

## TERMS OF REFERENCE

### A national consultant to community-based ecotourism scoping study in three communes of Trung Khanh Cao Vit gibbon conservation area

**Position:** Community-based ecotourism consultant  
**Duration:** 20 days, expected from December 2022 – March 2023  
**Duty station:** Trung Khanh Species and Habitat Conservation Area (SHCA)  
**Reporting to:** Project Manager

#### 1. Background

FFI's mission is to conserve threatened species and ecosystems worldwide, choosing solutions that are sustainable, based on sound science, and which take into account human needs. FFI's strategy to achieve this mission is to work with in-country organizations at all levels to support them in identifying and implementing country led sustainable solutions.

The strategic goal of the FFI Vietnam Primate Programme is to identify primate populations in most need of conservation interventions and provide strategic species-focused conservation in the field, based upon sound science and participation of local communities and other relevant stakeholders.

Cao Vit gibbon (*Nomascus nasutus*) also known as Eastern black-crested gibbon was, after about 40 years without information on the existence, found by FFI's scientists<sup>1</sup> in 2002 in the remote forests of Trung Khanh District, Cao Bang province, border to China. Since the rediscovery of the rarest ape in the world, FFI and governmental agencies of Vietnam took a lot of conservation measures and efforts to keep the remnant population from immediate extinction. As the results, the Cao Vit gibbon population gradually recovered from 26 individuals in 2002 up to about 100 individuals<sup>2</sup> in 2021.

The success of gibbon conservation and its habitat has been generating benefits for other wild animals living in Trung Khanh Cao Vit gibbon Species and Habitat Conservation Area (SHCA), and one of those is macaques. There are three species of macaques, namely Rhesus, Assamese and Stump-tailed macaques. The total number of these macaques is now as many as Cao Vit gibbons and they are competing with Cao Vit gibbons for food and habitat. These macaques also eat agricultural products and destroy crops, mainly maize, of local resident in places outside of the protected area, causing loss and damage of crops.

Conservation and development are always conflict to each other and often viewed as separate. Right from the beginning, FFI has had initiatives to integrate conservation and economic development activities into this area to one hand sustain the Critically Endangered Cao Vit gibbon population, and help local people in 13 villages close to forests to improve their livelihood to reduce the dependence on forest resources on the other hand. The development activities, supported by FFI, include fuelwood plantation, improved stoves, elephant grass growth, conversion of wood waterwheel into steel waterwheel, goat remove,... Pre-Covid, Vietnam had one of the fastest growing tourism sectors in the world, including an emerging

<sup>1</sup> La Quang Trung and Trinh Dinh Hoang (2002). Report on survey of eastern black crested gibbon (*Nomascus sp. cf. nasutus*) in Trunh Khanh District, Cao Bang Province. Fauna & Flora International Indochina Programme, Hanoi, Vietnam.

<sup>2</sup> Ollie Wearn, Trinh Dinh Hoang, Le Khac Quyet, Chang-yong Ma and Nguyen Duc Tho (2021). Cao Vit Gibbon transboundary census survey report (*Nomascus nasutus*) at the CVG SHCA in Trung Khanh, Cao Bang, Vietnam and the Biang Liang, Jingxi, Quangxi, China. Fauna & Flora International – Vietnam Programme, unpublished report, Hanoi.

interest in eco and nature-based tourism including Trung Khanh district. In 2022-23, we expect to see strong growth in this area return, from both domestic and international markets, providing local people with new incentives, sustainable finance and pride derived from healthy gibbon populations.

FFI is now recruiting a community-based ecotourism scoping study consultant to assess community-based ecotourism in three commune and Trung Khanh SHCA in Trung Khanh.

## **2. Objective**

The objective behind this task is to guide FFI on establish of a Social Enterprise - Community base tourism to contribute to biodiversity conservation and livelihood improvement in Trung Khanh landscape of Vietnam;

The tourism consultant will analyse the tourism opportunities in Trung Khanh landscape of Vietnam, its challenges and recommend ways to implement tourism program to contribute to biodiversity conservation and livelihood improvement in Trung Khanh landscape of Vietnam.

## **3. Deliverables**

A report on assessment of sustainable, and potentially for eco-community based tourism in the three communes. The report will contain, but not be limited to:

- Summary document of key actors/players and their role in the eco-tourism market, especially those relevant to Trung Khanh Landscape.
- Interview summary and contact details of these key tourism actors.
- Market research report highlighting key opportunities in eco, agro and culinary tourism in Vietnam with specific focus on Trung Khanh landscape.
- Report on the type of eco-tourism products in great demand nationally and which of these products can be relevant to Trung Khanh landscape.
- Product benchmarking: an analysis report of different tourism products currently available in Trung Khanh and recommendation on pricing, marketing strategy to have competitive advantage over existing tourism products.
- Market analysis report identifying the target tourism market and strategy report to attract these target customers.
- Conduct SWOT, cost benefit and market analyses of eco, agro and culinary tourism options for Trung Khanh.
- Identify existing infrastructure facilities to support tourism in Trung Khanh, make specific recommendation on the basic requirements and associated costs.
- Assess potential models for community-based ecotourism social enterprises.
- Explore tourism certification (e.g., Global Sustainable Tourism Council, Wildlife Friendly) options.
- Identify in-country service providers and all business partners (customers and investors) for potential tourism partnership in Trung Khanh.

## **4. Scope of work**

The scope of work for the consultant will include but not be limited to:

- A desk-based review community eco-tourism of other, similar products in Vietnam, as well as nature tourism in general; Review models and good practices of community eco-tourism of other areas that have similarity conditions with Trung Khanh district;
- Undertake a quick commodity market research for existing and potential community eco-tourism in Trung Khanh focus in three communes;
- Conduct a cost-benefit and risks analysis associated with developing tours (tracking, bird/gibbon-watching) in Trung Khanh;
- Conduct assessment on potential models for establishing community-based ecotourism social enterprises;

- Conduct a SWOT analysis of whether tours should focus on the local landscape and buffer zones ethnic minority villages, and/or attempt to develop actual gibbon watching itineraries;
- Review local community eco-tourism development policies; plus the legal and political context and any potential barriers;
- Conduct a field work to 13 key villages of three communes and Trung Khanh species and habitat conservation area (SHCA) in Trung Khanh district and Cao Bang city, Cao Bang province;
- Compile the report and submit to FFI.

## **5. Time Span**

This assignment is expected to be carried out in a period of 20 man-days including reporting days. All cost for the field trip shall be covered by FFI. Travel days are not paid.

## **6. Qualifications and experience**

- University degree (Master is an advantage) specified in one of the following fields: tourism, social science, sustainable development or other related fields;
- At least 10 years of working experience in the field of community eco-tourism;
- At least three years of experience in providing consultancy services of suitable community eco-tourism for Northern mountainous provinces or similar assignments;
- Experience in community eco-tourism extension;
- Experience in community eco-tourism research;
- Working experience in mountainous and limestone/Kast areas is required;
- Good in spoken and written English;
- Strong ability in writing English technical report.

## **7. Administrative support**

FFI will provide the community eco-tourism consultant with the following support:

- Administrative procedures to work in the field and FFI's local partners;
- All local cost for field trip following FFI's cost norms.

## **8. Remuneration conditions**

- Remuneration will correspond with the qualifications and work experiences required for the post as referred to in Part 6 of this TOR and FFI's cost norms.
- Payment of other related expenses including travel, field works and per diem of the consultant and local guide(s) accompanied will follow FFI's financial regulations and cost norms;

## **9. Application process**

Interested and qualified candidates are invited to send a letter of interest, CV, quotation, draft survey proposal and plan in English to Ms. Le Hong Viet via email [viet.hong.le@fauna-flora.org](mailto:viet.hong.le@fauna-flora.org) no later than December 11<sup>st</sup> 2022. Only shortlisted candidates are contacted for interviewing.

For more information, please visit [www.fauna-flora.org](http://www.fauna-flora.org)