



tourism promotion activities;

- To be the focal contact point and service provider to domestic and foreign investors to Thanh Hoa province; Cooperate with other departments to make list of projects attracting investment in Thanh Hoa province (both ODA and FDI projects); Make summary report of the provincial investment, trade and tourism promotion activities to Thanh Hoa PPC and related agencies;

- Advertise Thanh Hoa potentials, advantages, investment opportunities and incentive policies on mass media in and outside Vietnam; Publish guide book and related documents for investment, trade and tourism promotion activities;

- Organize inbound and outbound study tours, market research, exhibitions, showrooms, forums, seminars,... Provide training courses and capacity building to local enterprises.

■ Major activities of the department where WFK - Advisor will be dispatched

- To carry out trade and tourism promotion activities in key tourism markets via holding or participating in trade fairs, exhibitions, showrooms, seminars, ... in and outside province and outside Vietnam; To seek funds for trade and tourism promotion activities in the province; To establish cooperation relationship with local and international organizations, travel agencies, manufacturers and associations, etc;

- To cooperate and advertise Thanh Hoa tourism and typical products on mass media; Publish books and documents for trade and tourism promotion activities;

- To link cooperation in trade and tourism between local enterprises and other enterprises in and outside province;

■ Experience of working with WFK - Advisor

- Yes No

■ If yes, please describe the tasks of WFK - Advisor

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Description of Tasks *

■ The tasks to be undertaken by the WFK - Advisor will be:

- **Summary :** *(Describe the overall objectives of the task, why this task is needed and what the expert will doing)*

Thanh Hoa province identify that tourism is one of 5 key programs for the provincial socio-economic development in period 2011-2015, then Thanh Hoa local government create the favorable conditions for tourism development, and assign their lining agencies, inclusive of Thanh Hoa ITTPA to enhance tourism promotion activities.



Therefore, the WFK – Advisor is expected to:

- Consult and develop appropriate tourism marketing strategies and implementation measures in Thanh Hóa province, particularly how to increase the number of tourists to Thanh Hoa province and to attract more investment in tourism sector in the province;
- To support the linkages between Thanh Hoa and Korean tourism opportunities; Facilitate the the information exchange and the implementation of tourism events in both Thanh Hoa province and Korea;
- To provide capacity building to staff of Thanh Hoa ITTPA and local companies (if necessary)

■ Main duty of WFK - Advisor *(Please mark all that apply and type in detail)*

Policy making and Strategic planning

- Study the local practices in tourism sector and to assist Thanh Hoa ITTPA to make marketing policies and strategies, and action plans for tourism development of Thanh Hoa province

- Provide consultation to Korean agencies, organizations and enterprises when needed.

- Facilitate the information exchange between Thanh Hoa province and Korean local authorities, organizations and enterprises.

Technical support

- Support Thanh Hoa ITTPA to produce tourism products, including publications;

- Support Thanh Hoa ITTPA to connect and work with Korean tourism agencies in public and private sectors; To find and support the business networking between Thanh Hoa local companies and Korean companies (for example: Thanh Hoa ITTPA held an event to advertise golf tours in Thanh Hoa province to Korean people in 2016, which we want to advertise and attract more Korean people to Thanh Hoa in the following years);

- Support Thanh Hoa ITTPA to hold tourism events in Korea and other countries, etc.

Training of local staff

- Train Thanh Hoa ITTPA's staff and Thanh Hoa local companies (if necessary);

- Seek training opportunities from relevant domestic and international tourism agencies for local staff and other beneficiaries.

Other

- Other works that WFK – Advisor may feel appropriate to tourism promotion in Thanh



Hoa province, provided that they are in line with regulations of Vietnam

Expected Results/Output

■ **Expected results/output of the tasks by the WFK - Advisor include:**

- Marketable tourism strategies, action plans, publications or products for Thanh Hoa province;
- Cooperation relationship established, maintained and expanded between Thanh Hoa and Korean tourism agencies in public and private sectors;
- There is information exchange channel between Thanh Hoa and Korean local authorities, organizations and enterprises;
- Create tourism linkages between Korean and Thanh Hoa companies;
- Thanh Hoa tourism is popular on mass media or other means of communications to Korean people, to attract more Korean tourists to Thanh Hoa province and vice versa;
- There are tourism events of Thanh Hoa province which are held in Korea and vice versa;
- Capacity of Staff in Thanh Hoa ITTPA and local companies (if any) is improved.

Required(Preferred) qualifications of WFK - Advisor

(List the minimum essential qualifications required for the experts to successfully carry out this task)

■ **Gender**

- Male Female No preference

■ **Educational Background**

- *(eg. Bachelors Degree in Agricultural Economics)*

- **Master Degree in Tourism sector**

* **Similar or other educational background will be fine if the selected expert has an ability to do the requested tasks**

- Yes No

■ **Required Work Experience***(Specify work experience required for the experts)*

- **At least 10 years in tourism sector**

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Job Description



* **Similar or related work experience will be fine if the selected expert has an ability to do the requested tasks**

Yes No

■ **Language : English**

(Official business language will be English. If your organization requires the use of other languages, please provide reasons)

- **Reasons : Official business language will be English**

■ **Other Requirements** *(Identify desired skills or qualities for the task)*

- **Experiences of developing and marketing tourism on websites are preferred.**

Description of the Workplace

<p>■ Location of the workplace</p>	<p>- <u>150</u> Km from the capital city - <u>3</u> hours by <u>bus</u> (transportation)</p>														
<p>■ Information on the co-worker who will work closely with the WFK-Advisor</p>	<p>- Full Name (Mr./Ms.) : Pham Thi Bich Ngoc (Ms) - Position/Work area : Deputy Manager/ Investment Promotion and Business Support Division - Tel/E-mail : +84 373 729 552/ daisyngoc0112@gmail.com Cell phone: +84 915 597 146 - English Language Skill : <input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced</p>														
<p>■ Administrative and financial arrangements to be provided by your organization for the WFK-Advisor <i>(Please mark on the box)</i></p>	<table border="1"> <thead> <tr> <th>Items</th> <th>Available</th> <th>Not available</th> </tr> </thead> <tbody> <tr> <td>Housing</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Transportation</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Others (Mark if available)</td> <td><input type="checkbox"/> PC <input checked="" type="checkbox"/> Internet access</td> <td><input checked="" type="checkbox"/> Printer <input checked="" type="checkbox"/> Phone</td> </tr> </tbody> </table>	Items	Available	Not available	Housing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Transportation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Others (Mark if available)	<input type="checkbox"/> PC <input checked="" type="checkbox"/> Internet access	<input checked="" type="checkbox"/> Printer <input checked="" type="checkbox"/> Phone		
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	<p>Administrative and financial arrangements supported by Thanh Hoa ITTPA:</p> <p>- The WFK – Advisor can share the office equipment with Thanh Hoa ITTPA staff. - Thanh Hoa ITTPA support the WFK – Advisor to find suitable transportation means (bus, taxi,..) and support to find and rent an apartment close to the office.</p>														



Other information that may help the WFK-Advisor adapt to the local environment

(Living conditions, weather, allowance, etc.)

Thanh Hoa province is located in the North of the Central part of Vietnam, 150 km from Hanoi capital. From Hanoi, the WFK - Advisor can go to Thanh Hoa city by bus or train. From Ho Chi Minh city, the WFK - Advisor can go by air (1hour and 50 minutes).

The weather condition here is like other localities in the North of Viet Nam. The winter is cold, temperature is from 10-20⁰C, but rather cold due to high humidity. The summer is quite hot, at average of 30-32⁰C. Autumn is the best season in the year.

The living condition in the city is quite good. Local people are friendly and open. Thanh Hoa province has 102km of coastal lines (the city center is 15km from the sea by 15-minute drive), lots of cultural and historical spots, national parks and old forests, traditional craft villages and festivals, as well as the golf course, theatres, etc, so the WFK – Advisor can enjoy a very interesting life here. From Thanh Hoa province, WFK – Advisor can conveniently travel to other big provinces and cities in Vietnam by air, bus or train.

There are many Korean people who work as contractors, businessmen, volunteers in Thanh Hoa province, so the WFK – Advisor can contact with them. A former WKF – Advisor in Thanh Hoa ITTPA has initiative to establish a club of Korean presidents and directors of companies operating in Thanh Hoa province so that they can meet each other regularly. There are Korean restaurants and shopping malls to serve them as well. Thanh Hoa province has established sister relationship with Seongnam city, Korea, then each year two parties have mutual activities to strengthen the cooperation.

** Once the experts are selected based on your request, you are required to cooperate with the Korean implementing agencies by providing the necessary administrative procedures such as visa, acceptance letter, etc. Without your cooperation, expert dispatching will not be available and/or will be cancelled. Thank you for your cooperation.*

09 January 2017



Tran Thi Thu Hang
Director

Thanh Hoa Investment Trade and
Tourism Promotion Agency