



Terms of references for the position of regional coordinator of the Working group on Sustainable Tourism and Regional Resilience

Partnership between Local Authorities and Universities

RVASE

AIMF NETWORK IN SOUTHEAST ASIA

Hosted by the Municipality of Phnom Penh

Context

The AIMF is the international network of French-speaking local authorities. Together, its members nurture the vision of a city that promotes sustainable and inclusive growth, and puts people at the center of urban projects. Together, network members are developing new forms of cooperation that combine joint reflection at the highest level with action on the ground, giving priority to innovation and local expertise. Bringing together over 300 cities, local authorities and local government associations in 50 countries, the AIMF's mission is to voice the views of its members so that their positions are taken into account in the various decision-making bodies, and to implement concrete projects in the field of urban development.

At a time when governments are choosing to strengthen their regional integration in order to prevent conflict, reinforce stability, preserve the environment and promote socio-economic development, dialogue between local authorities of a same region helps to boost connections and unite populations and their governments around shared challenges and interests. The AIMF and the European Union have been working with this shared vision since 2015 to foster dialogue between local authorities; this strategic partnership was renewed in 2021 to ensure that this cooperation becomes a real lever for action for cities and local authorities.

Collaborative platforms are thus an integral part of the dialogue and action process in each sub-region. Their aim is also to encourage multi-stakeholder dialogue to promote territorial development, and thus encourage civil society, universities, research institutes and the private sector to work together to find collective solutions for sustainable urban development.

The regional dynamic of work in South-East Asia has been built around the topic of heritage preservation and maintenance. Through regional seminars held in 2013, 2015 and 2016 between Luang Prabang, Hue and Phnom Penh, the desire to create a regional network gradually took shape. In this context, the AIMF Regional Network in Southeast Asia (RVASE) was launched in December 2019, and supported within the framework of the strategic partnership between the AIMF and the European Union in favor of dialogue between local authorities.

Therefore, setting up a collaborative platform to facilitate exchanges of experience and expertise between local authorities and universities, on a local scale and on a regional scale, seems very appropriate. Such a framework will provide the means to reflect collectively on specific issues linked to the selected thematic area, in order to support the shift to action, iteration and even scaling-up of the proposals co-constructed within this framework.

Sustainable tourism in South-East Asia

In Southeast Asia, the brutal realization of economic dependence on international tourism during the pandemic is leading governments in the sub-region in the short term to find mitigation strategies, mainly to encourage and facilitate regional and national tourism, made possible by the consolidation of a middle class over the past 15 years or so. In Vietnam, for example, the authorities launched the "Vietnamese visit Vietnam" campaign in June 2020; in Cambodia, political and media figures encouraged outdoor activities such as camping and mountain biking. In the long term, governments are encouraging a process of economic (re)diversification, in particular by supporting the diversification of development strategies for the tourism sector, i.e. how to calibrate the region's tourism offers to attract tourists from all horizons, near and far.

The pandemic has also accelerated pre-existing digitalization trends of the tourism sector. The development of e-tourism is one example. Inscribed in a longer timeframe, but as devastating or more than the pandemic, climate change also poses a threat to the sustainability of tourism in urban areas. South-East Asia is poised to be particularly vulnerable to extreme heat, torrential rain and flooding. How can we adapt spaces and mobilities for a large variety of flows of tourism, and ensure their sustainability, in such a context?

Finally, the sub-region's rapid urban development raises questions about the management of tourist traffic and the attractiveness of the region in the medium and long term, particularly with regard to the preservation and promotion of built heritage. The main issue is how to better manage tourist flows and their consequences (management of tourist sites, hospitality infrastructures, urban facilities for pedestrians, sanitation in touristic areas, etc.). However, it is also necessary to imagine how to make the city of the past, bearer of history(ies) and cultural symbols, cohabit with the city of the future (how to work on the preservation and enhancement of urban buildings in a context where land pressure is very strong? How can we integrate the challenges of heritage urban landscapes into rapidly changing urban environments? How can we avoid the pitfalls of "excessive" heritage preservation?).

In practical terms, the aim of the working group is to contribute actionable suggestions to address the following questions: How do changes in the tourism sector affect local development? What leverage do national frameworks for green growth offer the tourism sector? What strategies for attracting national, regional and international tourists exist and can be applied at local level? How can local authorities support these trends to ensure that they are positive for all urban stakeholders? What digital tools and services can leverage or accelerate the sustainability of the tourism sector? What temporary or permanent urban improvements can be devised to support sustainable tourism dynamics?

The "Sustainable tourism and regional resilience" working group set up a platform to host a multi-stakeholder dialogue on the challenges mentioned above. The dialogue thus initiated will also enable the pooling of knowledge and the sharing of best practices. This dynamic will provide RVASE members with expertise and a fresh perspective on their issues, feed into sub-regional dialogue, and strengthen cities' capacities to implement strategies and actions for tourism development, and more generally for local urban development.

Stakeholders pre-identified to participate in the working group

#	Local Authority	University
1	Phnom Penh Capital Administration	RUFA, Dept. Of Architecture RUPP, Dept. Of Sustainable Urban Development
2	Province of Battambang	University of Battambang, Dept. Of Architecture (TBC)
3	City of Hue	University of Hué, Dept. of Science, Technology and International relations School of Tourism and Hospitality
4	City of Luang Prabang	University of Souphanouvong, Dept. of Tourism and of Architecture

Objectives and expected results of the "Sustainable tourism and regional resilience" working group

General objective:

Support local authorities in setting up sustainable tourism initiatives by strengthening collaboration with local academic bodies.

Specific objectives

- Setting up an exchange platform to formalize dialogue between local authorities and universities.
- Capacity-building for local government technicians
- The development of local knowledge (results of studies) to support decision-making and the implementation of local public policies (taking action).

Expected outputs and results:

- A proposal for a capacity-building program that takes into account the needs of local authorities, and the observations and recommendations of partner universities;
- An action plan by locality and a sub-regional plan to develop sustainable tourism and territorial resilience;
- An advocacy argument in favor of sustainable tourism and territorial resilience;
- A capitalization review of the various city-university initiatives carried out on the theme of "Sustainable tourism and territorial resilience", including analysis and assessment of the work undertaken by the working group;
- Constructive collaboration at local and regional levels.

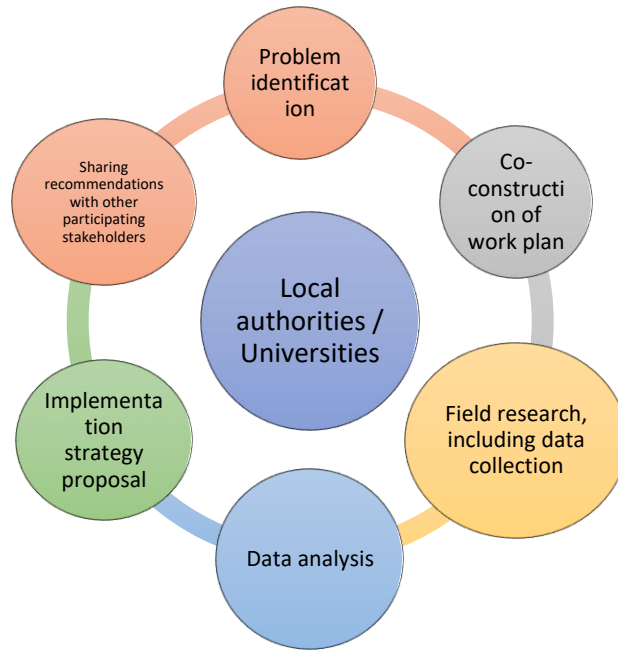
The expected duration of the activity is 18 months, and the working languages are English and French, as well as Khmer, Lao, and Vietnamese.

Suggested methodology: action research

Action research is the methodology proposed for this working group: it provides an opportunity to respond to a need and disseminate knowledge based on local experience and knowledge.

This approach involves tackling a problem holistically, taking into account the characteristics of its environment. Action research is thus based on scientific analysis as close to the field as possible, with the aim of supporting change on a societal scale and, more specifically, on a city scale.

To achieve this, various stakeholders are expected to join forces and take part in the research process, which is designed as a "common space", an approach that brings together human, social and scientific configurations, enabling a different understanding of the territory and its challenges. Collaborative research will be the preferred approach. Building and strengthening relationships between cities, their local representatives, lecturers and universities will facilitate the creation of long-term collaboration.



Terms of reference for the regional coordination position

(Professor and/or researcher profile highly recommended to apply)

Local authorities-university consultation framework:

The consultant is responsible for ensuring that the implementation of the methodology and its working tools promotes the participation and contribution of local authorities. The method employed must guarantee the implementation of an ongoing dialogue between the local authority, the university and other research players who may be involved in the process. The methodology adopted by the expert must guarantee:

- Identification of the scientific questions that the local authority is asking, through the identification of their issues.
- Information and data collection must be collaborative. Information and indicators are necessary for the implementation of the action research system.
- Emphasize the relationship and sharing between the local authority and the university.
- Provide a methodological device or tool to improve approaches to bringing skills and knowledge closer together.

Tasks:

Working with the RVASE coordinator, who coordinates the network of cities in Southeast Asia, the consultant will supervise and manage the Local Authorities and Universities Collaboration for Sustainable Tourism in RVASE member cities and provinces in a multi-stakeholder dynamic.

The consultant's mission will be to:

- **Assist participating cities and provinces in defining one or more topics to be addressed by the Local Authorities and Universities for Sustainable Tourism Collaboration working group.**

Conduct action research on the issue defined by the city: The consultant will lead the action-research work aimed at responding to the issue(s) identified by the cities, and will be responsible for drawing up the work schedule, gathering information and data, and scheduling interviews with the local authority's various contacts and partners. He/she will also act as a bridge between the university and the local authority, ensuring that the research and collaboration between the various parties progresses smoothly.

- **Propose an action strategy (roadmap, plan...) that will enable the local authority to respond to its problem(s).**

The consultant will have to propose a realistic action strategy (strategic plan, roadmap) that addresses the city's issues. This will also involve proposing a monitoring and evaluation system for the first actions to be implemented by the LA, in association with the partner university, which has been involved throughout the process.

- **Co-construct with the RVASE network coordinator a capacity-building plan for the LA on the theme of resilience through sustainable tourism.**
After gathering information and data, and understanding the issues and needs of the LA, the consultant will work with the coordinator to draw up and implement a capacity-building plan. The implementation of this capacity-building plan will benefit the entire sub-regional network through knowledge sharing with the various RVASE members via the AIMF platform.
- **Contribute to the thematic advocacy of the regional network by raising awareness and disseminating research results.**
The consultant will be required to submit proposals for recommendations and any other advocacy elements that will enable the city to pass on proposed solutions to the national or regional level. He/she will also have to formulate two recommendations specifically aimed at advocacy, which will be carried by the sub-regional network.
- **Facilitate the sharing of results and knowledge with other local authorities and universities in the sub-region, by creating frameworks for consultation and exchange.**
The consultant undertakes to facilitate and coordinate sharing and exchange mechanisms with other local authorities and universities in the sub-region working on "Sustainable tourism" and "Territorial resilience". He/she undertakes to present and report on the results of the action research at the RVASE sub-regional meeting in 2024.

Implementation stakeholders and relevant responsibilities

Stakeholder	Role of the organization	Position	Responsibilities
Local Authorities	Political support to the activity; institutional participation in exchanges; commitment to implementation	LA focal point	Identification of themes and geographical perimeters of work
			Ensure access to relevant data
			Appoint relevant staff members to join capacity building sessions.
University	Identification of participating professors; institutional participation in exchanges.	University focal point	Actively contribute to the workshop on co-construction of the work topics.
			Mobilize the human resources needed to carry out the study defined with the LA; produce, supervise and ensure the quality of the study work carried out.
			Be in regular contact with the coordinator and share news of the study's progress.
AIMF: Permanent secretariat (Paris) & Regional office (Phnom Penh)	Strategic oversight	Regional network coordinator	Support for coordination and achievement of working group objectives
			Follow-up and support for LA/University dialogue
			Activity reporting

Deliverables:

- Capitalization report on the various city-university initiatives carried out in the field of "Sustainable tourism and territorial resilience", including analysis and assessment of the initiative.
- Proposal for a capacity-building scheme, taking into account the needs of local authorities and the observations and recommendations of partner universities.
- Sub-regional action plan to develop sustainable tourism and territorial resilience
- Advocacy argumentum supporting sustainable tourism and territorial resilience at local and regional levels

Profile :

- At least 5 years' experience in regional academia (teaching and research) or a research center located in the geographical area of the pre-identified local authorities (contracting can be done on behalf of the university or the individual researcher, but in both cases the university or research center must take part in the action).
- More than 10 years' experience in local development, tourism development, land-use planning for tourism, or any other related field of research.
- Writing and speaking skills in French and English (written level in one of the two languages must be at academic level - DELF B2, IELTS, etc.).
- Experience in decentralized cooperation is desirable.
- Experience in capacity building
- PhD degree preferable

The proposal:

The proposal must include the following elements:

- A technical proposal detailing the implementation methodology (max. 2 pages)
- A proposal on the structuring of activities and the implementation schedule (max. 4 pages)
- A presentation of a selection of previous professional experience similar, in whole or in part, to the tasks requested. (max. 4 pages)
- A financial offer that does not exceed the maximum amount foreseen for the realization of the action, i.e. \$10,000 maximum,
- An estimate of potential travel expenses.

Location:

The candidate must be based in the Cambodia - Laos - Vietnam area, and available to travel within the region during the assignment.

Working languages:

French, English and one of the languages of the sub-region (Khmer, Lao, Vietnamese).

Duration of assignment:

Planned: 18 months.

Contractual terms:

The consultancy contract is contracted under French law with AIMF headquarters, located in Paris, France. Payments will be made by bank transfer from France.

Contacts and submission of offer:

For any questions, and to submit an offer, please send an email to the following persons:

- Ms Emilie TRAUB, in charge of the AIMF regional network in South-East Asia: Emilie.ppch.aimf@gmail.com
- Ms Hayati HASSANI, EU Project Manager, AIMF Permanent Secretariat: h.hassani@aimf.asso.fr

Offers must be submitted by September 10th, 2023, midnight.