

TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project: Swiss Tourism for Sustainable Development in Vietnam
Consultancy service: National Consultant for tourism research in Dong Thap province

Employer: **HELVETAS VIETNAM**
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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.

Dong Thap currently has low levels of tourism activity, with national tourism from Ho Chi Minh city (as a loop back to the city) and some international tourism from Ho Chi Minh city through to Cambodia. Dong Thap is known for nature and 'eco-tourism', with the provincial slogan 'Pure as a Lotus' reflecting the perception and image upon which tourism is developed.

Two sites with currently low arrival numbers and limited spend have been identified which are in line with this provincial image; Sadec flower city and Tram Chim National Park. Both are seen as having unmet potential, which must be qualified (and quantified), but detailed information regarding the sites and tourist perceptions and requirements is needed for ST4SD to develop strategies for the two attractions, in collaboration with Swiss expert partners HSLU.

A national consultant is required to provide sustainable tourism products in Dong Thap, focusing on ecotourism products, including the plan and the kind of products.

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

1. Destination profile
Provide a summary on provincial level and a more in-depth profile of Sadec flower village in Dong Thap province.
2. Potential analysis
Assessment of the potential of tourism for economic development in the province (limiting factors) and specifically in Sadec:
 - Current tourist flows (customer touchpoints), existing tours, opinions from tour operators regarding preferred routes, demand (consumption patterns), seasonality, tourist opinions (consumer behavior) and satisfaction.
 - Competition analysis (other sites of similar nature – e.g. An Giang National Park) and potential development strategies for positioning.
 - Tour operators' opinions and preferred routes / limiting factors of the two sites.
3. Overview on existing and potential complementary products and packaging: homestays, farmstays, products (organic) in the surroundings.

3. Expected results (or Output)

1. A summarized destination profile of Dong Thap and more comprehensive profiles for Sadec based on the grid provided.

2. A report on the potential analysis of tourism for economic and tourism development in the province and specifically in Sadec, considering limiting factors including a competition analysis.
3. A summarized overview of surrounding secondary products related to tourism, such as homestays, farmstays, and organic products.

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:

General documents and helpful information

- Resolution number 1 from province Dong Thap
- Several resolutions, one chapter on development of flower village
- Masterplan Tourism Development Dong Thap 2025-2030
- Information on financial support mechanism
- Information on entrepreneurship contest
- Tourism Masterplan with zoning plans
- Tourism plan 2023-2025
- New tourism plan (after 2025)
- Draft sustainable management plan
- Information on governmental support for businesses (criteria?)
- Information on training courses provided by the promotion center.
- Information about the new project of the National Park and its tourism components
- Information on WWF project (that covers also tourism)

Sadec

- Resolutions 79, 80, 210 and 01 (budget)
- Master plan (5 -year) for SADEC flower village
- Details of Sadec festivals – arrivals and service gaps (seasonality)
- Statistics regarding arrivals and spend (tourism vs general sales)

5. Time Frame of the assignment

Date	Activity	Field based (Y/ N)
10/10/2024	Desk study, research methodology proposal, itinerary and work-plan	N

**DỰ ÁN DU LỊCH THUY SĨ
VÌ SỰ PHÁT TRIỂN BỀN VỮNG**

Swiss Tourism for Sustainable Development Project (ST4SD)

13/10/2024	Feedback from project team on methodological approach	N
20/10/2024	Write the assessment report, tentative tourism product development plan.	N
05/11/2024	Undertaking research - detailing	Y
15/11/2024	Interim meeting with project team (preliminary results)	N
20/11/2024	Presentation of results to ST4SD management and team	N
30/11/2024	Final report and recommendations	N

6. Deliverables

- Initial updated research methodology, itinerary and work-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 agritourism products and Dong Thap 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.

Interested experts, please send CV, proposal to assist3@st4sd.vn or helvetas.vietnam@helvetas.org by Monday, 7/10/2024.

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.