

**Project:** Swiss Tourism for Sustainable Development – Assessment Report for component 3

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**Contractor :** Name  
Company  
Address  
Country, etc.



**E-Mail**

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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.

In Quang Nam, the support focuses on the issue of perceived ‘over-tourism’ within the ancient city of Hoi An. As a strategy to reduce pressure on the heritage site, while maintaining visitor nights to the area, ST4SD is promoting the development of ‘satellite’ attractions – Cam Ha vegetable village is one such site, being developed as a model for future expansion of such attractions around the province.

ST4SD requires a national consultant to develop sustainable tourism products, focusing on agritourism products in Cam Ha commune, Hoi An City.

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

1. Destination profile  
Provide a summary on provincial level and for Hoi An as well as a more in-depth profile of Cam Ha.
2. Competitive analysis of the current tourism attraction status of Cam Ha. Comparison to other sites and attractions in the area, recommendation for positioning of Cam Ha (USP, differentiating factors). This could be done by using Porters Diamond Model or similar.
3. Analysis of the central hypothesis that development of ‘satellite’ attractions around Hoi An will reduce ‘over-tourism’ or impacts of tourist arrivals to the heritage site. This should include a “risk assessment” which will, among others, evaluates if more attraction in the region will not further increase the number of arrivals in Hoi An. It should also define how to mitigate this risk (e.g. support Hoi An for sustainable management, strengthen joint destination management between Hoi An and Cam Ha...)

## **3. Expected results (or Output)**

1. A comprehensive destination profile of Hoi An and Cam Ha based on the grid provided. Major changes to the proposed grid should be discussed with HSLU.

2. A report on the competitive analysis of Cam Ha and the comparison to other sites and attractions in the area including recommendation for the positioning of Cam Ha (USP, differentiating factors).
3. A report on the analysis exploring the hypothesis that developing 'satellite' attractions around Hoi An will reduce over-tourism. It examines the relationship between satellite attractions, visitor numbers, and the pressures faced by the heritage site.

#### **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 documents:

- Tourism strategy and planning documents
- Information on project 3603
- Provincial Resolution 13 on green tourism

#### **5. Time Frame of the assignment**

<b>Date</b>	<b>Activity</b>	<b>Field based ( Y/ N)</b>
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 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 product development, especially agritourism products and Quang Nam tourism products are advantages, especially Hoi An City.
- 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 the proposal to [Trieu.Tuanh@helvetas.org](mailto:Trieu.Tuanh@helvetas.org) and [assist3@st4sd.vn](mailto: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.