**Terms of Reference**

**Communication Training**

**Context**

As part of the programme *KARST: Khammouan-Ardèche Territorial Strategy*, one of the components of Khammouan Ecotourism project funded by the French Development Agency, Tétraktys and SMERGC are supporting tourism local authorities of Khammouan Province.

The objective of this component is to work closely with local authorities in order to ensure the sustainable management of their territory. It aims at preserving the natural karstic landscapes of the northern Phou Hin Poun area by fostering experience exchanges between two very similar territories and strengthening tourism local authorities’ skills.

In an uncertain context for tourism sector, communication appears to be a major tool to maintain a satisfying level of tourists’ demand and to quickly inform visitors of the offer, by adapting it to the market. Being present on the social networks is the key to ensure a wide visibility for the potential domestic market. Besides, as a low-density destination and with many nature-based opportunities of tourism, Khammouan Province and the Phou Hin Poun protected area in particular, could benefit from this new trend in the global demand.

This training should increase local authorities’ awareness and knowledges and make them fully ready for the post-COVID 19 context.

**Objectives**

* To ensure the team in charge of the communication has the tools to adapt messages (i.e., popularizing scientific contents in a pedagogical way) regarding the type of public (individual domestic and international tourists, tour operators, local authorities, international partners…) via the adapted support (facebook, instagram, website, emails, expositions, infographics, videos, pictures, articles, …).
* To bring to the team different tools they could easily use to improve communication (infographics, videos, …).
* To lead the team in charge of the communication to better identify the themes, the messages, the topics to be put forward for a better information and promotion towards the various stakeholders of the tourism sector.
* To bring the team to understand the needs of a communication plan and to have an insight of the main principles to develop a such plan.
* To increase their comprehension of the importance of developing a regular and an adapted communication in the context of COVID 19.

**Expected Results**

* The participants have understood that communication plays an important role in the realization of their objectives, in particular in the post COVID 19 context.
* The participants are able to adapt the message, its content depending on the canal and on the type of person receiving the message.
* The participants Information broadcasted on the digital media is in accordance with the public concerned. The message is professional and published on a regular basis. The team knows the techniques to adapt the messages to the different targeted public.
* The participants know how to present the districts tourism offer to an external actor and are able to promote their activities to public and private sector both on domestic and international market while keeping in mind a sustainable scheme with a low negative impact of decisions.
* The participants can present face to face, through social media, in front of individual and/or groups the information they have learnt during the training.
* The participants know how to design a basic communication plan for social networks and implement it.

**Beneficiaries**

* Between 6 to 8 participants from DICTs and PICT.

**Planning and Methodology**

* The training has to be done between January 2022 – March 2022.
* A meeting with the project coordinator will be organized during the preparation.
* The training has to last 4 days and one follow-up online to be organized.
* The training will be done at the Provincial Department of Information, Culture and Tourism in Thakhek. Internet is available.
* Following the training, a report in English and in Lao and an assessment of the skills acquired or not yet will be asked.

**Thanks for sending a detailed training proposal with a budget before 15th January 2021 to those following email addresses:**

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