
TERMS OF REFERENCE – FINDING NATIONAL GREEN TOURISM FORUM BY VNAT

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

Code: TOR.C1.25.06.2025

Consulting services: National Green tourism Forum by VNAT

Contract term: From: July 20, 2025 To: Oct, 2025

Application deadline: Before July 11, 2025

1. Project Introduction

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD) project, funded by the Swiss State Secretariat for Economic Affairs (SECO), aims to develop Vietnam's tourism industry in a more sustainable and inclusive manner. As part of Switzerland's economic development cooperation activities in Vietnam, the project is jointly implemented by Helvetas Vietnam and Cred Agriculture and Tourism Solutions Consulting Company Limited (CRED). The Ministry of Culture, Sports and Tourism has appointed the Vietnam National Administration of Tourism as the project owner.

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.

VNAT is the owner of the ST4SD project. As part of its approved 2025 plan, the project will support VNAT in organizing the Annual National Green Tourism Forum, tentatively to be held in Da Lat City in September, 2025. The forum aims to (i) develop an Action Framework for Green Tourism Development in Vietnam in the new context, (ii) establish a Green Tourism Network to support the country's green transition in tourism, and (iii) propose mechanisms to encourage innovation and creativity in developing and managing green tourism destinations in Vietnam.

To ensure the forum is well-prepared and effectively delivered, the project is seeking a national expert to provide technical support across all key phases, including planning, coordination, reporting, and follow-up.

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

The primary objective of this consultancy is to provide technical support for the effective preparation, organization, and follow-up of the Annual Green tourism forum. This support is expected to result in:

- An overview of general awareness on green tourism development and relevant domestic and international experiences, serving as a foundation for informed discussion;
- A detailed field trip program to explore green tourism models in Lam Dong (tentatively at Bi Doup - Nui Ba National Park and agritourism in Lam Dong);
- A well-structured forum agenda reflecting key priorities and emerging issues in green tourism development to ensure active engagement of relevant stakeholders through focused, meaningful discussions during the forum;
- A consolidated summary of key insights, contributions, and recommendations generated from the forum, including but not limited to:
 - Green tourism models, initiatives, and destination management policies in Vietnam – perspectives from key stakeholders;
 - The Action Framework for Green Tourism Development in Vietnam in the New Context;
- A final report proposing concrete models, mechanisms, policy directions, and strategic actions to support the implementation of the Action Framework for Green Tourism Development in Vietnam in the New Context.

2. Expected deliverables

The national expert is expected to deliver the following 04 key deliverables:

1. Background Paper: A brief background paper (minimum 10 pages per language: English and Vietnamese) summarizing general awareness and relevant domestic and international experiences in green tourism development to serve as a foundation for forum discussions.
2. A comprehensive forum design package that effectively demonstrates:
 - A detailed agenda outlining the forum structure, key themes, and proposed speakers or facilitators;
 - Technical inputs to shape the format and content of each session;
 - Clear facilitation plans to ensure focused and meaningful engagement of stakeholders throughout the forum discussions.
3. A detailed field trip itinerary to explore green tourism models in Lam Dong province, tentatively at Bidoup - Nui Ba National Park, with defined objectives and linkages to the forum themes.
4. A final technical report including (minimum 20 pages per language: English and Vietnamese) comprising:
 - An overview of green and sustainable tourism development in Vietnam
 - A consolidated summary of key outcomes and recommendations from the forum, structured according to major discussion themes (minimum 8 pages per language);
 - Key findings and insights from the forum proceedings;
 - Proposed models, mechanisms, policy directions, and strategic actions to support the implementation of the Action Framework for Green Tourism Development in Vietnam in the new context.

*All reports and deliverables must be prepared and submitted in both English and Vietnamese.

3. 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 20 years of professional experience in the tourism sector;
- Proven knowledge and understanding of sustainable tourism and tourism development in Vietnam (experience in policy development or national-level coordination is an advantage);
- Proficiency in both English and Vietnamese, with the ability to prepare and submit all deliverables in both languages;
- Demonstrated experience working with NGOs, government agencies, or donor-

funded projects related to sustainable tourism development.

- Demonstrated experience in designing, organizing, and facilitating high-level policy dialogues, forums, conferences or stakeholder consultations;
- Strong analytical and writing skills, with the ability to synthesize complex discussions into actionable recommendations;

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

Under the coordination of the ST4SD Project and in close collaboration with VNAT, MoCST, and the Lam Dong Department of Tourism (DoT), the consultant will undertake the following tasks:

- Conduct a desk review of current sustainable/ green tourism development in Vietnam, including relevant policies, initiatives, challenges, and opportunities.
- Develop a discussion framework and propose key themes, topics, and speakers for the forum.
- Identify and recommend session topics, guiding questions, and potential speakers.
- Directly implement and moderate the forum and field trip, based on the approved design package.
- Consolidate outcomes and prepare the final report with key findings and recommendations.

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

5. Working methodology

Of the various applicable research methods and techniques available to consultants, it is expected that at least the following will be applied.

- Consultative meetings with project staff, VNAT, Lam Dong DoCST, and key tourism stakeholders to ensure alignment and gather inputs;
- Desk review of relevant policies, strategies, and reports on green and sustainable tourism in Vietnam and comparable contexts;
- Presentation and validation of proposed content (e.g., discussion framework, agenda) with key stakeholders prior to the forum;
- On-site engagement and observation during the forum to support effective facilitation and ensure accurate documentation of inputs and outcomes.

6. Time Frame of the assignment

The indicative start date for the assignment is expected to be on July 20 and the period of implementation is expected to end on October 10, 2025. The assignment would officially end when the project accepts the deliverable.

7. 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.

9. Application document

Interested experts are invited to submit application to ST4SD project at Olivier.Messmer@helvetas.org, assist3@st4sd.vn and cm1@st4sd.vn and no later than July 11. Application documents include:

- (1) CV of applicant
- (2) Methodological approach to conduct the consultancy
- (3) Certificate of good completion of similar consultancies
- (4) Financial proposal (with number of working day and proposed daily rate)

The email subject line should begin with: [TOR.C1.25.06.2025]

Please note that only shortlisted candidates will be contacted.