

Terms of Reference

Mid-Term Review

Draft, 7 December 2017

IMPROVING LIVELIHOOD OF ETHNIC MINORITIES THROUGH COMMUNITY- BASED TOURISM (CBTVN)



1. Introduction

Center for Rural Economy Development (CRED) is implementing 4 years of community based tourism project (CBT) which funded by HELVETAS Swiss Intercooperation to help ethnic minority communities access additional incomes source and employment. This CBT project is piloting at 4 villages (Nam Hong, Nam Ai, Tan Phong, Suoi Thau) in 4 communes in Hoang Su Phi district, Ha Giang province and 2 villages (Phia Thap and Lung Niec) in Quang Uyen and Trung Khanh districts, Cao Bang province.

The overall goal of project is to contribute to livelihood improvements for ethnic minority communities in the Northern mountainous areas of Vietnam through development of community-based tourism. The project has 3 objectives: 1) Increase sustainable income for ethnic minority households in selected project areas through development of community-based tourism; 2) contribute to improving the environmental conditions of selected communities; and 3) contribute to preserve traditional cultures of local people.

There are 4 outcome of project are expected to be achieved by September 2019, including:

- Capacities of local communities in provision and management of sustainable CBT services are built
- CBT offers in project areas are well known as new tourist destinations in domestic and international market
- Newly established CBT is sustained through institutional development and establishment of a regional CBT umbrella and strengthened local CBT coordinators
- Policy support for responsible tourism and responding to the needs of communities and CBT value chain stakeholders is enabled

The project started initial interventions at grassroots level in 2016 and up to date the 6 CBT groups which have sufficient capacity to offer tourism services to tourists have been set up and operated. Numerous CBT trainings have been organized for local communities. Tourism products, tour experiences and packages have been developed and tested. Familiarization (FAM) trips for target tour operators and media, CBT video clips, social network, mountain bike challenge and cycling events have been developed/organized to promote the destinations and services. Tourism business linkages have been established among targeted tour operators and CBT service providers. 12 high quality homestay in 6 villages have been developed and hosted 3,000 travelers since September 2016.

CRED is looking for ONE national consultant to conduct the midterm review (MTR) for CBT project in Hoang Su Phi and Cao Bang with following information and tasks.

2. Objectives of MTR

The consultant will conduct the mid-term evaluation of the project to (i) determine the extent to which the objectives as defined in the logical framework have been met as of the date of the evaluation, and assess the livelihood achievement upon project completion and (ii) identify potential options for improving the project, which could include modification of activities, responsibilities of parties involved, taking into consideration the program's *relevance, efficiency, effectiveness, preliminary outcomes and sustainability*.

The specific objectives of the MTR are as follows:

- Assess the project progress, expected results, outcome, objectives and its achievements up to date
- Assess the possible sustainability of any results/outcome so far and impact of the project
- Identify the risks that may prevent for the project from achieving its objectives
- Provide lessons learnt to date with clear recommendations to inform future implementation and improve project delivery for the remainder of the project.

3. Review issues

MTR will conduct critical analysis of the 8 following aspects:

- **Relevance** of the program. Is the program's design adequate to promote CBT in Vietnam? What internal and external factors have influenced the ability of beneficiary groups (women and the poorer segments) and implementing partners to meet project targets? Is there a need to reformulate project targets to fit with local tourism development context and the available resources of project?
- **Effectiveness** of project implementation (achieved outputs versus planned outputs). Does the current performance indicate probability in achieving the project purpose (specific outcomes). Have there been any unplanned effects? Recommendations for improving the implementation of the project activities should be provided if deemed necessary.
- **Efficiency** of program implementation (output results achieved against inputs and budgets used). Has the project reached the expected number of beneficiaries within the expected time frame? Are the project's activities in line with the overall intervention framework/CBT development road map? Are the disbursements and program expenditures in line with expected budgetary plans?
- **Feasibility** of the project in terms of design, scope, implementation, management and institutional arrangement with conclusions on the livelihood that the project will have the expected results at the end of the project given the current intervention design and implementation experience.
- **Preliminary outcomes/impact** of the project: Has the project generated any results that could indicate that the project intervention has had positive impacts on the capacity of local partners and villagers, destination image, quality of CBT services, and tourism environment
- **Sustainability** of project results beyond the end of the project, taking into consideration the local technical and socio-economic context and CBT development in Vietnam. Will local partners, communities continue to maintain and expand CBT services promoted by the program?
- **Technical, socio-economic and institutional challenges** that may hinder in the effective implementation of the project activities considering the context of CBT development in Vietnam
- **Recommendations** for further improvement in the design, delivery and resourcing of the project to increase effectiveness, efficiency, relevance, and impact in the second half phase of implementation.

4. Responsibilities and scope of works

The consultant will be responsible for completing all tasks relating to the Mid-term review with the following main tasks:

- Brief meeting with project team to get deeply understand on the project
- Reviewing available secondary information and data provided by project and project partners
- Prepare workplan for mid-term review (including detailed methodologies (qualitative/quantitative, number of working days, budget and plan etc.)
- Finalize detail workplan based on comments from project team
- Conduct the field surveys in selected communes using participatory methodologies
- Analyzing data and reviewing related documents
- Write the draft mid-term evaluation report
- Conduct meeting with project team to brief on the key findings of the review and get comments/inputs from project team
- Finalize the midterm review reports (in English) and submit to project

5. Methodology

The Consultant must adopt a consultative and participative approach. This will include, but are not limited to, field visits to program provinces; meetings with project team and partners, program in addition to a desk review of program documents and reports. The MTR is seen as an open, transparent learning process for all stakeholders/beneficiaries involved in the program. It shall allow for achieving a common understanding of the institutional and working environment, the current status – achievements, pitfalls and constraints – as well as opportunities and challenges of the program.

Following steps are proposed:

a) Data collection and review

- Desk study: relevant project documents and reports
- Field survey: the consultant can propose different methodologies and tools which may include Interview (open and semi-structured); Group discussions (by mixed and focal groups); stakeholder meetings/ In-depth interview to relevant stakeholders.

b) Report writing: The consultants will process the collected data and information to develop an evaluation report using appropriate data processing applications.

6. Expected results

- An oral debriefing at the end of the mission will be held in CRED office
- A draft report (1 softcopy) in English submitted to CRED before 1 March 2018.
- The draft report presents the analysis of the 8 review issues specified in paragraph 3 above plus respective conclusions and recommendations. While the main part should present the results in a very concise form, details can be placed in Annexes attached to the main report.
- A final report (softcopy) in English submitted to CRED before 15 March 2018.

7. Timetable and reporting

The Mid-term project review mission will be conducted from Jan 2018 and to be completed by the end of Feb 2018.

The tentative schedule for the mission is presented below:

Tentative time	Description of Activities	Day
<i>Week 2, Jan 2018</i>	Desk review of the project documents and meeting with project team; develop workplan, methodology	3
<i>W3/Jan 2018</i>	Travel to Hoang Su Phi and meeting with local project partners, local project staff; Tay Con Linh CBT cooperative	1
<i>W3/Jan 2018</i>	Meetings/interviewing with selected CBT groups and service providers in Hoang Su Phi	3
<i>W3/Jan 2018</i>	Travel Hoang Su Phi – Cao Bang	1
<i>W4/Jan 2018</i>	Meetings/interviewing with selected CBT groups and service providers in Cao Bang	3
<i>W4/Jan 2018</i>	Travel to HN and first feedback reflections to CRED	1
<i>Feb/ 2018</i>	Mission report and debriefing with CRED	4
<i>Feb 2018</i>	Final report	1
		17 days

8. Requirement for consultant

The consultant needs to have 5 years extensive experience in CBT development/ and community development in South-East Asian countries, strong background in social and economic appraisal techniques. She/he will have:

- A proven track record in project evaluation/M&E, preferably in a transition-to-market economy context and a poverty reduction framework;
- Post graduate degree/ Bachelors degree in statistic, economics, development studies or relevant fields

9. Logistic supports and consultant fee

- Logistic supports for consultant will be made based on cost norms and regulations of CRED
- Consultant fee is negotiable based on CRED policies and the qualification of the consultant

The consultant or consultancy companies who are interesting in this consultant assignment should submit work proposal outlining time, frameworks and detailed methodologies for completing the mid-term review, expecting consultant fee, logistic and others along with the individual consultant's C.Vs to CRED email at cred@cred.org.vn before December 30th, 2017.

Only short-listed consultant will be contacted for interview and contract.