

Project:

Swiss Tourism for Sustainable Development – Assessment
Report for component 3

Employer:

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E-Mail

Contract duration

From:

To:

1. Background

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by The Swiss State Secretariat for Economic Affairs (SECO) for a duration of four years, from April 2023 to March 2027, with implementation led by HELVETAS Swiss Intercooperation in Vietnam (Helvetas Vietnam) as the Lead Implementing Agency, and Center for Rural Economy Development (CRED) as the Consortium Partner.

The main objective of the ST4SD project is to contribute to a more sustainable and inclusive tourism sector in Vietnam. In the long term, the project aims to support the creation of new livelihoods and promote sustainable economic development in the country. This overarching objective will be achieved by focusing on three key outcomes:

- Outcome 1 (macro level): Enhancing sustainable tourism development by ensuring that national and subnational action plans, master plans, and relevant policies include

necessary actions. This includes facilitating the decision-making and implementation processes.

- Outcome 2 (meso level): Strengthening Vietnamese training institutions to provide quality training and develop skills and expertise in sustainable tourism. The project will assist in the selection and enhancement of these institutions.
- Outcome 3 (meso and micro level): Encouraging tourism destinations and companies to adopt more sustainable practices in their operations and investments. This outcome aims to make both the destinations and the companies more environmentally and socially responsible.

ST4SD is working in three target provinces: Quang Nam, Ha Giang and Dong Thap, with the aim of supporting provincial strategy development for sustainable tourism.

The province of Ha Giang is actively developing its tourism strategy in line with sustainable tourism practices and taking community based tourism as a central offer. There is existing tourism activity, notably through group motorbike tours and culture based tours, and the potential for higher spend attractions and related, targeted infrastructure development is seen as of high importance to a phased, sustainable approach to development within the province.

The province has identified 39 villages with potential for community based tourism development, but this analysis is based largely on the villages themselves and crucial information related to the relative demand of these sites, the composition of tours which might include these sites, related attractions in the surrounding area and opinions of the private tour companies is still pending.

A national consultant is required to develop sustainable tourism products, focusing to the community based tourism products in Ha Giang.

2. Objective(s) of the mission (or consultancy)

1. Destination profile

Provide a summary on provincial level and a more in-depth profile of Ban Khun, Lung Cam.

2. Analysis of current tourism status

Assessment of the current status of tourism in Ha Giang

- Current tourist flows: Visitor numbers, routes taken, demographics, average spend (and services / goods bought), mode of transport, booking details, tours offered (and tour operators providing tours – range of tours),
- Consumer behavior: consumption patterns, tourist satisfaction. experience (against demographics), value for money, services not provided.

3. Evaluation of CBT initiatives

- Evaluation of the 39 identified CBT development sites of Ha Giang and the criterias that have been used.
- Validation of HSLU (Lucerne University of Applied Sciences and Arts) findings regarding the status of three potential CBT sites (limiting factors), required development

support and their potential within the broader Ha Giang strategy (existing or potential tourist flows).

- Evaluation of other CBT sites already operating in Ha Giang, analysis of criteria of perceived success / failure in terms of sustainable development (economic, environmental, and cultural / social criteria).

3. Expected results (or Output)

1. A comprehensive destination profile of Ha Giang and more in-depth profiles for Ban Khun, Lung Cam based on the grid provided. Major changes to the proposed grid should be discussed with HSLU.
2. A report on the of current tourism status in Ha Giang including information on tourism demand and consumer behaviour.
3. A report on the evaluation of CBT initiatives and identified CBT development sites. In the report a competitive analysis of Ban Khun, Lung Cam and Thai An and the comparison to other sites and attractions in the area including recommendation for the positioning of Ban Khun, Lung Cam and Thai An should be included. (USP, differentiating factors).

4. Main Tasks and Activities of the Assignee (or consultant)

The procedure and data collection should be based on the objectives and expected results. The applicant should develop a research plan and explain in detail the planned methods to fulfil the required tasks.

The desk research should – amongst other – cover the following information:

- Tourism Strategy on provincial and district level
- Masterplan Ha Giang
- Additional statistics and data on visitors
- Minutes and presentations from the technical meeting and the workshop
- More information on the possible CBT sites identified by prov. government
- Selection criteria
- Definition of destination (Ha Giang as destination or the districts or the villages)
- Tourism development plan of Ban Khun
- Plans for Lung Cam
- Information on Green Forum 2024

5. Time Frame of the assignment

Date	Activity	Field based (Y/ N)
20/04/2024	Desk study, research methodology proposal, itinerary and work-plan	N
22/04/2024	Feedback from project team on methodological approach	N
26/04/2024	Write the assessment report, tentative tourism product development plan.	N
10/05/2024	Undertaking research - detailing	Y
05/06/2024	Interim meeting with project team (preliminary results)	N
10/06/2024	Presentation of results to ST4SD management and team	N
20/06/2024	Final report and recommendations	N

6. Deliverables

- Initial updated research methodology, itinerary and work-plan plan to be discussed with ST4SD team and HSLU
- Assessment report prior to field visit / undertaking research - detailing
- Presentation of results to ST4SD management and team.
- Final reports and files (in English) including all expected results (outputs) and proposing recommendations for further improvement and actions to support sustainable tourism development in the destination.
- A Management Summary with the key messages of all outputs.

7. Mission Team / (Responsibilities of the members of the mission team)

- One expert or a team expert.
- Relevant qualifications and 4 years of experience in tourism research, strategy, and product development, especially CBT products and Ha Giang tourism products are advantages.
- Strong proficiency in English and Vietnamese, both written and spoken.
- Knowledge of the tourism & hospitality industry and an understanding of sustainable tourism issues.
- Evidenced specific knowledge and experience of similar tasks.

Note: The tenderer reserves the right not to award the consultancy.

Interested experts, please send CV and proposal to Trieu.Tuanh@helvetas.org and assist3@st4sd.vn by 15 Apr 2024.

Place and date: Hanoi, 2 Apr 2024

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by The Swiss State Secretariat for Economic Affairs (SECO) is seeking a national expert on tourism policies and planning for assessing the current situation of sustainable tourism development in Vietnam with focusing on 3 main pillars: National tourism policies, Public Private Partnership Development and model for sustainable development.