



SUSTOUR-VN

Building Capacities for Sustainable Tourism
Development in Vietnam

A 36-month ERASMUS+ Capacity Building CBHE – Strand 2 project led by APAC, uniting 13 partners across Vietnam and Europe to transform tourism education and practice.



Our Consortium

Vietnamese Partners (9)

- APAG - Project Coordinator
- HANU - Hanoi University
- PXU - Phu Xuan University
- QUI - Quang Ninh University of Industry
- HTC - Hanoi Tourism College
- DUE, University of Economics, The University of Danang
- CLU, Cuu Long University
- Magnolia Travel - Private Sector
- VITA - Tourism Association

European Partners (4)

- AlmaLaurea (Italy)
- UEVORA/ASTO (Portugal)
- UNITUS - University of Tuscia (Italy)
- ATU - Atlantic Technical University (Ireland)

Strategic Alignment



Vietnamese Policies

- Tourism Development Strategy to 2030
- National Green Growth Strategy 2021-2030
- Higher Education Reform Agenda
- Sustainable Development Strategy



European Policies

- European Green Deal
- European Skills Agenda
- EU Tourism Transition Pathway
- European Education Area 2025

SUSTOUR-VN bridges Vietnamese national priorities with European best practices, supporting SDGs 4, 8, 12, and 17 while advancing green transition in tourism education.



Our Mission

To enhance the capacity of Vietnamese higher education institutions in sustainable tourism education, leading to improved curricula, empowered practitioners, and engaged local communities.

We're transforming tourism education by integrating European best practices with Vietnam's unique context, creating lasting impact across curricula, capacity, and communities.

Six Strategic Objectives

01

Curriculum Development

Update sustainable tourism curricula integrating European best practices and Vietnam's Tourism Development Strategy 2030.

03

Student Skills Enhancement

Improve students' competencies through innovative training methodologies, case studies, and hands-on learning experiences.

05

Knowledge Creation

Generate evidence-based knowledge on sustainable tourism education effectiveness and best practices.

02

Academic Capacity Building

Strengthen pedagogical and technical capacities of Vietnamese professors through collaborative training with European experts.

04

Community Engagement

Involve local communities in sustainable tourism development through pilot projects and participatory approaches.

06

Wide Dissemination

Ensure knowledge reaches stakeholders at local, national, and international levels for maximum impact.



Who Benefits?

Direct Beneficiaries

- University professors and trainers
- Bachelor-level university students
- Local community members

Indirect Beneficiaries

- Vietnamese higher education system
- Tourism destinations and local economies
- Future generations of tourism students
- Policy makers in education and tourism

Work Package Structure

1

Project Management & Quality Assurance

Lead: APAG | **Co-lead:** HANU

Coordination, monitoring, compliance, and risk management throughout 36 months.

2

Training of Trainers

Lead: UEVORA/ASTO | **Co-lead:** DANANG

Building academic capacity through collaborative European-Vietnamese training programs.

3

Training of Students

Lead: HTC | **Co-lead:** UNITUS

Innovative methodologies and practical learning experiences for student skill development.

4

Community-Based Pilot Projects

Lead: ATU | **Co-lead:** VITA

Participatory approaches ensuring inclusive benefits for local communities.

Work Package Structure

5

Monitoring, Evaluation & Impact Assessment

Lead: AlmaLaurea | Co-lead: UEVORA

Rigorous tracking of outcomes and measuring long-term impact on education and communities.

6

Dissemination & Communication

Lead: PXU or QUI | Co-lead: CUU-LONG

Strategic sharing of knowledge and best practices with stakeholders at all levels.

7

Sustainability

Lead: HANU | Co-lead: APAG

Ensuring lasting impact and continued implementation beyond project completion.



Building a Sustainable Future

Through collaboration, innovation, and commitment, SUSTOUR-VN will transform tourism education in Vietnam, creating lasting impact for communities, students, and the environment.

- Together, we're creating a new generation of sustainable tourism leaders.



WP1: Project Management

Ensuring smooth implementation

Core Objectives

- Robust quality assurance mechanisms and monitoring systems
- Effective coordination of all project activities across 13 partners
- Seamless communication and collaboration
- Full compliance with ERASMUS+ and EU financial regulations
- Proactive risk management and issue resolution

36

Months

Project duration

5

Steering Committee meetings

Key Activities: Establishment of Project Management Office, Quality Assurance Committee, monitoring systems, quarterly Steering Committee meetings, and comprehensive reporting.



Deliverables & Reporting

Quality Assurance Framework

D1.1 - Comprehensive framework establishing standards and procedures for project excellence.

1

2

Progress Reports (1-4)

D1.2-D1.5 - Quarterly tracking of activities, milestones, and outcomes across all work packages.

3

Interim Report

D1.6 - Mid-project comprehensive assessment of progress, challenges, and adjustments.

4

Final Project Report

D1.7 - Complete documentation of achievements, impact, lessons learned, and sustainability plan.

Meetings and Communication Strategy

1

Kick-off Meeting

Launch project with all partners aligned on objectives and deliverables

2

Regular Consortium Meetings

Ongoing coordination sessions throughout the 36-month project duration

3

Steering Committee

Strategic oversight and decision-making at key project milestones

A structured approach to ensure continuous communication, alignment, and strategic decision-making among all consortium partners throughout the project lifecycle.



WP2 Training of Trainers

Building Sustainable Tourism Education Capacity

A comprehensive program to develop qualified sustainable tourism educators across Vietnamese universities, combining EU expertise with local knowledge.



WP2 Overview



Timeline

Months 2-24



Lead Partner

UEVORA with DANANG



Participants

60-80 Vietnamese academics

Core Objectives



Enhance Capacities

Strengthen pedagogical and technical skills of Vietnamese academics in sustainable tourism practices.

Knowledge Transfer

Facilitate expertise sharing from EU specialists to Vietnamese trainers through structured programs.

Build Network

Create a robust community of qualified sustainable tourism educators across Vietnam.

Ensure Quality

Maintain high standards and long-term sustainability of training delivery systems.



Workshop Series

European Workshop

Immersive training experience in Europe providing Vietnamese academics with direct exposure to EU best practices in sustainable tourism education. Participants engage with leading experts and explore innovative teaching methodologies.

- EU expert-led sessions
- Best practice demonstrations
- Collaborative learning activities
- Cultural exchange opportunities

Vietnam Workshop

Localized training workshop bringing EU expertise to Vietnam, ensuring knowledge transfer is contextualized for Vietnamese educational settings. Focuses on practical application and local adaptation.

- Context-specific training
- Local case studies
- Peer collaboration
- Implementation planning

Digital Learning Infrastructure

Online Training Platform

Comprehensive digital platform hosting training modules accessible to all participants, enabling flexible learning schedules and continuous professional development.

Webinar Series

Regular interactive webinars featuring expert presentations, Q&A sessions, and collaborative discussions on sustainable tourism education topics.

Resource Repository

Centralized collection of teaching materials, case studies, research papers, and multimedia resources supporting trainers in course delivery.

Key Deliverables

01

Trainers Selection Report

Documentation of academic selection process and criteria

02

Training Programme Materials

Comprehensive content and resources for trainer development

03

Workshop Reports

EU and Vietnam workshop documentation with participant certificates

04

Certified Trainers List

Registry of qualified sustainable tourism educators

05

Trainers' Toolkit

Practical resources and teaching guidelines for educators



WP3 Training of Students

Preparing the Next Generation

Lead Partners

HTC with UNITUS

Duration: Months 18-32

Focus Areas

Enhance knowledge, provide hands-on experiences,
prepare for careers, develop project design capacity

Activity 3.1: Curriculum Integration

Update New Sustainable Tourism Modules

We will integrate cutting-edge sustainable tourism content into existing degree programmes, ensuring students receive current, relevant education aligned with industry needs and global sustainability goals.

This activity involves collaborating with academic departments to seamlessly embed new modules that cover topics such as eco-tourism, community-based tourism, carbon footprint reduction, and sustainable destination management.

Module Design

Create comprehensive learning units

Integration

Embed into existing programmes

Validation

Quality assurance and approval



Activity 3.2: Course Delivery

Trained academics will deliver the updated courses, bringing their enhanced expertise and innovative teaching methods to the classroom. This ensures high-quality instruction that bridges theory and practice.



Expert Instruction

Faculty members trained in WP2 deliver courses using innovative pedagogical approaches and real-world case studies



Interactive Methods

Engaging teaching techniques including group projects, field visits, and problem-based learning scenarios



Continuous Assessment

Regular evaluation of student progress and course effectiveness to ensure learning objectives are met

Activity 3.3: Student Workshops

Hands-On Training Sessions

We will organize intensive workshops that provide students with practical skills and direct experience in sustainable tourism practices. These sessions complement classroom learning with real-world application.

- Sustainability assessment techniques
- Stakeholder engagement strategies
- Project planning and implementation
- Impact measurement and reporting
- Community collaboration methods





Activity 3.4: Digital Learning Platform

A comprehensive online training platform will extend learning beyond the classroom, providing flexible access to resources and connecting students across partner institutions.



Online Modules

Self-paced learning content covering key sustainability topics



Webinar Series

Live sessions with industry experts and thought leaders



Resource Library

Curated collection of case studies, tools, and best practices

Building a Sustainable Future



Empowering Change-Makers

Through WP3, we're not just teaching sustainable tourism—we're cultivating a community of informed, skilled professionals ready to transform the industry. Our students will graduate with the knowledge, practical experience, and confidence to implement sustainability initiatives that benefit communities, preserve environments, and create lasting positive impact.

Together, we're building the foundation for a more sustainable tourism sector.

WP4 Community-Based Pilot Projects

From Theory to Practice

Leadership

ASTO (Ireland) with
VITA (Vietnam)

Months 20-34

Scale

6-7 pilot
destinations
selected

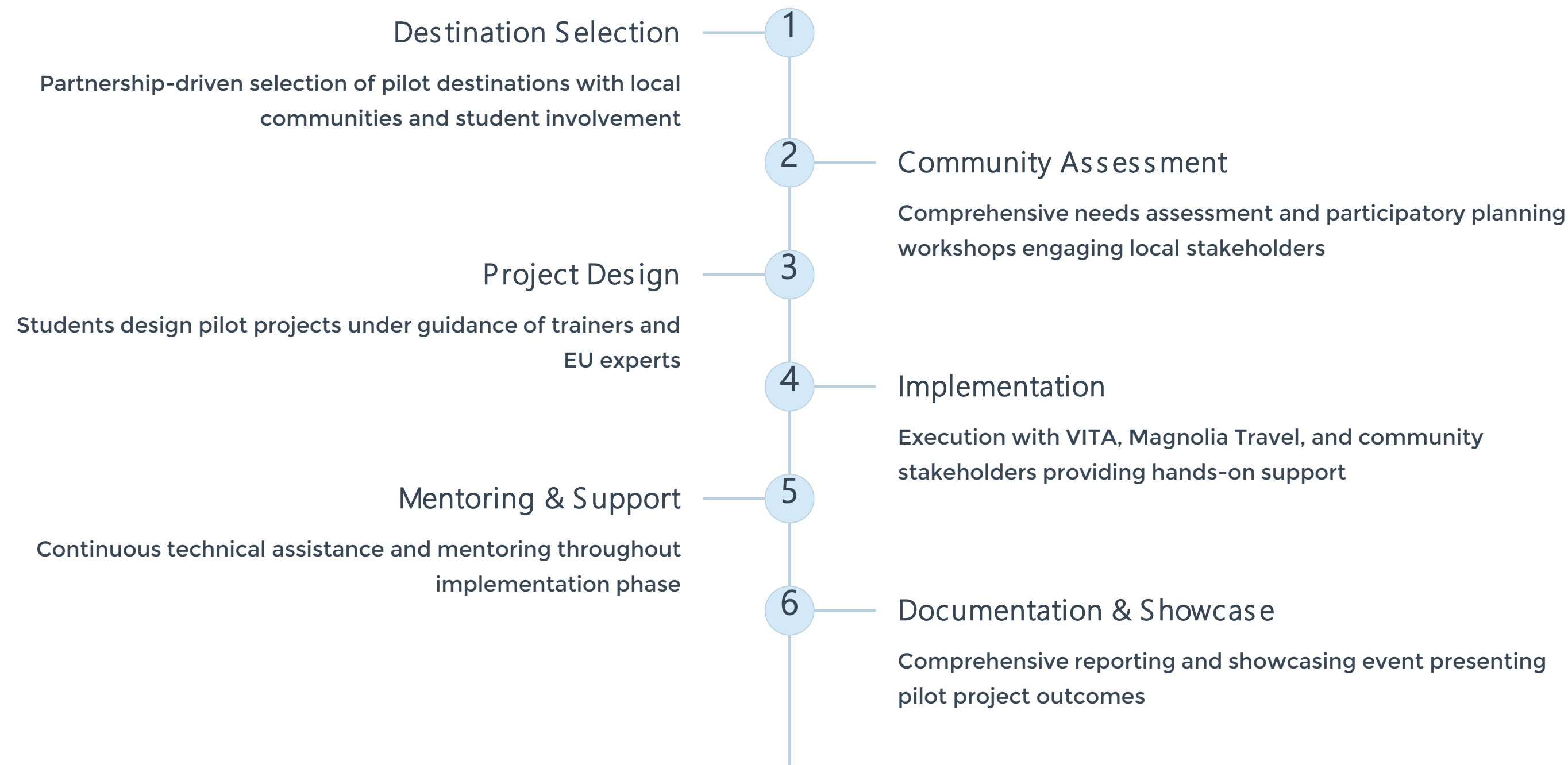
Real community
engagement

Impact

Tangible benefits
for local
communities
Replicable best
practices



Implementation Journey



Pilot Project Focus Areas (examples)



Community-Based Tourism

Product development empowering local communities



Destination Management

Sustainable plans for long-term tourism development



Heritage Conservation

Cultural tourism preserving local traditions



Eco-Tourism

Biodiversity protection through responsible tourism



Circular Economy

Waste management solutions for tourism operations

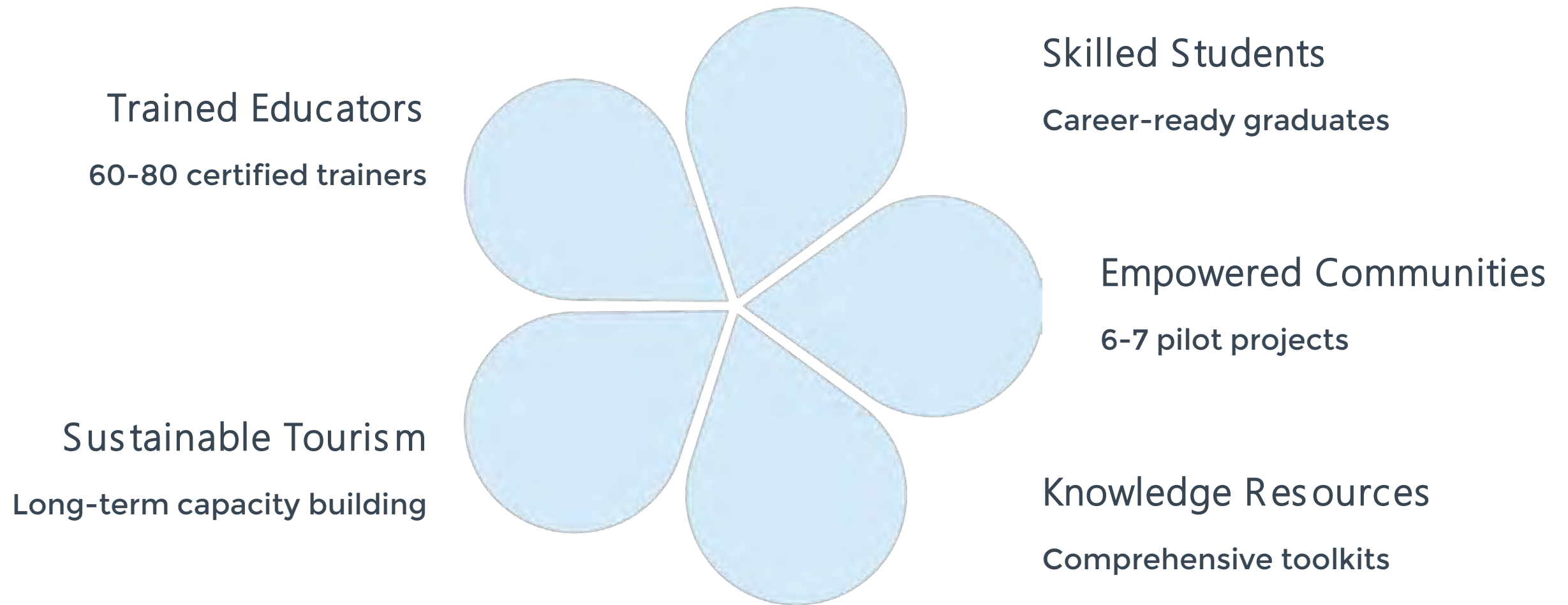


Digital Promotion

Technology tools for sustainable tourism marketing



Integrated Impact



A comprehensive ecosystem connecting education, practice, and community impact for sustainable tourism development in Vietnam.



WP5 Monitoring, Evaluation and Impact Assessment

WP5 ensures quality implementation and generates evidence-based insights for policy recommendations throughout the project lifecycle.

Project Overview



Duration

Months 6-36



Lead Partner

AL



Co-lead

UEVORA



Core Objectives

01

Monitor Progress

Track project implementation and ensure quality standards across all activities.

03

Assess Impact

Measure impact on beneficiaries and institutional capacity development.

02

Evaluate Training

Assess effectiveness of training programmes and participant outcomes.

04

Generate Insights

Develop evidence-based recommendations for policy and practice.

Key Activities & Deliverables

Monitoring Framework

Development of comprehensive monitoring, evaluation and learning framework (D6.1) to guide all assessment activities.

Quality Tracking

Continuous monitoring of training delivery quality and participant satisfaction with regular quality reports (D6.2).

Skills Assessment

Evaluation of skills improvement among trained academics and students documented in assessment report (D6.3).

Impact Evaluation

Assessment of pilot projects impact on local communities with detailed findings (D6.4).

Policy Recommendations

Comprehensive policy recommendations document (D6.5) delivered at Month 36 based on lessons learned.





WP6 Dissemination and Communication

1

Strategic Planning

Development of comprehensive Dissemination and Communication Strategy (D7.1).

2

Digital Presence

Project website and social media channels (D7.2) for ongoing engagement.

3

Regular Updates

Project newsletters (D7.3) keeping stakeholders informed of progress.

WP 6: Engaging Stakeholders

Lead Partners

Lead: PXU or QUI

Co-lead: CUU-LONG

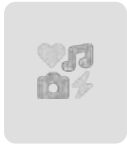
Duration: Months 3-36

Community Outreach

- Awareness-raising seminars at local communities (D7.4)
- Production of promotional videos and testimonials (D7.5)
- Final dissemination conference with policy makers (D7.6)



Dissemination Objectives



Raise Awareness

Promote project activities and results to diverse audiences through multiple channels.



Share Knowledge

Ensure wide dissemination of best practices and lessons learned across networks.



Engage Stakeholders

Connect with stakeholders and potential beneficiaries to maximize reach and impact.



WP7 Sustainability and Exploitation

Lead Partner

APAG (Vietnam)

Co-lead

UNITUS (Italy)

Timeline

Months 12-36

Building Long-Term Impact



Sustainability Planning

Comprehensive Sustainability and Exploitation Plan (D7.1) ensuring long-term viability of project results.

Curriculum Integration

Updated curricula integrated into official university programmes with detailed integration report (D7.2).

Network Establishment

Vietnamese Network on Sustainable Tourism Education (D7.3) fostering continued collaboration.

Resource Repository and Community Engagement

Open Educational Resources Repository (D7.4) and MoU on community engagement (D7.5).

Strategic Objectives for Sustainability

Institutional Integration

Mainstream outcomes into institutional practices for lasting change.

Continued Collaboration

Create mechanisms for ongoing partnership among project partners.

Scaling Up

Plan for replication of successful approaches in new contexts.

Community Engagement

Institutionalize mechanisms for sustained community involvement.

