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Strengthening Internationalization of
Vietnamese Emerging Universities
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Preparation of a CBHE Project Proposal

- Part B – Narrative Technical Description based on the example: Sustainable Tourism in Vietnam

What is a good application?

It is not just **succeeding in being selected**, but in **delivering the expected results**

- ✓leading to effective implementation
- ✓producing the expected changes
- ✓keeping the results alive after the funding period

Smooth implementation highly depends on the amount of time you invest in the preparation, as at this stage you are able to wipe out many potential obstacles

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The **preparation** is a structured process aimed at **demonstrating**

- ✓ the project's potential impact
- ✓ coherence
- ✓ alignment with Erasmus+ priorities

This section must include detailed explanations under several critical headings

Overview of Part B – Technical Description

Key Sections:

- - Relevance (1)
- - Background and General Objectives (2)
- - Needs Analysis and Specific Objectives (3)
- - Complementarity with Other Actions and Innovation (4)

1) Relevance

This subsection highlights how the project:

- **aligns** with the objectives of the Erasmus+ CBHE framework
- **addresses** the specific challenges and priorities of the target region.

It should justify the project's importance within the broader context of higher education development, focusing on its contribution to:

- innovation
- inclusion
- sustainability

1)Relevance

Key areas:

- regional labor market needs
- policy frameworks
- societal challenges
- must be referenced to demonstrate alignment with local and international goals

Relevance: Why Sustainable Tourism in Vietnam?

- - Vietnam's rapid tourism growth vs. environmental and cultural challenges

Aligns with:

- Vietnam’s National Green Growth Strategy 2021–2030
- UN SDGs*: Goal 11 (Sustainable Cities) and Goal 13 (Climate Action)
- Balances economic growth with sustainability

*goals adopted on 2015 within the 2030 agenda

2) Background and General Objectives

Here, the proposal must provide

- a contextual analysis of the current state of higher education in the targeted countries or institutions.

This section should outline systemic challenges–

- insufficient digitalization
- skills gaps
- limited access to education–and their implications.

The general objectives should encapsulate the project's overarching vision, enhancing:

- institutional capacity
- fostering internationalization
- modernizing curricula to meet global standards

Background and General Objectives

- Tourism contributes ~10% to Vietnam's GDP
- - Challenges: Over-tourism, outdated curricula, lack of sustainability training
- General Objectives:
- Modernize HEIs through sustainable tourism curricula
- Enhance collaboration with local industries
- Build a sustainable tourism ecosystem

3) Needs Analysis and Specific Objectives

A rigorous needs analysis is crucial to justify the project.

This subsection relies on data-driven assessments,

- stakeholder consultations
- evaluations of existing gaps in education systems.

It must detail specific objectives that are measurable and achievable, developing industry-relevant curricula,

- increasing staff qualifications
- improving digital infrastructure

These objectives serve as the foundation for activities and outcomes proposed in the project plan.

Needs Analysis and Specific Objectives

- Key Gaps:
- - Limited sustainability training
- - Minimal HEI-industry collaboration
- - Lack of access to green technologies

- Specific Objectives:
- - Develop sustainable tourism curricula
- - Build partnerships with local eco-tourism businesses
- - Train faculty in digital and sustainable practices
- - Engage communities in pilot projects

Identify needs 1/2

Identify the problem/need(s) precisely and concretely

- Use concrete **facts** and **recent** data
- Demonstrate short, medium and long term view

Make sure that it is indeed a need

- Check on site
- Consult local institutions and studies
- Consider previous and running projects

Share and discuss with

- Counterparts in local HEIs including management, staff (academic and administrative), students
- Local economic actors
- EU and local offices

Common mistakes to be avoided

- Generic need analysis
- Need analysis without specific and recent data
- Target groups vaguely identified
- Objectives and results do not address the national or regional priorities
- The key stakeholders are not involved
- Uncertain list of courses to be created
- Inconsistency between the work plan and the Work packages
- Cost-ineffectiveness
- Avoid generic equipment

4) Complementarity and Innovation

This part demonstrates how the proposed project builds on, complements, or enhances existing initiatives or policies.

It should address any potential **overlaps**, ensuring the project fills a **unique gap** and **avoids duplication**.

Innovation is a critical element, requiring the proposal to showcase **novel** approaches, such as

- integrating digital learning tools
- fostering regional collaboration
- embedding sustainable practices.

This ensures the project adds value to the higher education landscape and achieves long-lasting impact.

Complementarity and Innovation

- - Builds on Vietnam's Tourism Development Strategy 2030
- - Integrates green technologies (e.g., carbon tracking, zero-waste models)
- - Introduces:
- E-learning platform for sustainable tourism
- Regional knowledge-sharing hub for ASEAN*
- Fosters cross-border collaboration and regional cohesion

* ASEAN stands for the Association of Southeast Asian Nations, a regional organization established 1967 to promote political and economic cooperation and regional stability.

Expected Outcomes

- - Improved graduate employability in green tourism jobs
- - Strengthened HEI-industry linkages
- - Enhanced environmental and cultural sustainability in tourism

Questions and Discussion

- We welcome your feedback and insights!

Preparation of a CBHE Project Proposal: Sustainable Tourism in Vietnam

Focus: Sustainability, Impact, and Target Groups

Preparation of a CBHE Project Proposal (Technical Description)

- - Define objectives aligned with regional/national priorities.
- - Perform a needs analysis using specific and recent data.
- - Identify key stakeholders and target groups.
- - Develop a coherent work plan with clear tasks and deliverables.
- - Ensure cost-effectiveness through detailed budgeting.

Preparation of a CBHE Project Proposal (Specific to Vietnam)

- Context:
- - Tourism in Vietnam is growing rapidly but faces sustainability challenges.
- - Need for capacity-building to address eco-tourism and environmental issues.
- Key Objectives:
- - Develop curricula on eco-tourism and cultural heritage preservation.
- - Strengthen collaboration between academia and local tourism industries.

Sustainability and Impact

- Sustainability:
- - Ensure outcomes are relevant and integrated into existing systems.
- - Reduce reliance on external funding for long-term sustainability.
- Impact:
- - Achieve social, economic, and environmental benefits.
- - Disseminate results to maximize reach and scalabili

Sustainability and Impact (Specific to Vietnam)

- Sustainability:
- - Integrate eco-tourism topics into the educational system.
- - Empower local communities to take an active role in tourism.
- Impact:
- - Promote eco-tourism to reduce environmental strain.
- - Enhance employment opportunities in Vietnam’s tourism sector.

Target Groups

- **Primary Target Groups:**
- - Students, faculty, and tourism professionals.
- **Secondary Target Groups:**
- - Policymakers, NGOs, and local communities.
- **Tertiary Target Groups:**
- - International partners for scaling and collaboration.
- Key Questions:
- - Who benefits directly?
- - What are their specific needs?
- - How can they be effectively engaged?

Target Groups (Specific to Vietnam)

- **Primary Target Groups:**
- - Vietnamese universities: Faculty and students in tourism/hospitality.

- **Secondary Target Groups:**
- - Local communities near major tourist destinations.

- **Tertiary Target Groups:**
- - Regional governments and private tourism companies.

Short, Medium, Long-Term Effects

- **Short-Term:**
- - Deliver workshops and capacity-building programs.
- - Adapt curricula to integrate sustainability.
- **Medium-Term:**
- - Implement educational programs in institutions.
- - Develop skills in sustainable tourism practices.
- **Long-Term:**
- - Enhance employability and local tourism.
- - Support Vietnam’s transition to sustainable tourism.

Short, Medium, Long-Term Effects (Specific to Vietnam)

- **Short-Term:**
- - Build capacity for faculty and staff.
- - Pilot eco-tourism initiatives with student participation.
- **Medium-Term:**
- - Develop sustainable tourism training modules.
- - Foster eco-tourism awareness among businesses.
- **Long-Term:**
- - Establish Vietnam as a leader in sustainable tourism in Southeast Asia.

Continuation and Synergies

Continuation:

- - Institutionalize outputs through policy integration.
- - Develop revenue-generating initiatives (e.g., training programs).

- **Synergies:**
- - Collaborate with universities, NGOs, and tourism businesses.
- - Align with national and regional tourism strategies

Continuation and Synergies (Specific to Vietnam)

Continuation:

- - Secure funding through partnerships with eco-tourism businesses.
- - Offer certification programs to generate revenue.
- **Synergies:**
- - Partner with ASEAN countries for regional sustainability.
- - Align with UNESCO strategies for World Heritage Sites.

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Thank You

Questions or Comments?