

TERMS OF REFERENCE

DEVELOPING PROJECT ON EDUCATIONAL AND COMMUNITY-BASED TOURISM IN VIETNAM

BACKGROUND AND RATIONAL

According to Wiki pedia “**Educational tourism** developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program“

Paul Williams proposed an accepted educational tourism as following: 'Educational tourism is tourist activity undertaken by those who are undertaking an overnight vacation and those who are undertaking an excursion for whom education and learning is a primary or secondary part of their trip. This can include general educational tourism and adult study tours, international and domestic university and school students' travel, including language schools, school excursions and exchange programmes. Educational tourism can be independently or formally organised and can be undertaken in a variety of natural or human-made settings.'

Responsible Tourism is tourism 'that creates better places for people to live in, and better places to visit'.

In Vietnam, under the reforming process of education, there is an increasing need on teaching life skills for students in the schools. Organising school tours for children is an option preferred by school and students' parents in order to expose children to real life and equip them with some essential skills.

There is also an increasing trend on responsible tourism through contributing to society and community development through activities out of daily work of a people living in urban areas who are quite wealth-off.

Whereas, from the community perspective, tourism opportunities provide the poor, remotes and ethnic minorities tools to get additional incomes.

HELEVETAS Swiss Intercooperation Vietnam and many other international and national NGOs are giving efforts to supports many communities, particularly those located in poor rural and mountainous areas and are presented by different groups of minority ethnics in improving their livelihood and protecting environment through supporting them in applying green production, linking their products to market and introducing environmental education activities ect. Community based tourism serves as tool to sustain and bring forwards to the project results.

TASK ASSIGNMENT

The consultant will be responsible for leading the Helvetas team in conducting the survey to collecting and analysing necessary information and giving advices and recommendations to

HELVETAS on how to start and run educational and community-based tourism based on findings of the survey and personal experience.

EXPECTED RESULTS

- Information on potential customers (including Management Board of the private and public schools, pupil parents and international tourists) are collected and analysed.
- Information on potential tourist companies for future business collaboration is collected and analysed.
- Potential visited areas and communities are surveyed. Strengths and weaknesses of each area and community are analysed, and types of supports (software and hardware) for communities are defined.
- Tour options are tailored made for each customers category.. The designed tours should include estimated costs, risk prevention measures and describe how local people are involved and benefited from tourism business and what investments to communities/areas are need to be ready for receiving tourists.
- Recommendations/advices on how to start educational and community-based tourist business are available.

SCOPE OF THE WORK

- The customer survey should cover at least 60 schools in Hanoi consist of 10 High schools (5 public schools, 5 private and/or international schools), 25 secondary schools (10 public schools, 15 private and/or international schools) and 25 primary schools (10 public ones; 15 private and/or international ones), and about 100 or 200 citizens. Note: Middle to high-income Vietnamese family should be brought in focus.
- At least, 20 domestic and international tourist companies will be interviewed. Information on international tourist preferences will be also collected from those interviews. Note: Eco/edu/responsible tourist companies/agencies should be brought in focus.
- Conduct survey in 10 potential visited areas. HELVETAS team is responsible for primarily selecting those 10 visited areas based on agreed criteria with the consultant.

SPECIFIC TASKS OF THE CONSULTANT

- Develop the method and questionnaires for customer survey under the consultation with Helvetas team.
- Conduct survey in selected schools (at least 6 schools) to test the questionnaire.
- Analyse the research results and developing criteria for area/topic and community selection.
- In collaboration with HELVETAS team, conduct interviews with tourism companies and make specific recommendations on future collaboration (collaborate with whom and how)
- In collaboration with HELVETAS team, conduct survey on potential visited areas and communities (about 10 areas), analyse on strengths and weaknesses of each place/community and make recommendations which places should be selected and what interventions toward communities are needed.
- Design suitable tours based on the results of survey (including area/community survey and customer survey) with tailor made possibilities.
- Make advices and recommendations on how to start tourism business

CONSULTANT PROFILE

- Master or bachelor holder in tourism, economic or financial management.

- Must have at least 5- year experience in management of tourist business and planning tours. Having experience on management of and designing tours for community-based tourism project is preferable.
- Having experience on education and community development is an advantage.

TIMEFRAME

The assignment will be undertaken during the period from December 15th 2013 to February 15th 2014. All activities must be completed within this time period and an acceptable report must be delivered by February 15th 2014.

Following is proposed times required for each task:

Work items	Unit	Quantity
Developing survey method and questionnaires. Conduct survey in at least 6 schools to test the questionnaires.	Day	4
Conduct survey with tourism companies.	Day	3
Conduct survey in potential visited areas and communities	Day	15
Writing reports with designed tours and advices/recommendations	Day	5
Present to HELVETAS and discussion	Day	1
TOTAL		28

APPLICATION

Interested candidates should send applications (CV and copies of related research) to Ms. Ngo Thi Kim Yen: kim.yen@helvetas.org & Ms Nguyen Tu Anh: nguyen.tuanh@helvetas.org by 12th December 2013.