
TERMS OF REFERENCE – FINDING MASTER INSTRUCTOR TRAINER

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

Code: TOR.C2.11.08.2025

Consulting services: Master instructor trainer for Swiss EHT program

Contract term: From: Sep, 2025 To: Sep, 2026

Application deadline: Before Sep 15, 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 ST4SD project supports the drafting and recommendation of relevant policies and enhances public-private dialogue at both national and local levels; develops and promotes the Swiss EHT between Swiss partners and qualified Vietnamese training institutions; and establishes a network of tourism industry experts from Switzerland and Vietnam. At the same time, the project promotes innovative ideas for businesses and destinations to enhance sustainability (including the development of sustainability standards). In the long term, the ST4SD project will support the creation of new livelihoods and sustainable economic development in Vietnam.

During more than 2-year implementing in Vietnam, Component 2 has chosen 17 master instructors from 4 pilot training institutes coming from 3 regions: National economics university in the north, IBH academy in the central and Van Lang university, Sai Gon tourism college in the south for implementing Swiss Executive Hospitality Training program (Swiss EHT). In 2025 - 2026, ST4SD is supporting the training institutes to expand the market and seek the targeted audience as well as open pioneer classes for Swiss EHT program.

ST4SD is looking for master instructors certified by EHL to deliver the Swiss EHT program in Vietnam.

2. Objective

- Develop comprehensive training materials for selected modules of the Swiss EHT program with 3 levels: foundation, intermediate, advance.
- Conduct offline training courses for Vietnamese learners in the hospitality sector to enhance their skills and knowledge.

3. Scope of operation

The selected master instructor (MI) will be responsible the following specific tasks:

1. Discuss and agree on the methodology to prepare training materials, and training methods for each particular class.
2. Create customized training materials for the selected modules, utilizing handouts and resources from the Swiss EHT system.
3. Deliver engaging and effective offline training courses to learners in the hospitality sector.
4. Prepare a detailed training report, including outcomes, feedback, and recommendations for future improvements.

4. Output and Timeline

STT	Mission	Number of days	Tentative deadline
1	Discuss and agree on the methodology to prepare training materials, and training methods.		After assigning the facilitating schedule
2	Finalise the training materials for the chosen modules	1 day/ 1 module	05 days before training date
3	Deliver the course to the learners	1 day/ 1 module	Schedule will be provided by Component manager
4	Conduct training report and recommendation	1 day / 1 module	5 days after training the modules

5. Criteria for Selecting Service Providers

- Holds a Master's degree and is a certified Master Instructor by École Hôtelière de Lausanne (EHL)
- Minimum of 5 years of teaching experience at recognized training institutes.
- At least 10 years of professional experience in the hospitality sector.
- Demonstrates professional proficiency in English (written and verbal).

6. Required Documents

Master instructor with relevant expertise and interest are requested to submit:

- A detailed Curriculum Vitae (CV) outlining qualifications and experience.
- A comprehensive workplan detailing the approach and timeline for executing the contract.
- Valid certification as a Master Instructor by EHL, along with any other relevant certifications.
- A financial proposal outlining the cost structure for the proposed services.

Proposal should be sent to the email address assist3@st4sd, helvetas.vietnam@helvetas.org and olivier.messmer@helvetas.org before Sep 15, 2025.

Note: ST4SD only contacts selected master instructor

Proposed by

Approved by

Team lead

Country Director