

## TERMS OF REFERENCE (TOR)

### **Trainer for Community-Based Tourism Management and Destination Marketing Organization (DMO) Development**

**Location: Khun Village, Bang Lang Commune, Quang Binh dist, Ha Giang province**

The "**Swiss Tourism for Sustainable Development in Vietnam**" (ST4SD) project is funded by the Swiss State Secretariat for Economic Affairs (SECO) and implemented by **HELVETAS Vietnam and CRED**. The project aims to promote sustainable, inclusive, and community-based tourism in high-potential but underdeveloped regions.

In **Ha Giang**, the project is being piloted in **Ban Khun (Bang Lang commune, Quang Binh district)** and **Lung Hau village (Thai An commune, Quan Ba district)**. We are seeking a **Trainer** to support CBT Management Board and community in Khun Village.

#### **1. Background**

Khun Village in Bang Lang Commune, Quang Binh District possesses strong potential for developing community-based tourism, thanks to its natural resources, cave ecosystems, and rich cultural heritage. However, to effectively and sustainably tap into this potential, the community needs to be professionally organized and managed.

Strengthening the capacity of the local Community-Based Tourism (CBT) Management Board and developing a Destination Marketing Organization (DMO) is a strategic step toward ensuring that the local community can actively engage in, coordinate, and benefit from tourism activities.

#### **2. Objectives of the Training**

- To strengthen the capacity of the CBT Management Board in Khun Village to manage tourism operations effectively.
- To guide the community in gradually developing and managing a DMO model suitable for local conditions, including election of the board, role and responsibilities of each board member
- To share best practices in association development and tourism governance.
- To improve coordination, management, transparency, and effectiveness in organizing, pricing and marketing the destination (BtoB and BtoC).

#### **3. Scope of Work**

The selected trainer will be responsible for the following tasks:

- **Develop training materials and curriculum**, including:
  - Fundamentals and roles of a CBT Management Board

- Overview of Destination Marketing Organization (DMO) models
- Procedures for planning, internal regulations, and task delegation
- Skills for group facilitation, decision-making, cross-sectoral collaboration, and destination pricing and marketing
- **Conduct a 3-day training program**, combining theory and participatory group activities.
- **Assess participants' learning outcomes, develop pre and post training test** and compile feedback, results and recommendations for follow-up support.
- **Assist the community in drafting an action plan** for forming or strengthening their local DMO.

#### 4. Expected Outputs

- One successful training course conducted in Khun Village, with at least 15 community participants.
- The community gains a basic understanding of CBT management and DMO principles.
- Training materials and a final report are submitted to the community/project team.
- A clear roadmap for establishing and operating a local DMO is proposed.

#### 5. Required Qualifications

- Minimum 5 years of experience in community-based tourism, association management, or DMO development.
- Proven track record in training and technical support for local communities in Vietnam.
- Strong communication and facilitation skills, especially with participants who are new to the topic.
- English proficiency is an asset. Priority will be given to candidates with prior experience in northern mountainous regions or similar contexts.

#### 6. Duration and Location

- **Location:** Khun Village, Bang Lang Commune, Quang Binh District
- **Expected timeframe:** Q3 2025. Exact date will be confirmed after consultant is selected
- **Duration:** Training preparation (1 days), conduct training (3 days), reporting (1 days). Total 5 days

#### 7. Application Requirements

Interested candidates are invited to submit:

- Curriculum Vitae (CV)
- Letter of Interest
- Draft outline of proposed training content

**Submit to:** [assist3@st4sd.vn](mailto:assist3@st4sd.vn) and [Olivier.messmer@helvetas.org](mailto:Olivier.messmer@helvetas.org)

**Application Deadline:** 25.06.2025