



## Terms of Reference

<b>Title:</b>	Online Marketing Tourism Training Program Consultant
<b>Location:</b>	Hanoi, Lao Cai and Son La, Vietnam
<b>Timing:</b>	November 2021 - March 2022
<b>Maximum Budget:</b>	AUD 39,500

### About Us

With more than 35 years of experience, Cowater International is Canada's global leader in management consulting services specialising in international development. We have managed the implementation of over 2500 projects in more than 95 countries around the globe for clients such as DFID, DFAT Australia, the European Union, the World Bank and Global Affairs Canada. We work with governments, partner organisations, communities and civil society to design and implement sustainable solutions that generate lasting social, economic and environmental impacts. Our adaptive approach to management has led to our award-winning work and recognition as one of Canada's Best Managed Companies from 2017 to 2021.

### Background

The GREAT Program is a flagship initiative of the Australian aid program in Vietnam – it commenced in November 2017 and the current phase will run for five years to June 2022. The Program is promoting women's economic empowerment (WEE) in the ethnically diverse north-west region of Vietnam. The primary beneficiaries are women living in the provinces of Son La and Lao Cai with an overarching emphasis placed on the inclusion of women from ethnic minority communities.

The objectives of the Aus4Equality|GREAT Program are:

- **Objective 1** – Empowering local women: Women living in local communities have increased capacity, space and choices to beneficially engage with agriculture and tourism businesses.
- **Objective 2** – Inclusive businesses partnerships: Selected private sector actors within the agriculture and tourism sectors innovate to profitably and sustainably trade with more women entrepreneurs and operate in gender sensitive ways.
- **Objective 3** – Improving sector governance and policy: Government agencies reinforce policies, and enact plans, regulations and services that enable more inclusive socio-economic development.

The Program is partnering with approximately 50 organisations to deliver results, including private sector actors, governmental and non-governmental organisations, and research institutions. GREAT currently has a portfolio of seven tourism investments spanning community-based tourism, policy, training and destination development. Additionally, there are three other investments in handicrafts and medicinal herbs which have a strong crossover with the tourism industry.

Tourism has an important role to play in North-West Vietnam as it generates income generating opportunities and jobs, particularly for women and youth. Being labour intensive, it has relatively low barriers of entry for service-level jobs as well as micro and small businesses that service the sector.

Tourism development, done responsibly, can help maintain areas of high environmental value and protect local culture by helping local governments and communities understand the economic benefits tourism can bring if natural attractions and local culture are preserved.

Before the onset of the COVID-19 pandemic, the growth of the middle class in Vietnam and neighbouring China underpinned the tourism industry in Lao Cai and Son La. Western tourists were also an important part of the market as they are more likely to visit remote areas. In addition, improved road access and local services were also major contributors to growth in the sector. These factors are signs that there is a real opportunity to develop tourism in Lao Cai and Son La that brings benefits to women, particularly from ethnic minorities and those living in more remote areas of these provinces.

During Program implementation, specific gender issues and constraints have been identified that limit ethnic minority women's aspirations and ability to engage and benefit from the tourism sector. For example, in some communities, tourism is not seen as a suitable career path for ethnic minority women due to negative perceptions of the hospitality sector. There is also a reluctance of some ethnic minority women, potentially based on their husband's wishes, to interact with tourists.<sup>1</sup>

GREAT's Longitudinal Study Midline Report identified ethnic minority women's levels of Kinh literacy limited their roles and participation in tourism.<sup>2</sup> Improved financial and digital literacy are also needed to enhance women's ability to engage in these sectors.

### **About the Opportunity**

Cowater International is now seeking proposals from qualified tourism service organisations to design and implement a "Get Connected" program to support tourism businesses, especially those that are women-owned and led, to connect to online booking platforms and promote their services via social media channels.

This is in response to the impact of COVID-19 with local enterprises and households needing support to pivot to new markets. COVID-19 has also highlighted the need to address the digital inclusion of ethnic minority women.

The Get Connected Program will be piloted in Sapa, in partnership with the Department of Culture and Information Sapa (DCI Sapa). The intention is for the to become an "off-the shelf" training Program that can be replicated elsewhere in north-west Vietnam and potentially internationally.

### **Objectives**

The Get Connected Program has two overarching objectives:

- Build the digital literacy of target beneficiaries; and
- Support target beneficiaries to connect to new markets through online booking platforms and social media to increase revenue.

### **Target Beneficiaries**

- Community-based homestays and small accommodation establishments in and around Sapa, Lao Cai, particularly women owned and led and ethnic minority owned and led enterprises. While some of these enterprises have an online presence, very few are connected to booking engines. Many

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<sup>1</sup> Reported at GREAT Reflect and Refocus Workshop, January 2021.

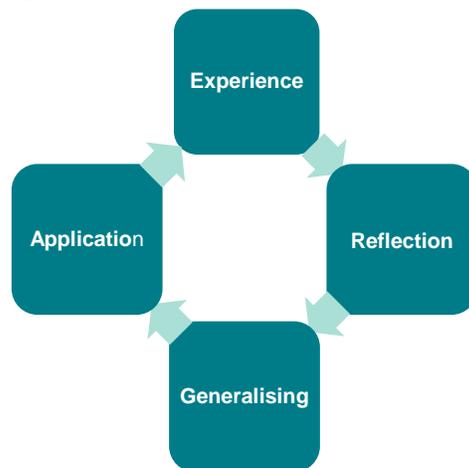
<sup>2</sup> "Aus4Equality/GREAT Longitudinal Study Midline Report, December 2020, p.13.

of the target beneficiaries need enhanced skills to leverage online opportunities including improved social media marketing techniques, search engine optimisation and content creation.

## Approach

The approach can include online and offline learning and should have a strong practical orientation, as well as mentoring support. The timing, location and methodology will be adjusted to suit the education level, culture and gender barriers of ethnic minority women and other program participants. Training should be based on the adult learning cycle<sup>3</sup> or other suitable frameworks, which functions as follows: (1) An activity or experience is used to stimulate an issue or problem; (2) Structured reflection is conducted to assist in understanding the ideas before they are generalized and conclusions are developed; and (3) The new knowledge or skills are applied in real-world situations. The learning cycle is outlined in Figure 1 below.

**Figure 1: Adult Learning Cycle**



The key steps are outlined below:

### Inception

- Briefing with GREAT and DCI Sapa
- Design and conduct rapid needs assessment
- Finalise methodology and work plan

### Training Design

- Develop training curriculum
- Develop material
- Develop training plan

### Recruit Participants

- Work with DCI Sapa to recruit and screen participants
- Include selected representatives from other GREAT target areas

### Conduct Training

- Deliver training courses (estimated at five cohorts each consisting of two training sessions and mentoring)
- Invite potential upscale partners to observe training

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<sup>3</sup> <http://www.lindavanderlee.com/wp-content/uploads/2013/01/KolbLearningCycle.pdf>

## Expected Outcomes

- At least 80 community-based tourism service providers have sufficient knowledge, skills and tools to improve online marketing.
- At least 80 community-based tourism service providers are connected to tourism booking platforms.
- Training model developed and introduced to potential partners (Department of Culture Sport and Tourism Lao Cai, Department of Culture Sport and Tourism Son La, Vietnam National Administration of Tourism; Rural Tourism Development Program of MARD).

## Project Management

The selected contractor will need to work closely with GREAT and the local project “owner” to design and implement the training. The roles of the contractor, the local partner and GREAT are specified below:

### Contractor

- Design and delivery of the Get Connected Program.
- Coordinate with local partner to undertake activities including payments that meet GREAT cost norms and approved budget.
- Recruit additional expertise as needed.
- GREAT technical and financial reporting.

### Local Partner (DCI Sapa)

- Coordinate inputs from relevant departments and local stakeholders including the private sector, ethnic minority communities and women.
- Arrange logistics and local payments.
- Provide timely feedback and approvals on deliverables.
- Arrange/facilitate necessary approvals for contractor.

### GREAT

- Contract Management including final clearance of deliverables.
- Ensure GREAT Program objectives are being addressed.
- Provide insights and research from

## Deliverables

The key assignment deliverables are:

- Inception (rapid need assessment) Report and Methodology (4 weeks after signing the contract)
- Draft Training curriculum (November 2021)
- Approved training curriculum and plan (December 2021)
- Delivered courses (January – March 2022)
- Training and training reports (March 2022)

## Budget

The maximum budget available is AUD 39,500 and needs to cover:

- Design and delivery of the training including trainer/mentor costs;
- Logistics and support for participants;
- Costs for participants; and

- Management costs.

## Eligibility

This opportunity is open to local organisations.

Organisations need to have:

- Prior experience in designing and delivering training;
- Strong knowledge of the tourism sector;
- Specific knowledge of online booking platforms and social media marketing within the tourism sector: and

A minimum of seven years relevant professional experience.

## Evaluation Process

The Technical Evaluation of proposals will be based out of a maximum of 100 points and composed of:

- Methodology: 50 points
- Qualifications and experiences of team members: 40 points
- Organisation track record: 10 points

Financial proposals will be evaluated on a maximum financial score of 100. The lowest financial proposal receives a financial score of 100. Other proposals are allotted financial scores as follows:

A final score will be given to each technically compliant proposal by using the following weighting:

$$\text{Final score} = (70\% \times \text{Technical score}) + (30\% \times \text{Financial score})$$

The Contract will be awarded to the Applicant whose proposal has obtained the highest final score.

The successful Applicant will need to sign a contract that is compliant with Cowater International's Head Contract with the Australian Government including the full copywrite ownership of all deliverables from this assignment.

## How to Apply

Proposals need to be sent to [aus4equalityrecruitment@gmail.com](mailto:aus4equalityrecruitment@gmail.com) before 5pm Hanoi time on 8 November 2021 with the subject line "Online Marketing Tourism Training Program". Late applications will be not considered.

The proposal needs to include:

- (i) A commitment letter signed by the authorised representative of the Applicant organisation/business, confirming the Applicant's intention to provide the services in accordance with the provisions of this TOR;
- (ii) Business registration of the Applicant;
- (iii) The Applicant's experience relevant to the assignment (maximum four pages);
- (iv) Proposed methodology (maximum four pages);
  - Approach
  - Activity plan
  - Risks and mitigation measures
- (v) The proposed team member/s and CVs: and
- (vi) Proposed budget, specifying:
  - Activity budget
  - Staffing (specify daily rates)
  - Management fee

A final budget will be negotiated with the successful applicants that is inclusive of daily rate, management fees, travel and DSA and all activity costs using GREAT's cost norms. Interested Applicants can request for a copy of the GREAT's cost norms applicable for local partners and beneficiaries via email to [aus4equalityrecruitment@gmail.com](mailto:aus4equalityrecruitment@gmail.com).