

GENDER ACTION PLAN

1. The expected impact of the GMS Tourism Infrastructure for Inclusive Growth Project is increased tourism employment for men and women living in underdeveloped segments of the GMS Corridors. The outcome will be increased tourism receipts in the participating provinces. Vietnamese women will benefit from project activities that support micro- and small-enterprise development and create employment related to tourism. Women will also benefit from better representation in tourism destination management through inclusion in project-supported forums and partnerships. Ethnic minority women in project areas have less formal education than men and a significant portion face difficulties in communicating using the Vietnamese language, therefore training and awareness raising materials will be tailored to suit their needs. The project's gender classification is effective gender mainstreaming.

2. The Design and Monitoring Framework includes a number of gender-specific indicators, including that at least 60% of newly created jobs will be held by women. The purpose of the Gender Action Plan (GAP) is to ensure that women benefit from all project activities and equitably participate in decision-making. The GAP includes measures to mitigate risks associated with tourism development such as human trafficking, child exploitation, and the transmission of HIV/AIDS. The project coordination unit (PCU) will be responsible for coordinating the GAP and preparing consolidated quarterly monitoring reports for submission to ADB. It will engage international (4 months) and national (12 months) gender specialists to support GAP implementation and monitoring. Project implementation units (PIUs) will appoint a gender focal point who will work closely with the gender specialists to ensure effective implementation of the GAP and report on its implementation to the PCU. The GAP budget is about \$87,000, to be financed from the ADB loan.

Table 1: Gender Action Plan, Vietnam

Actions	Targets/Indicators	Responsible
Output 1: Last-mile tourism access infrastructure improved.		
Output 2: Environmental services in cross-border tourism centers improved. ^a		
1.1 For all infrastructure subprojects, PIUs and consultants meet with women and men on detailed designs and inform them about employment opportunities during and after construction.	<ul style="list-style-type: none"> Two public consultations held with the local population and stall operators for each subproject. 50% of the participants in consultation meetings are women. 	PCU, PIUs, VWU and consultants.
1.2 For all infrastructure subprojects, ensure that civil works bidding documents include numerical targets for women's employment and safe working conditions.	<ul style="list-style-type: none"> At least 40% of local unskilled workers hired are women, as specified in civil works contracts and monitored for compliance. Contractors provide HIV/AIDS prevention information to all workers. 	PCU, PIUs and consultants.
1.3 For all infrastructure subprojects at tourism sites the detailed design is responsive to both men and women's specific needs, including suitable safety measures.	<ul style="list-style-type: none"> 100% of stall operators (majority are women) return to original retail space after construction. 80% of new stalls are allocated to women. Specific design measures implemented such as wide road shoulders and lighting, construction of men and women's toilets, and lockable kiosks. 	PCU, PIUs, consultants and contractors.
Output 3: Institutional capacity to promote inclusive tourism growth strengthened.		
3.1 Ensure women (including ethnic minority women) are appointed in committees and forums for destination management and institutional strengthening; create enabling conditions for their participation.	<ul style="list-style-type: none"> DMO management committees include 40% women; at least 4 DMOs are led by a woman. ^b Women account for 50% of stakeholders during public-private partnership consultations. 	NSC Chair, PCU Director and PIU Director.

Actions	Targets/Indicators	Responsible
3.2 Increase women's access to economic opportunities through development of tourism-related micro- and small-enterprises and livelihood activities.	<ul style="list-style-type: none"> 560 micro- small, and medium-sized enterprise operators (60% of whom are women) gain access to professional tourism-related business support services and microfinance. (proportional to ethnicity in local area). 	PCU and PIUs.
3.3 Training program in hospitality services includes outreach to disadvantaged women through partnership with VWU's existing vocational training programs.	<ul style="list-style-type: none"> 60% of hospitality service trainees are women (proportionate to ethnicity in local area). Training materials and language training is tailored to ethnic women's needs in subproject sites. 	PCU, PIU and consultants.
3.4 Implement safety, health, and heritage conservation awareness programs; and measures to combat child exploitation and human trafficking, in partnership with VWU, women business leaders, law enforcement, DMOs, and tourism businesses.	<ul style="list-style-type: none"> 3,375 men and 3,375 women tourism stakeholders are reached by awareness campaigns to prevent child exploitation, human trafficking, and the spread of HIV/AIDS. 1,750 people (50% men) participate in road safety, health and hygiene/sanitation training. 	
Output 4: Effective project implementation and management.		
4.1 Ensure women are represented in the project's Provincial Steering Committee and in PIUs and the PCU.	<ul style="list-style-type: none"> PSC has at least 1 woman member with expertise and tasked to provide oversight for GAP implementation. Women hold 30 % of Director, Deputy Director, and professional posts in the PCU and PIUs. GAP is reviewed, monitored for progress, and follow-up actions agreed annually at PSC meeting. GAP targets are reflected in annual work plans of the PCU and PIU. Gender Focal Person designated in PCU and PIU. 	PSC Chair, PCU and PIU Directors
4.2 Recruit gender consultants to support GAP implementation and training of contractors and consultant team to implement activities to ensure women gain increased access to economic opportunities.	<ul style="list-style-type: none"> 100% of PCU, PIU, and project implementation consultants are trained in gender equality and GAP implementation. Gender consultants' technical inputs provided for tourism-related training materials, awareness raising materials, detailed design consultations, value chain studies, civil works bidding documents, and other GAP implementation support. 	PCU Director.
4.3 Women members of PSC, PCU, and PIUs access opportunities to participate in subregional (GMS) training opportunities.	<ul style="list-style-type: none"> 30% of representatives attending subregional events on behalf of Viet Nam are women. 	PSC Director, PCU Director.
4.6 Develop a project performance monitoring system that provides information on the differential impacts of the project on women and men.	<ul style="list-style-type: none"> Indicators for tracking progress and project benefits are sex-disaggregated. Monitoring of safeguards plans track differential impacts on women and men. Gender actions noted in progress reports. 	PCU Director, PIU Directors, and consultants.
4.7 Tourism statistics harmonization includes systematisation of sex-disaggregated data collection.	<ul style="list-style-type: none"> All standardized tourism statistics related to people are sex-disaggregated. 	PCU Director and consultants.

DCST= Department of Culture, Sports and Tourism, GAP = gender action plan, GMS = Greater Mekong Subregion, VWU = Vietnam Women's Union, MCST=Ministry of Culture, Sports and Tourism, MSME = micro- small- and medium-sized enterprises, PSC = Provincial Steering Committee, PCU = project coordination unit, PIU = project implementation unit.

^a Actions apply to all infrastructure subprojects and are therefore the same for Output 1 and 2

^b A destination management organization is defined as a public, private or public-private entity responsible for the management and/or marketing of tourism in a geographic region defined for that purpose.