

The Republic of the Union of Myanmar  
Ministry of Hotels and Tourism  
Directorate of Hotels and Tourism



TERMS OF REFERENCE FOR SHORT TERM RESEARCH TEAM LEADER ON THE  
ESTABLISHMENT OF RESEARCH CENTER AT MOHT 2022-2023

**1. BACKGROUND AND CONTEXT**

**1.1. Importance of Research and Development in Tourism Sector**

The tourism industry is one of the world's fastest-growing industries and is the major source of income. Tourism cannot be considered as a single and separate industry but it is a multi-faceted system that generates jobs and economic opportunities in the different domestic industries, such as agriculture, transport, telecommunication, recreation, and other services. The beneficiaries of tourism are independent guides, small businesses, travel agencies, transports, hotels, restaurants as well as those who work in the whole supply chain.

The Ministry of Hotels and Tourism (MOHT) is the government of Myanmar's designated institution with a mandate to guide the development of tourism in Myanmar. The MOHT is the lead ministry in charge of vetting investment in the accommodation help understand the industry, know the customer behaviour, learn about the competitor and tour services subsectors and sets out requirements for tourism enterprise registration and classification. The MOHT also coordinates with the relevant government departments and organizations to set license fees, duties and taxes related to the hotel and tourism industry. However, a tourism research center is yet to be established at the ministry. Conducting tourism research is to s and develop growth strategies. A plan based on research and evaluation seeks to optimize the potential contribution of tourism to human welfare, environmental quality and sustainable development.

## **1.2. Establishment of Research Center at MOHT**

In 2020, Lancang-Mekong Cooperation Special Fund called for project proposals for small and medium-sized projects. Therefore, the Ministry of Hotels and Tourism of Myanmar proposed a project namely "The Establishment of Tourism Research Center at the Ministry of Hotels and Tourism".

In 2021, China informed the approval of the proposed project through the Ministry of Foreign Affairs of Myanmar. The proposed work plan indicated that an international or local expert specialized in research and development to lead a team comprising 2 middle management level staff and 8 other staffs from the MOHT. The team will form the Research Center in which conducting trainings, carrying out the model surveys, and producing manuals will be included. The Center will be facilitated with modern office equipment, high-speed internet, and other necessary soft and hard facilities.

## **2. OBJECTIVES**

The objectives of this consultancy are to work closely with the Ministry and its management to enable the MOHT in establishing the tourism research center at the MOHT, Nay Pyi Taw in order to:

- Strengthen management and the leadership the MOHT on tourism research and development tasks;
- Implement of the hotel and tourism research works successfully;
- Guide the research team of MOHT on how to plan for a research and produce the required research documents;
- Prepare necessary arrangements for the establishment of Tourism Satellite Account.

## **3. DUTIES AND TASKS**

As a team leader of the research center, the expert will have to work closely with several key departments to produce necessary documents and papers, and to analyze the existing documents that have been produced by the Ministry of Hotels and Tourism. The present assignment will involve a close collaboration, communication, and day-to-day contact with the project implementation team led by the Director of the Training and Education Department and other relevant staff members and senior management of

MOHT as necessary. The work will involve joint development of the process, procedures, and actions to enable the MOHT to establish a more modern research team structure with clear job descriptions and competencies linked to recognition and promotion.

In designing the interventions, the consultancy will pay a close attention to the following duties:

- Examining the needs for practical, results-oriented research and development approaches;
- Agreeing a schedule of work with the counterparts that is appropriate and does not cause undue disruption to the MOHT;
- Giving due consideration to the sustainability of the intervention over time so as to optimize the returns on the investment and enable MOHT to see tangible benefits; and
- Incorporating an M&E mechanism to measure the results against a set of agreed outcomes.
- Incorporating a final (or overall project) report to submit to the donor side.
- Suggest a mechanism to support MOHT tourism research work.

#### **4. DELIVERABLES**

Expected outcomes (to be agreed with MOHT) under research and development areas/building blocks:

- Competency-based job descriptions for 2 middle management staff and 8 other staff
- Work plan for the Establishment of Tourism Research Center Project
- One Research Team Hand Book (or a Research Team Manual)
- One Midterm evaluation plan on the establishment of the research center project with recommendations
- One project completion report with recommendations
- Develop and pilot testing of a year-round research plan
- A tourism statistical system which accounts for relevant topics such as visitor arrivals, length of stay, country of resident, mode of transportation and average expenditure, etc. that can be harmonized with the regional countries.

## **5. TIMEFRAME AND LENGTH OF ASSIGNMENT**

The assignment will take place at the Ministry of Hotels and Tourism, Naypyitaw between June 2022 to March 2023.

## **6. PROJECT MANAGEMENT**

The project will be funded by the Lancang-Mekong Cooperation Special Fund and managed by the Directorate of Hotels and Tourism under the Ministry of Hotels and Tourism of Myanmar. The Expert should be responsible for organising and conducting the scheduled activities in collaboration with the Training and Education Department.

## **7. QUALIFICATIONS AND EXPERIENCE**

The Local/International Expert will :

- Have a sound academic background with a degree in research and development especially in Tourism Industry.
- Considerable experience and knowledge (traditional and digital) of tourism research and in the preparation of tourism research strategies with project experience in working in Asia.
- Ability and skill to communicate effectively, both verbally and in writing, with fluency in English. Computer and digital media skills are essential.
- Proven experience in conducting surveys and research works in tourism sector
- Proven knowledge of understanding the tourism satellite account (UNWTO) and tourism statistic

## **8. PROCESS**

There are several approaches to identify the research and development needs of an organization. The expert may be aware of the COVID-19 restrictions in seeking resources and information at the national level.

## **9. SUBMISSION OF APPLICATION**

Applicants should send their application with a cover letter and related reference documents to the Training and Education Department [training@tourism.gov.mm](mailto:training@tourism.gov.mm) and cc to [training.dht.moht@gmail.com](mailto:training.dht.moht@gmail.com), no later than 6<sup>th</sup> May, 2022 at 4:30 pm Yangon time.

Any queries on the TOR should be sent to the Training and Education Department [training@tourism.gov.mm](mailto:training@tourism.gov.mm) and cc to [training.dht.moht@gmail.com](mailto:training.dht.moht@gmail.com), during the official office hours.