
TERMS OF REFERENCE

FINDING SUSTAINABLE TOURISM EXPERIENCE DEVELOPMENT CONSULTANT IN SA DEC, DONG THAP

Project: Swiss Tourism for Sustainable Development in Vietnam (ST4SD)

Code: TOR.C3.24.06.2025

Consulting services: Sustainable Tourism Experience Development Consultant in Sa Dec, Dong Thap

Contract term: From: Jul, 2025 To: Oct, 2025

Application deadline: Before Jul 05, 2025

1. Background

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by the Swiss State Secretariat for Economic Affairs (SECO) for the 2023-2027 period. The project is implemented by HELVETAS in Vietnam in collaboration with CRED TAC.

The primary objective of the ST4SD project is to promote the sustainable and inclusive development of Vietnam's tourism sector, creating new livelihoods and supporting sustainable economic growth. The project focuses on three key outcomes:

- **Macro level:** Supporting the integration of sustainability factors into national and local tourism policies and development plans.
- **Meso level:** Enhancing the capacity of tourism training institutions in Vietnam to provide sustainable tourism education programs.
- **Meso & Micro level:** Encouraging tourism destinations and businesses to adopt sustainable practices in their operations and investments.

As part of its support for the development of sustainable tourism models in Đồng Tháp, the ST4SD project conducted a consultancy study on sustainable tourism development in Sa Đéc, Đồng Tháp. The study identified that, with its diverse tourism potential—ranging from natural and cultural attractions to distinctive tourism products—Sa Đéc has the potential to become a prominent destination in the Mekong Delta region.

One of the study's key recommendations was the **development of specialized tourism products based on a value chain approach**. As a result, three tourism value chains were proposed for Sa Đéc:

1. **"Tinh hoa Bách nghệ – Hội tụ đa giá trị" (The Essence of Hundred Crafts – Convergence of Multiple Values)**
2. **"Phức cảm Hoài niệm: Ký ức và đương đại" (Nostalgic Complexity: Memories and Contemporary Expressions)**
3. **"Kết nối Di sản – Hương sắc Trăm năm" (Heritage Connection – Centuries of Fragrance)**

After consulting with stakeholders and considering available resources and development priorities, the ST4SD project decided to **pilot the "Tinh hoa Bách nghệ – Hội tụ đa giá trị" value chain**. The project is now seeking an individual consultant to develop Sustainable Tourism Experiences in Sa Dec, Dong Thap

2. Objective(s) of consultancy

- Identify and assess local experience providers interested in upgrading their products. It is estimated to select 10 to 15 experience providers to participate in the program.
- Organize one training session to the group of selected experience providers to build their capacity in developing sustainable tourism experiences
- Provide one-on-one coaching to each selected providers
- Propose sample products or multi-provider packaged experiences

3. Key Tasks

- Conduct a rapid scoping of interested tourism providers
- Design and deliver a 2 days training on sustainable tourism product development
- Coach selected providers on:
 - Experience design and safety
 - Service quality, storytelling, and hospitality
 - Integration of environmental, cultural, and livelihood elements
 - Training local tour guides and service providers in Sa Dec flower villages in hospitality and on-site guiding skills.
 - Sale sheets for each experience providers including sample itineraries or prototype experiences linking multiple providers

4. Expected Outcomes

- List of providers supported
- Training curriculum on Sustainable tourism principles, customer service, Business management and entrepreneurship, storytelling and experience design
- Training report including pre and post-test and focus area for each provider that will need to be addressed during coaching
- Individual on-site coaching sessions with each experience provider
- One-to-one mentorship for experience providers
- Support the design and prototyping of tourism experiences
- Pilot testing of tourism experiences with feedback mechanism
- Support to develop costing and pricing structure, itineraries and booking system
- Sale sheet of each experience (or package of experiences) including brief description of the experience, HD photos, selling price (rack rate and commission-based), point of contact, website/FB if available. The sale sheet should contain all necessary information to distribute to interested Tour Operators.

5. Expert Requirements

- Bachelor degree in Tourism or related field. Master degree preferred
- Minimum 5 years of experience in hands-on design and operation of sustainable tourism experiences
- Prior sustainable product development experience with a Tour Operator or tour guiding experience.
- Good knowledge of current market trends for tourism experiences for domestic and international tourists
- Experience working directly with farmers, artisans, or small-scale providers
- Priority given to candidates with prior experience in the Mekong Delta or Sa Dec
- English Speaking is required

6. Selection Process

Interested candidates please send:

- CV
- Technical proposal including methodological approach and implementation plan

- References of prior similar consultancies or work certificate
- Financial proposal indicating the proposed level of effort (in days) and daily rate

Applications should be sent to

Helvetas.vietnam@helvetas.org, Olivier.Messmer@helvetas.org and assist3@st4sd.vn **by 05 Jul 2025**

Interviews anticipated for **12 Jul 2025**

Only short-listed candidates will be contacted.

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by The Swiss State Secretariat for Economic Affairs (SECO) 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.