
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

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

Code: TOR.C1.23.07.2025

Consulting services: National expert for the planning, coordination, on-site presentation, reporting and follow-up stages of the International Sustainable Tourism Conference

Contract term: From: September 01, 2025 To November 30, 2025

Application deadline: By August 15, 2025

1. Project Introduction

The Swiss Tourism for Sustainable Tourism in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Vietnam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Vietnam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and Center for Rural Economy Development (CRED), a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appoints the Vietnam Authority 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 the approved 2025 plan by the VNAT for the project, the project will support VNAT with the organization of a international sustainable tourism conference tentatively in November in Ninh Binh province. The conference will focus on the vision and actions of GMS countries in sustainable tourism development and aims to foster dialogue and collaboration among key stakeholders and countries in GMS region to advance sustainable tourism development in the region. To ensure the effective preparation and successful implementation of this activity, a national expert will be engaged to provide technical support throughout the planning, coordination, on-site presentation, reporting and follow-up stages.

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 international sustainable tourism Conference tentatively in Ninh Binh province. This support is expected to result in:

- A comprehensive overview of the current status of sustainable tourism development in Vietnam and in GMS countries, serving as a basis for informed discussion;
- A well-structured thematic framework and agenda for the forum that reflect key priorities and emerging issues in sustainable tourism development;
- Active engagement of relevant stakeholders through focused and meaningful discussions during the forum;
- A consolidated summary of key insights, inputs, and recommendations generated from the conference;
- A final report proposing concrete model, mechanisms, policy directions, or strategic actions to support the advancement of sustainable tourism in Vietnam and in GMS tourism collaboration.

2. Expected deliverables

The consultancy is expected to produce the following 05 key deliverables:

1. **Brief assessment report** on the current status of green tourism development in Viet Nam and in GMS collaboration, highlighting key findings, challenges, and opportunities;

2. **Proposed discussion framework** for the sustainable tourism conference, including the main theme, structure, and key content areas;
3. **Suggested agenda and discussion topics**, with recommended speakers and guiding questions;
4. **Coordinate the discussion at the workshop** with focus on the topics and expected outcomes.
5. **Final summary report** (minimum 10 pages each language, not including attached photos and annexes) consolidating key insights and feedback from the forum, with proposed mechanisms, policies, or recommendations to promote sustainable tourism development in Vietnam and in GMS collaboration.

Note: Although five deliverables are listed, only Deliverables 1, 2, 3, and 5 are required to be submitted in written form. Deliverable 4 refers to the expert's in-person participation and facilitation, the outcomes of which are reflected in the other deliverables.

*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 15 years of professional experience in the tourism sector;
- Proven knowledge and understanding of sustainable tourism and tourism development in Vietnam and GMS countries 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 international organizations, NGOs, government agencies, or donor-funded projects related to sustainable tourism development.

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

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

1. Conduct a desk review and assessment of the current status of sustainable tourism development in Vietnam, including policies, initiatives, challenges, and opportunities;
2. Work closely with VNAT to develop a discussion framework for the sustainable

tourism conference, including key themes and objectives aligned with project goals;

3. Identify and propose key discussion topics and content groups to be addressed during the forum, along with suggestions for speakers, moderators, and guiding questions;
4. Support the organization and facilitation of the forum, including participation in preparatory meetings and on-site presentation and coordination during the event;
5. Consolidate feedback and outcomes from the forum and prepare a comprehensive final report with recommendations, proposed mechanisms, or policy directions for advancing sustainable tourism in Vietnam and GMS countries.

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.

- Working meetings and consultations with project staff, stakeholders, and relevant tourism actors to ensure alignment and gather diverse perspectives;
- Secondary desk research to review existing strategies, policies, reports, and other relevant documents on green and sustainable tourism in Vietnam and GMS countries 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 September 1 and the period of implementation is expected to end on November 31, 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 assist3@st4sd.vn and cm1@st4sd.vn and no later than August 15. 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)

Please note that only shortlisted candidates will be contacted.

The email subject line should begin with: [TOR.C1.23.07.2025] National Consultancy for the International Sustainable Tourism Conference

Prepared by:

Approved by:

Vu Nam

Olivier Messmer