



AlmaLaurea

STRIVE

**Strengthening Internationalization of Vietnamese
Emerging Universities**

SUSTOUR-VN Project: Open Discussion

QUI, June 26, 2026

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**Co-funded by
the European Union**

SUSTOUR-VN: Building Capacities for Sustainable Tourism Development in Vietnam

ERASMUS+ CAPACITY BUILDING IN HIGHER EDUCATION STRAND 2

Deadline:

October 2026 (STRIVE Project Deliverable 3.2)

Deliverable uploaded to the EU Funding and Tenders Portal

February 2027

Final Submission in the framework of the 2027 Call for Proposals

Main Discussion Points

SUSTOUR-VN: Indicators according to specific objective

Specific Objective 1:

Update tourism curricula across 7 HEIs, integrating GreenComp-aligned modules

SO1 — Curriculum Development			
Indicator	Unit of Measurement	Baseline Value	Target Value (Y3)
Number of updated or newly developed course modules integrating sustainable tourism and GreenComp-aligned green transition content	Number of modules	0	7
Degree of alignment of updated curricula with GreenComp competence areas and national sustainability frameworks, assessed by project quality committee	Score (1–5 scale)	0	Average score $\geq 4/5$

Question: Curriculum mapping Report (Milestone 3) provides an overview of the existing courses in sustainable tourism through an ad hoc need analysis, identifying gaps, overlaps, and the precise scope of the 15% update margin available per course without ministerial authorisation. *Do you have specific internal procedure/reporting when updating existing curricula?*

SUSTOUR-VN: Indicators according to Specific Objective

Specific Objective 2:

Enhance academic staff competences in sustainable tourism pedagogy, equipping them to deliver GreenComp-aligned curricula through Problem-Based Learning (PBL) methodologies and to apply international sustainability indicators (based on MST and ETIS)

SO2 — Academic Capacity Building			
Indicator	Unit of Measurement	Baseline Value	Target Value (Y3)
Number of academic staff completing training programmes on sustainable tourism pedagogy and GreenComp-based content delivery	Number of participants	0	105 overall (15 per VN HEI)
Percentage of trained academic staff reporting improved competence in sustainable tourism content and pedagogy (post-training self-assessment)	Percentage (%)	0	≥ 70% by end of Year 2

SUSTOUR-VN: Indicators according to Specific Objective

Specific Objective 3:

Enhance students' skills and employability potential in sustainable tourism through practical training and real-world challenges

SO3 — Student Skills Enhancement			
Indicator	Unit of Measurement	Baseline Value	Target Value (Y3)
Number of students completing innovative sustainable tourism training activities (pilot courses, case studies, community-based learning)	Number of students	0	350 overall (50 per Vietnamese HEI)
Percentage of participating students reporting improved practical competences in sustainable tourism planning and management (pre/post self-assessment)	Percentage (%)	0	≥ 75% by end of Year 3

SUSTOUR-VN: Indicators according to Specific Objective

Specific Objective 4:

Implement 7 community-based pilot projects translating academic innovation into local development benefits

SO4 — Community Engagement and Empowerment			
Indicator	Unit of Measurement	Baseline Value	Target Value (Y3)
Number of community-based pilot projects implemented in collaboration with local stakeholders, designed using participatory indicator methodologies	Number of pilots	0	Minimum 1 pilot per VN HEI by Year 3
Number of local community members directly involved in project activities (including ethnic minorities and rural populations)	Number of participants	0	20 per pilot project design, 140 overall
Percentage of involved community members reporting increased awareness and practical knowledge of sustainable tourism practices (post-activity survey)	Percentage (%)	0	≥ 70% by end of Year 3
Number of community organisations committing to implement sustainable tourism practices following project activities	Number of actors	0	7 overall

Local Community Involvement - 1 per HEI

Assumptions:

Well established relationship between HEI and local community; absence of administrative obstacles

Criteria for selection:

Interest of the local community; commitment to sustainable tourism development; formal recognition of the university as a legitimate contact point; proximity; limited prior tourism exposure (involved in 1–2 steps of the tourism supply chain); potential for continuity beyond the project (i.e. internships, follow-up research).

Activities:

Provide info on sustainable tourism needs; host awareness-raising workshops for raising engagement; co-design the project with selected HEI students and staff; host the students' visit on site to develop the project; participate in the short video promoting the sustainable tourism practice or service developed; host the showcase event presenting the pilot project results to stakeholders; sign MoU for continuation beyond project end.

Selected Local community - 1 per HEI

SUSTOUR-HEIs		LOCAL COMMUNITY	
		Option 1	Option 2
Academy of Public Administration and Governance	Da Bac commune, Phu Tho province	Ta Xua	Da Bac
Hanoi University	Son La Province	Phu Mau Village	
University of Economics of University of Da Nang	Hoi An	Thanh Ha Pottery Village	Tra Que Vegetable Village
Quang Ninh University of Industry	Quang Ninh province	Yen Duc Village-Tung Lam Company	
Phu Xuan University	Hue	Thuy Bieu	Kim Long (backup option)
Hanoi Tourism College	Ba Vi district-Hanoi	Ban Coc, Minh Quang Commune	
Cuu Long University	2 community based tourism sites in Vinh Long		

Question:

Will Vietnamese language be sufficient for communication with local communities, or should we plan for the use of local languages and dialects?

Community consultancy fee

Amount: €1,000 per village head

Scope: recognition of formal role of local community in the co-design process (time, institutional authority, and local knowledge they contribute)

Possible use: operational costs for hosting students locally and providing logistical assistance

Proposal: each university handle this budget to be transferred to the local community

Question: Are there any administrative or financial constraints for the SUSTOUR HEIs in handling the fee?

SUGGESTION FOR PROJECT MOBILITIES

N	WP	PREMISES	COUNTRY	TENTATIVE DATE	OBJECTIVE
1	1	Hanoi (APAG)	Vietnam	January 2028	Kick-off
2	2	Evora (UEVORA)	Portugal	June 2028	1st Training of academic staff (EU knowledge transfer on sustainable tourism methodology)
3	2	Vinh Long City (CLU)	Vietnam	September 2028	2nd Training of academic staff (EU knowledge transfer on sustainable tourism methodology)
4	3	Viterbo (UNITUS)	Italy	February 2029	1st Training of academic staff (EU knowledge transfer in view of students training at local premises) + Steering Committee
5	3	Hanoi (HTC)	Vietnam	June 2029	2nd Training of academic staff (EU knowledge transfer in view of students training at local premises) + Steering Committee

SUGGESTION FOR PROJECT MOBILITIES

N	WP	PREMISES	COUNTRY	TENTATIVE DATE	OBJECTIVE
6	4	Galway City (ATU)	Ireland	September 2029	1st Training of academic staff (preparation of pilot project with local communities)
7	4	Da Nang City (DUE)	Vietnam	January 2030	2nd Training of academic staff (preparation of pilot project with local communities) + Steering Committee
8	7	Evora (UEVORA)	Portugal	June 2030	Steering Committee - Discussion on sustainability outputs (MoU with local communities)
9	7	Hanoi (HANU)	Vietnam	November 2030	Steering Committee - Discussion on sustainability outputs (transferability guidelines)

LOCAL MEETINGS TO BE ORGANIZED (AND FINANCED WITH OWN RESOURCES) BY EACH VIETNAMESE UNIVERSITY

WP	NAME	TENTATIVE DATE	OBJECTIVE
2	Academic staff ToT	End of 2028	Trained academic staff will transfer the knowledge acquired to their peers through ToT
3	1 st Students training (at university premises)	2nd part of 1st Semester 2029	Academic staff apply sustainability methodology appraised through EU knowledge transfer
3	2 nd Students training (at university premises)	2nd Semester 2029	Academic staff apply sustainability methodology appraised through EU knowledge transfer
6	Awareness-raising seminar (at local community premises)	2nd part of 1st Semester 2029 (after the 1st Students training)	To inform local communities about the project and mobilise participation in WP4 pilot projects
4	Pilot project design meeting (at local community premises)	Beginning of 2030	To facilitate the exchanges with local community representatives and to coordinate the design of the pilot project
4	Showcase event (at local community premises)	December 2030	Local communities present their sustainable tourism outputs to academic public and external stakeholders

Assignments to SUSTOUR-VN partners

**Information to be communicated to
AlmaLaurea by July 17 if not done yet**

Project Team and Staff

4 staff categories foreseen:

Managers (e.g. rector/dean/head of department)

Researchers (e.g. professors/lecturer/PhD researcher)

Technicians (e.g. international relation officer/audiovisual technician/dissemination officer)

Administrative (e.g. administrative assistant/financial officer/secretary)

Number and Composition:

Each HEI is free to build up its project team according to interest and availability (up to 6/7 people maximum), but in particular managers and researchers must have competences, skills and experience in the field of sustainable tourism.

Project teams and staff: information needed

Project teams and staff

Describe the project teams and how they will work together to implement the project.

List the staff included in the project budget (budget category A) by function/profile (e.g. project manager, senior expert/advisor/researcher, junior expert/advisor/researcher, trainers/teachers, technical personnel, administrative personnel etc — use the same profiles as in the detailed budget table, if any (n/a for prefixed Lump Sum Grants)) and describe briefly their tasks. Provide CVs of all key actors (if required by the Call document/Programme Guide).

Name and function	Organisation	Role/tasks	Professional profile and expertise

Project teams and staff: information needed for the Staff Cost Budget Heading

For each person involved in the project, indicate:

Name

Related staff category (manager, researcher, technician, administrative)

Actual monthly gross salary in €

Information is needed to build the budget and justify resource allocation.

"**Actual monthly gross salary**" typically includes:

Gross salary (before employee taxes and deductions); any regular allowances that are part of gross pay; overtime or bonuses if they are included in the salary calculation.

Employer charges (paid by the employer in addition to the gross salary): employer social security contributions; pension contributions; health insurance contributions (where applicable); injury insurance; other mandatory payroll taxes or statutory contributions.

Tổng chi phí lao động hàng năm (*Actual annual gross salary + employer charges*)

bao gồm tổng của các khoản sau: lương gộp (*gross salary*) + đóng góp bảo hiểm xã hội của chủ lao động (*employer's social insurance: 17%*) + bảo hiểm y tế của chủ lao động (*employer's health insurance: 3%*) + bảo hiểm thất nghiệp của chủ lao động (*employer's unemployment insurance: 1%*).

Tổng chi phí lao động hàng tháng (*Actual monthly gross salary + employer charges*)

bằng tổng chi phí lao động hàng năm chia cho 12 (= *annual total ÷ 12*).

List of Previous Projects

List of previous projects					
Please provide a list of your previous projects for the last 4 years.					
Participant	Project Reference No and Title, Funding programme	Period (start and end date)	Role (COO, BEN, AE, OTHER)	Amount (EUR)	Website (if any)
[name]					
[name]					

**THANK
YOU
FOR
YOUR
ATTENTION**

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