

Project:

Swiss Tourism for Sustainable Development – Assessment
Report for component 3

Employer:

HELVETAS VIETNAM

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Contractor :

Name

Company

Address

Country, etc.



E-Mail

Contract duration

From:

To:

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 April 2023 to March 2027, with implementation led by HELVETAS Swiss Intercooperation in Vietnam (Helvetas Vietnam) as the Lead Implementing Agency, and Center for Rural Economy Development (CRED) 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.

SECO funded the development of a localized certification scheme in Quang Nam province named 'Green Standards'. This scheme has faced initial, limited success but has also faced challenges of scale, operation and logistics.

ST4SD has been working with HSLU to promote Swiss quality and excellence in sustainable tourism development and is exploring potential collaborations with two related, but fundamentally different approaches to certification: Swisstainable and TourCert. In addition, there has been interest from both Quang Nam province and Travelife to explore the potential for upgrading the Green Standards to the status of an internationally recognized certification scheme.

A national expert/ expert team is required to review the Green Standard of Quang Nam in the previous phase, revise it to be suitable for the current context, and propose a roadmap to complete the Green Standard to be recognized by GSTC.

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

- Review the Green Standard developed in the previous phase
- Revise it to be suitable for the current context in Quang Nam province

Propose a roadmap to complete the Green Standard to be recognized by GSTC, especially the management mechanism.

3. Time Frame of the assignment

| Date | Activity | Field based (Y/ N) |
|-------------------------|--|----------------------------|
| 18/04/2024 – 22/04/2024 | Desk study, updated research methodology, itinerary and work-plan | N |
| 23/04/2024 – 25/04/2024 | Write the assessment report, tentative tourism product development plan. | N |
| 02/05/2024 – 10/06/2024 | Undertaking research - detailing | Maybe |
| 12/06/2024 | Presentation of results to ST4SD management and team | N |

| | | |
|------------|---|-------|
| 14/06/2024 | Presentation to public and private sector in Quang Nam (online meeting - tentative) | Maybe |
| 18/06/2024 | Final report and propose recommendations for ST4SD | N |

4. Deliverables

- Initial updated research methodology, itinerary and work-plan
- Assessment report prior to field visit / undertaking research - detailing
- Presentation of results to ST4SD management and team.
- Presentation to public and private sector in Quang Nam (online meeting - tentative)
- Final report detailing results of implemented activities and propose recommendations for further improvement of the models

5. Mission Team / (Responsibilities of the members of the mission team)

- One expert or a team expert with tourism certification expertise, especially an international certification expert is an advantage
- Relevant qualifications and 6 years of experience in tourism certification.
- Strong proficiency in English and Vietnamese, both written and spoken.
- Knowledge of the tourism industry hospitality industry and an understanding of sustainable tourism issues.
- Evidenced specific knowledge and experience of similar tasks.

Note: The tenderer reserves the right not to award the consultancy.

Interested experts, please send CV and proposal to Trieu.Tuanh@helevetas.org and assist3@st4sd.vn by 15 Apr 2024.

Place and date: Hanoi, 02 Apr 2024

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by The Swiss State Secretariat for Economic Affairs (SECO) and is seeking a national expert on tourism policies and planning for assessing the current situation of sustainable tourism development in Vietnam with focusing on 3 main pillars: National tourism policies, Public Private Partnership Development and model for sustainable development.