

Annex 1

TERMS OF REFERENCE

Contract-no:

Project/mandate no: 1242.20.1.0 / Vietnam

Project/mandate name/country: Swiss Tourism 4 Sustainable Development

Client**HELVETAS Swiss Intercooperation**
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Email

info@helvetas.org**Contract duration**

From: June 20 2025

• July 30 2025

1. Background

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by The Swiss State Secretariat for Economic Affairs (SECO) for a duration of four years, from 2023 to 2027, with implementation led by HELVETAS Swiss InterCooperation in Vietnam (Helvetas Vietnam) as the Lead Implementing Agency, and CRED-TAC as the Consortium Partner.

The main objective of the ST4SD project is to contribute to a more sustainable and inclusive tourism sector in Vietnam. In the long term, the project aims to support the creation of new livelihoods and promote sustainable economic development in the country. This overarching objective will be achieved by focusing on three key outcomes:

- Outcome 1 (macro level): Enhancing sustainable tourism development by ensuring that national and subnational action plans, master plans, and relevant policies include necessary actions. This includes facilitating the decision-making and implementation processes.
- Outcome 2 (meso level): Strengthening Vietnamese training institutions to provide quality training and develop skills and expertise in sustainable tourism. The project will assist in the selection and enhancement of these institutions.
- Outcome 3 (meso and micro level): Encouraging tourism destinations and companies to adopt more sustainable practices in their operations and investments. This outcome aims to make both the destinations and the companies more environmentally and socially responsible.

Hà Giang is one of the three target provinces of the ST4SD project. As part of the approved 2025 plan by the VNAT for the project, the project will to organize a training course on sustainable tourism for officials from the Vietnam National Authority of Tourism (VNAT) and the Department of Culture, Sports and Tourism (DoCST) of Ha Giang. To ensure the effective preparation and successful implementation of this activity, the project is looking for an expert

to provide technical support throughout the planning, coordination, and follow-up stages of the training class.

2. Objective(s) of the mission (or consultancy)

The primary objective of this consultancy is to provide technical support for the effective preparation, implementation, and follow-up of a training course on sustainable tourism in Ha Giang province. The specific objectives are to:

- Train 40 officials from VNAT and the Ha Giang DoCST in sustainable tourism management and development;
- Equip participants with practical knowledge and skills to apply in sustainable tourism planning, management, and implementation at the local level;
- Introduce and facilitate discussion on three sustainable tourism management models from Vietnam and international contexts, as well as two international standards and certification programs relevant to sustainable tourism.

3. Expected deliverables

The consultancy is expected to produce the following 04 key deliverables:

- i. Training agenda, content, and materials tailored to the identified needs of VNAT and Ha Giang officials, developed in collaboration with the international expert (in both English and Vietnamese).
- ii. Delivery of the 3-day training program, including moderation, facilitation, and teaching in both classroom and field settings.
- iii. A comprehensive final report (minimum 20 pages per language) in both English and Vietnamese, summarizing:
 - The current status and training needs;
 - Key training topics and content;
 - Summary of training implementation and outcomes;
 - Policy recommendations and proposals for future training aligned with international sustainable tourism standards.
- iv. Pre- and post-training assessment tools and a summary report analyzing participants' learning progress.

Note: Deliverables (i), (iii) and (iv) are to be submitted in written form, in both English and Vietnamese. Deliverable (ii) does not require a written submission.

4. Key competencies and experience

The selected expert is expected to meet the following qualifications and experience:

- A minimum of a Master's degree in Tourism or a related field;
- At least 15 years of professional experience in the tourism sector;
- Proven experience as a lecturer or expert in the research, teaching, and practice of sustainable tourism;
- Demonstrated experience in conducting training for central and local government agencies in the field of tourism;

- Prior experience working with NGOs, government agencies, or on sustainable tourism development projects is a strong asset;
- Proficiency in both English and Vietnamese, with the ability to prepare and submit all deliverables in both languages

5. Main Tasks and Activities of the Assignee (or consultant)

Under the coordination of the ST4SD Project and in close collaboration with VNAT and relevant stakeholders in Ha Giang , the consultant will carry out the following tasks:

1. Conduct a comprehensive assessment of the current status and training needs of tourism officials and staff in relation to sustainable tourism awareness and capacity building.
2. Develop training content and materials tailored to the needs and objectives of the training course for officials from VNAT and Ha Giang province.
3. Deliver training sessions in Ha Giang, including both classroom-based sessions with the international expert and practical field-based training activities.
4. Prepare a comprehensive final report summarizing the outcomes of the training course. The report (approximately 20 pages) should include the following key components:
 - An overview of the current status and training needs related to sustainable tourism for government officials in the tourism sector;
 - Key topics and content areas essential for sustainable tourism training;
 - Summary of training content delivered and results achieved;
 - Policy recommendations and proposals for improving sustainable tourism training for government officials in Vietnam, aligned with international standards and integration efforts.
5. Prepare and administrate a pre and post training test, articulated around the learning objectives of the training

All activities should be carried out in a participatory manner and ensure alignment with the overall objectives of the ST4SD project.

6. Working methodology

The consultant is expected to apply a combination of participatory and research-based approaches to ensure the relevance and effectiveness of the training program. At a minimum, the following methods will be applied:

- Working meetings and consultations with ST4SD project staff, VNAT, Ha Giang DoCST, and other relevant stakeholders to ensure alignment, gather insights, and tailor the training content to local needs;
- Secondary desk research to review relevant strategies, policies, reports, and materials on sustainable tourism in Vietnam and comparable international contexts;
- Presentation and validation of the proposed training agenda, content, and field trip itinerary with key stakeholders, including the international expert, prior to implementation;

- On-site engagement and observation during the training course to support effective delivery, facilitation, and accurate documentation of key discussions and learning outcomes.

7. Time Frame of the assignment

The indicative start date for the assignment is expected to be on June 20 and the period of implementation is expected to end on July 30 2025. The assignment would officially end when the project accepts the deliverable.

8. Logistics

- ST4SD will provide logistics support to the consultant if needed.
- The field trip expenses will be covered by Helvetas in accordance with Helvetas' cost norms.
- All other expenses and procedures incurred during the execution of the consultancy will be managed by the consultant, in compliance with the terms outlined in the contract with HELVETAS.

Interested experts are invited to submit their CV and quotation to cm1@st4sd.vn and assist1@st4sd.vn **no later than June 10**. Please note that only shortlisted candidates will be contacted.