



TERMS OF REFERENCE FOR CONSULTANT

Market Research on the Domestic Market for Community-Based Ecotourism (CBET)

1. Background

HELNETAS Swiss Intercooperation (Helvetas) is one of the most experienced and largest development organisations of Switzerland with an approach to support the efforts of disadvantaged people and communities and to empower them to determine the course of their lives. HELNETAS promotes fair access to essential resources and to protect social, economic, political, environmental and cultural rights. Having worked in Vietnam since 1994, initially in the sectors of agriculture, forestry, and rural development, our today's program focuses on sustainable and inclusive economies, with strong and growing links to environment and climate change and vocational skills development.

Akte - The Swiss Fair travel - Tourism & Development working group was founded in 1977 by Swiss development organisations, SDC and committed tourism operators. The competences centre, which has some 130 members, is a non-profit organisation concerned with the social, cultural, economic and ecological impacts of tourism on development. Its aim is to promote the cause of the disadvantaged population in tourist destinations and to foster respect for human rights in tourism by raising public awareness, advocating fair trade in tourism in a critical dialogue with the travel industry, and encouraging travellers to be informed consumers.

HELNETAS was a founding member of *Akte*. Both organisations have a track record in cooperating. The collaboration comprises communication activities, especially regarding criteria of responsible travelling res. tourism. Among other activities, *akte* provided subject matter inputs to HELNETAS' tourism projects and travel programmes. HELNETAS' projects and events were also published on *akte's* website www.fairunterwegs.org.

The alliance partnership between HELNETAS and *akte* aims at contributing to sustainable development, with special focus on fostering fair and responsible tourism in partner countries. It thus supports the implementation of the agenda 2030, including the respect for human rights, and contributes to the achievement of the Sustainable Development Goals (SDG). The alliance will focus on contributing to SDG 8 and SDG 12. The key principles throughout are conservation of biodiversity, supporting local groups to preserve indigenous cultures, women's economic empowerment and creating jobs for youth. *akte* will provide support in product development and connection to the Swiss and the world tourism markets and will thus play a match-making role between Swiss/European tour operators and local Vietnamese actors with the aim of jointly defining the products and to bring in the market and customer perspective and expectation. The "Inclusive Market System Development" approach will be applied.

In 2021 and 2022, HELNETAS & *akte* plan to conduct 2 comprehensive research studies on domestic and international market demand for ecotourism in the COVID-19 and post-COVID-19 context in Vietnam. The objective of the studies is to provide inputs for current Helvetas and

future Helvetas/*akte* projects in the field of ecotourism, and to share with policy makers and businesses for their information and strategy development support for community-based ecotourism in the context of the "new normal". We are therefore looking for a group of highly competent experts to carry out research on the domestic market for ecotourism.

2. Purpose & objectives of the consultancy

The **purpose** of the consultancy described in this TOR is to conduct a research study on the domestic market demand for ecotourism in the COVID-19 and post-COVID-19 context in Vietnam. The study will also analyse the shifting trend of domestic market for community-based eco-tourism (CBET) in the "new normal" context. The study will also outline a strategy for development and promotion of CBET models and products in the Central Highlands region of Vietnam where Helvetas, in partnership with US WWF, is promoting Community-Based Ecotourism within VBFC project funded by USAID. Finally, the study will examine the role of policy makers and local government, international organizations and businesses in supporting communities to catch up with market trends.

To achieve the purpose, the consultancy has these 3 objectives:

Objective 1: To conduct the research on the domestic market demand for ecotourism in the "new normal" context in Vietnam.

Objective 2: To initiate a national sharing event to disseminate the research findings

Objective 3: To consolidate all findings in a final report with a focus in tourist destinations in the Central and Central Highlands Regions of Vietnam.

3. Deliverables and timeframe:

Deliverable	Timeframe	Deliverable Requirements
1 Workplan & methodology	Not later than one week after the contract signed	Electronic by email. In Vietnamese
2 Category for selection of interviewers and interviewees. Questionnaire	26.11.2021	Electronic by email. In Vietnamese
3 Draft report	10.12.2021	Electronic by email. In Vietnamese
4 Final report	15.12.2021	Original hard copy in Vietnamese
5 Sharing event	Not later than 22.12.2021	Photos, list of participants
6 Report on the event	25.12.2021	Electronic by email. In Vietnamese

4. Mission Team/Responsibilities of the members of the mission team

- The consultant or group of consultants undertaking this assignment must be Vietnamese citizens.

- Strong background in the field of ecotourism, community tourism, responsible tourism.
- Having deep understanding of domestic tourism market and community-based eco-tourism.
- Having strong connection with related stakeholders in tourism sector
- Working proficiency in spoken and written English is mandatory.
- Good knowledge of Central and Central Highland of Vietnam is an advantage

5. Time Frame of the assignment

The timeframe for this assignment will be from November 22th to December 31st 2021.

In the event that fieldwork and face to face meetings are not possible due to COVID-19 conditions and travel restrictions, HELVETAS Vietnam and the consultant/consultants will organize alternative methods of information gathering (such as online meetings). In the event that there are no practical alternative methods of information gathering, and this is likely to cause delays in implementing the consultancy then HELVETAS Vietnam and the consultant/consultants will discuss and agree on revised deliverable dates.

6. Applications

Interest candidates please submit Technical and financial Proposal to Helvetas.vietnam@helvetas.org and trieu.tuanh@helvetas.org by November 17th, 2021. Only shortlisted candidates will be contacted.