreement between the Parties in writing. This MoU sets out the terms on which the S4IG will plan and implement specified activities to support (a) National Tour Guides revitalization, (b) Skills for destination development (c) Improve HR practices in tourism MSMEs (d) safety & security evacuation practices for tourism MSMEs.

The expected outcome under each area of collaboration by both parties are explained below and will be detailed in a work plan jointly developed.

Article 3

ROLES AND RESPONSIBILITIES OF Skills for Inclusive Growth (S4IG)

According to its responsibility in line with this MOU, S4IG agrees to the following:

3.1 Support SLTDA in revitalizing national Tour Guides

Revise practice standards, codes of conduct, and supporting skill training for both National Tour Guide registration and ongoing professional development.

- 3.1.1 S4IG shall assist SLTDA in improving industry standards of practice, such as aligning registration requirements and the recruitment system, licensing and compliance with government laws and industry good practice standards, adopting a tour guide code of conduct, and professional development for all existing National Tour Guides/Chauffer Guides/Area/Site Guides in Sri Lanka. The professional development shall include selected modules in E-Tourism (especially E-operation), content creation, photography/video animation, interpretation skills, health & safety customer care etc.
- 3.1.2 S4IG shall support SLTDA in developing women tour guides in accordance with approved tour guide standards, including extensive on-the-job training in partnership with national and international tour operators.
- 3.1.3 S4IG shall support to launch series of campaigns to attract more women, people with disabilities, and other marginalized groups to become National Tour Guides/Chauffer Guides/Area/Site Guides.
- 3.1.4 S4IG shall facilitate the operation of a reference group to support development of training modules and materials to support tour guides to meet agreed practice standards for registration. This reference group will conduct a series of webinars (5) to share tour guide training and development systems applied in other countries including Australia, South Africa, and Thailand to generate inclusive economic growth outcomes.

3.2 A fully operational Strategic Reference Group (SRG) for Destination development Skills.

A group of influential professionals from skills, tourism, and regulatory bodies collaborate to increase skill demand and improve MSME performance while increasing visitor numbers.

- 3.2.1 S4IG shall support SLTDA in creating the Strategic Reference Group (SRG), with members serving as key policymakers, to plan, coordinate, support, and prototype skills for destination development activities in the Eastern and North Central provinces.
- 3.2.2 S4IG shall collaborate with SLTDA to create promotional strategies to attract individuals among the tourism MSMEs to the newly developed courses, which include an advanced certificate course on the identification and creation of tour product stories, an advanced certificate course on digital story creation, marketing and promotion, and E tourism.
- 3.2.3 S4IG shall conduct training for SLTDA regional focal staff to undertake relevant destination development related courses i.e., advanced certificate course on the identification and creation of tour product stories, an advanced certificate course on digital story creation, marketing and promotion, and E tourism.
- 3.2.4 S4IG shall work with SLTDA to create Tour Product Calendars (events, festivals, tours and seasonal attractions) to promote and market regional destinations through tourism promotion authorities and private partners.
- 3.2.5 S4IG will collaborate with SLTDA and private entrepreneurs on a Gamification and virtual tourism prototype in Anuradhapura, North Central Province, and Trincomalee, Eastern Province.

3.3 Improve the performance of tourism MSME businesses through better Human Resource practices.

The Chartered Institute of Personnel Management will collaborate with SLTDA/S4IG to create a score card and related procedures to test the use of HR modules and the HR toolkit by tourism MSMEs in the country.

- 3.3.1 S4IG will complete the industry-validated HR toolkit and make sure SLTDA and private specific entrepreneurs can access tools and training materials that support multiskilling, improved workforce productivity, workforce development, safety and wellbeing to improve the performance of the business to generate more revenue from the visitor economy.
- 3.3.2 Distribute and share HR and workforce development tools through online mode of distribution it to all registered MSMEs for use, application, and self-assessment, as well as quality assurance and compliance with SLTDA standards, in order to reduce HR-related constraints to growth, improved revenue and business performance.

- 3.3.3 S4IG shall train SLTDA officers from the North Central, Eastern, Western, Northwestern, Kalpitiya, Central, and Uva prioritized tourist areas; they will then train the owners and managers of MSMEs on how to use/practice the HR toolkit and how to self-evaluate the HR score card and checklist.
- 3.3.4 S4IG shall support SLTDA in strengthening the HR tool kit to support owner operators and managers to provide industry-based employee counselling with awareness and tools to support crisis management, financial management, facility utilization etc for use throughout the tourism value chain, with a focus on MSMEs.
- 3.3.5 S4IG will provide technical support to SLTDA for COVID preparedness training as well as collaboratively revise the existing "Pandemic Preparedness" based on the most recent updates and share it with a large group of target beneficiaries via online and offline media.

3.4 Safety and security/evacuation awareness and learning materials for tourism MSMEs

Tourism MSMEs will benefit from industry validated and Disaster Management Center (DMC) approved learning and awareness videos that are correlated with self-paced learning safety and security workbooks.

- 3.4.1 S4IG shall work collaboratively with SLTDA and the National Disaster Management Center to validate the safety and security workbook and videos for use by tourism MSMEs' owners, employees, and visitors.
- 3.4.2 S4IG will support SLTDA in disseminating the safety and security workbook and videos to the tourism industry.
- 3.4.3 S4IG shall collaborate with SLTDA to ensure that tourism MSMEs practice the safety and security protocols supported through the workbook and videos during their annual license renewal.
- 3.4.4 S4IG will train regional SLTDA officers, so that they will be able to train the owners and managers of MSMEs, as well as registered drivers, on how to use/practice the safety and security workbook/videos and self-evaluate them.

Article 4

ROLES AND RESPONSIBILITIES OF Sri Lanka Tourism Development Authority (SLTDA)

According to its responsibility in line with this MOU, SLTDA agrees to the following:

4.1 Support SLTDA with revitalizing national Tour Guides

Revise practice standards, codes of conduct and the supporting skills training for both the registration of National Tour Guides and their ongoing professional development



- 4.1.1. SLTDA shall provide its full support to improving industry standards of practice, aligning registration requirements and the recruitment system, licensing and compliance with government laws and industry good practice standards, and establishing a tour guide code of conduct.
- 4.1.2. SLTDA shall encourage women tour guides to work as tour guides in accordance with approved tour guide standards, including extensive on-the-job training and placement with national and international tour operators.
- 4.1.4. SLTDA shall launch the series of campaigns to attract more women, people with disabilities, and other marginalized groups to become National Tour Guides/Chauffer Guides/Area/Site Guides.
- 4.1.5. SLTDA shall collaborate with S4IG to organize a series of webinars (at least 5) with experts from Australia, South Africa, Thailand, and other countries on international tour guiding practices and principles.
- 4.1.6. SLTDA shall provide tour guide registration in accordance with National Practice standards, while ensuring that systems are operational.

4.2. A fully operational Strategic Reference Group (SRG) for Destination development Skills.

A group of influential professionals from skills, tourism, and regulatory bodies collaborate to increase skill demand and improve MSME performance while increasing visitor numbers

- 4.2.1. SLTDA shall form a Strategic Reference Group (SRG) with the support of S4IG, with members serving as key policymakers, to plan, coordinate, support, and prototype skills for destination development activities in the Eastern and North Central provinces.
- 4.2.2. SLTDA shall create promotional strategies to attract individuals among the tourism MSMEs to the newly developed courses, which include an advanced certificate course on the identification and creation of tour product stories, an advanced certificate course on digital story creation, marketing and promotion, and E tourism.
- 4.2.3. SLTDA shall support S4IG to train its regional focal staff to undertake training in destination development related courses developed through this cooperation agreement i.e., advanced certificate course on the identification and creation of tour product stories, an advanced certificate course on digital story creation, marketing and promotion, and E tourism.
- 4.2.4. SLTDA shall support S4IG to develop Tour Product Calendars (events, festivals, tours and seasonal attractions) to promote and market regional destinations through tourism promotion authorities and private partners.
- 4.2.5. The SLTDA shall support Gamification and virtual tourism as a pilot project in Anuradhapura, North Central Province, and Trincomalee, Eastern Province.

4.3 Improve the performance of tourism MSME businesses through better human resource practices.

The Chartered Institute of Personnel Management will collaborate with SLTDA/S4IG to create a score card and related procedures to test the use of HR modules in the HR toolkit by tourism MSMEs in the country.

- 4.3.1 In order to reduce HR-related constraints, SLTDA shall encourage all registered MSMEs to apply, self-assess, and be quality assured and compliant with SLTDA standards, through the use of industry validated HR tools and workforce development modules.
- 4.3.2 SLTDA shall assist S4IG in training SLTDA officers from the prioritized tourist areas of the North Central, Eastern, Western, Northwestern, Kalpitiya, Central, and Uva; they will then train the owners and managers of MSMEs on how to use/practice the HR tools and adapt and adopt workforce development modules to improve business performance. The HR toolkit will enable MSMEs in how to self-evaluate using the HR score card and checklist to monitor workforce development and productivity to improve business performance and revenues.
- 4.3.3 SLTDA shall strengthen the HR tool kit and workforce development modules to support owner operators and managers to provide industry-based employee counselling and raise awareness levels with tools supporting improved crisis management, financial management, facility utilization, employee wellbeing, workforce productivity etc for use throughout the tourism value chain, with a focus on MSMEs
- 4.3.4 SLTDA collaborates with S4IG to provide COVID preparedness training as well as collaboratively revising the existing "Pandemic Preparedness" based on the most recent updates and disseminating it to a large group of target beneficiaries through online and offline media.

4.4 Safety and security/evacuation awareness and learning materials for tourism MSMEs

Tourism MSMEs will benefit from industry validated and Disaster Management Center (DMC) approved learning and awareness videos that are correlated with self-paced learning safety and security workbooks.

- 4.4.1 SLTDA shall collaborate with DMC and S4IG to validate and fine-tune the workbook and protocols through videos and materials, and will encourage tourism MSMEs' owners, employees, and visitors to use them.
- 4.4.2 SLTDA shall take the leading role in disseminating the safety and security protocols, workbooks and videos to the tourism industry.
- 4.4.3 SLTDA shall ensure that tourism MSMEs practice the safety and security protocols and ensure that training material/workbooks and videos remain up to date during annual license renewal procedures.

- 4.4.4 SLTDA shall encourage to train their regional officers to be able to train the owners and managers of MSMEs, as well as registered drivers, on how to comply with safety protocols through use/practice of the safety and security workbooks/videos and support MSMEs to monitor compliance through self-evaluation and the license renewal process.

Article 5

Other collaborations

- 4.1 SLTDA shall promote professional business coaching, Foundational Hospitality Skills course and E Tourism among the registered tourism MSMEs in the country to support workforce development and improve business performance to generate improved revenues from the visitor economy.
- 4.2 SLTDA shall support S4IG for the successful implementation of Supreme Chef season 3 - youth edition TV reality show.
- 4.3 SLTDA shall advocate for inclusive tourism. - Women's reasonable adjustment and inclusion -Focus on creating a conducive environment and developing promotional materials that can facilitate gender cooperation - SLTDA can assist S4IG in working with the Media and Communications unit
- 4.4 SLTDA shall facilitate to coordinate one day workshop with the key directors from - SLTDA/SLITHM/Promotion and Convention Bureau over the S4IG initiatives and collaboration strategies.
- 4.5 SLTDA shall facilitate and coordinate National Day events that would raise public awareness about the importance of workforce development, such as the International Surfing League, Trail, Beach cleaning, and so on.
- 4.6 S4IG shall work together with SLTDA to conduct a training needs assessment of resorts to identify what the skills of resort managers should include and review how widely those skills are practiced or available. Identified and agreed gaps promotes the need for further training and upskilling which could enhance this cooperation to prepare management training modules.

Article 6

GENERAL

- 6.1 S4IG and SLTDA officials will work together on baseline studies, context analysis, monitoring data collection, joint monitoring field visits, case studies, lessons learned, and most impact stories.
- 6.2 The S4IG and SLTDA shall document and report on the technical assistance process, identify challenges, and propose solutions and strategic advice to the SAG through the SLTDA Nominee.
- 6.3 SLTDA shall appoint a Steering Committee which will meet monthly initially and quarterly after the first 6 months, to implement the above commitments and monitor quality and enable S4IG to work with the steering committee to support the effective delivery of this MOU. With S4IG's technical assistance, the steering committee will include promoting awareness of inclusion related initiatives participating in the development of an action plan, distributing actions to relevant parties, collecting data as required and monitoring implementation. Suggested committee members of the steering committee are key representatives from SLTDA & S4IG
- 6.4 S4IG and SLTDA officials will collaborate in an annual workshop to share the findings from various studies and research findings in terms of skills and inclusion. develop appropriate workplans to address the finding with the relevant departments and adjust or expand this cooperation framework between SLTDA and S4IG.
- 6.5 S4IG will work with the SLTDA's media and marketing unit to build their capacity to do social marketing, digital content creation; creating marketing leaflets; digital awareness programs; calendar of events which focus more on women and people with disabilities.
- 6.6 Both parties agree to collaborate on promoting awareness relating to the subject matter contained herein and agree to allow either party to publish awareness material that has been pre-approved in writing. Each Party authorizes the other to use its name, logo and/or trademark with notice to or consent by such Party, in connection with certain promotional materials that may disseminated to the public from time to time in connection with subject matter contained herein. Such promotional and awareness material shall include but not be limited to brochures, videos, internet websites, press releases, advertising in newspaper and/or other periodicals.
- 6.7 Each Party agrees to keep confidential all information it receives or is disclosed to it by another Party to this MoU unless agreed by both parties for public release.
- 6.8 No Party will be liable to another Party for indirect or consequential loss arising out of or in connection with or related to this MoU.

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6.9 This MoU and all annexures and any additional documents referenced will constitute the entire agreement between the Parties. Any prior understanding or representation of any kind preceding the date of this MoU is hereby superseded.

6.10 S4IG may terminate or suspend the whole or part of this MoU where a direction is made by the Australian Government (through its Department of Foreign Affairs and Trade), or the Head Contract is terminated or suspended. The Head Contract is the agreement that the S4IG has in place with the Australian Government which facilitates the funding of the S4IG Program.

6.11 Sri Lanka Tourism Development Authority (SLTDA) may terminate or suspend the whole or part of this MoU where a direction is made by the Board.

6.12 S4IG and SLTDA agree on a responsibility allowance (reporting, providing information for Monitoring Evaluation Learning and Research (MELR) system and data gathering purposes using agreed templates) payment of a maximum 8% of the total spending of allocated program cost under this MOU.

Article 7

TERMINATION

7.1 This MoU shall be amended by mutual agreement of both parties and evidenced in writing and signed by the authorized individual[s]. This MoU may be terminated by either party by giving the other party thirty (30) days' notice in writing.

Article 8

DISPUTE RESOLUTION

The sequential procedure that is to be followed to resolve the dispute is as follows,

8.1 If a dispute arises, the aggrieved party shall give written notice to the breaching party requiring that the said dispute be resolved in good faith, within thirty (30) days of the breaching party receiving the notice of dispute from the aggrieved party.

8.2 If the dispute is not resolved by negotiation as aforesaid, the aggrieved party may seek legal redress under the laws of the Democratic Socialist Republic of Sri Lanka.



IN WITNESS whereof, the parties hereto have duly executed this Memorandum of Understanding in Colombo on this 9th day of June 2022.

Signed for and on behalf of the Sri Lankan Tourism Development Board (SLTDA) in the presence of:

Signature :

Name : Ms. Dhammika Wijayasinghe -

Designation : Director General

Sri Lanka Tourism Development Authority (SLTDA)

S.L.Dhammika K.Wijayasinghe
Director General
Sri Lanka Tourism Development Authority
(SLTDA)

Signed for and on behalf of the S4IG in the presence of:

Signature :

Name : Mr. David Ablett

Designation : Team Leader, Skills for Inclusive Growth

Skills for Inclusive Growth
National Office
Lee Hedges Tower
349,9/1, Galle Road
Colombo 03
(T) +94 11 257 4001

WITNESS Signed for and on behalf of the SLTDA in the presence of:

Signature :

Name : PEIANKHA FERNANDO

Designation : CHAIRMAN - SLTDA

WITNESS Signed for and on behalf of the S4IG in the presence of:

Signature :

Name : K. Jayathana

Designation : Deputy Team Leader / S4IG