

Project: Swiss Tourism for Sustainable Development:  
**Focus: Enhance local capacity, improve service quality, and develop a sustainable ecological and community-based tourism model in Sa Dec**

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**Employer:** **HELLETAS VIETNAM**  
298F Kim Ma, Ba Dinh, Hanoi



E-Mail TL@st4sd.vn

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**Contractor:** Name  
Company  
Address  
Country, etc.



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**Contract duration** From: Apr 2025 To: Oct 2025  
**Total number of days** (not exceeding)

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## 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 HELLETAS 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 a group of experts or a consulting firm to:

- Finalize and integrate product groups to **complete the "Tinh hoa Bách nghệ – Hội tụ đa giá trị" value chain**.
- **Enhance the capacity** of service providers within the value chain.
- **Facilitate market connections** for Sa Đéc's tourism product groups following the value chain approach.

## 2. Objective(s) of consultancy

Providing technical support to enhance local capacity, improve service quality, and develop a sustainable eco-tourism and community-based tourism value chain model in Sa Đéc. Successfully developing this sustainable tourism value chain model for replication in Sa Đéc and across Đồng Tháp province.

### 3. Key Tasks

The expert will carry out technical support activities focusing on the following areas:

#### 3.1. Study Tour in Trà Vinh

- Organize a **2-day, 1-night study tour** in Trà Vinh to raise awareness and inspire stakeholders in sustainable tourism development.
- Invite experts to share insights on **tourism product development** and **product repositioning** in Sa Đéc, facilitating discussions and drawing lessons from the study tour.
- Extract key lessons and successful models from Trà Vinh to share with tourism stakeholders in Sa Đéc.

#### 3.2. Capacity Building for Completing the "Tinh Hoa Bách Nghệ" Value Chain

Design and implement training programs for stakeholders involved in the "**Tinh Hoa Bách Nghệ - Hội Tụ Đa Giá Trị**" sustainable tourism ecosystem.

Training content includes:

- **Skills in product innovation, operations, packaging, and sales** for sustainable tourism activities.
- Providing knowledge on **culture, agriculture, tourism, environment, food safety, tourism site operations, marketing & communication, tour guiding, geography, and history** to integrate into product development.
- Equipping service operation and professional service skills for key groups: **Accommodation, Culinary, and Experience-based Services**.
- Collaborating with the project to introduce the **Innovation Program** and support the selection of **pioneering businesses in Sa Đéc** for funding in sustainable tourism innovation initiatives.

#### 3.3. Market Connection and Marketing Promotion

The ST4SD project expert will coordinate with the **Department of Culture, Sports, and Tourism of Đồng Tháp** and relevant local authorities to connect with **tour operators** inside and outside the province.

- **Organize a Farm Trip** to introduce **13 services** of the tourism ecosystem.
- Provide knowledge and skills in **service and product promotion**.

#### 4. Expected Outcomes

- **Capacity building for stakeholders:** Participating units acquire sufficient knowledge and skills to implement sustainable tourism models.
- **Enhancing connections and cooperation within the tourism ecosystem:** Businesses and communities work closely together to build a tourism value chain.
- **Finalizing and implementing the "Tinh Hoa Bách Nghệ - Hội Tụ Đa Giá Trị" tourism product:** Developing and piloting unique tourism experiences.
- **Establishing a sustainable tourism value chain model in Sa Đéc:** Orienting the development of community-based, ecological, and cultural tourism following sustainable trends.
- **Training materials package:** A training document set for the sustainable tourism value chain "Tinh Hoa Bách Nghệ - Hội Tụ Đa Giá Trị" in Sa Đéc.

#### 5. Time Frame of the Mission

- **Timeline:** April – Oct 2025
- **Location:** Sa Dec City, Dong Thap Province

Activity	Implementation Time
Study Tour: Experience Learning in Trà Vinh	April – May 2025
Developing Sustainable Tourism Experiences for the Ecosystem	May – August 2025
Pilot Operation and Commercialization of Sustainable Tourism Products	August – October 2025
Final Report	October 30, 2025

#### 6. Expert Requirements

- Experience in sustainable tourism development and community-based tourism.
- Knowledge of destination marketing and tourism promotion.
- Experience in training and consulting for small and medium enterprises in the tourism sector.

- Preference for candidates with knowledge of the Mekong Delta tourism industry.

## 7. Selection Process

Interested candidates please send: CV and a proposal including understanding of the mandate, methodologies, implementation plan, number of dates and quotations to [Helvetas.vietnam@helvetas.org](mailto:Helvetas.vietnam@helvetas.org) and [assist3@st4sd.vn](mailto:assist3@st4sd.vn) by **25<sup>th</sup> April 2025**

Interviews anticipated for **30<sup>th</sup> April 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.

Technical Lead

Country Director

Nguyen Lam Giang

Pham Van Luong