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## TERMS OF REFERENCE

### SEEKING LOCAL TOURISM POLICY CONSULTANT

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

Code: TOR.C1.01.10.2025

Consulting services: Local tourism policy Consultant for the Swiss Viet Economic Forum

Contract term: From: 15 October 2025 To: 20 November 2025

Application deadline: Before 08 Oct 2025

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### 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 Swiss-Viet Economic Forum (SVEF) 2025 in Da Nang is co-organized by the Da Nang People's Committee, the Embassy of Switzerland in Viet Nam and the Swiss-Viet Economic Forum Organization. It focuses on strengthening bilateral relations and advancing cooperation in foreign investment, digital transformation, and sustainable development between Switzerland, Vietnam, and global partners. The Forum will be organized from 3 to 5 November 2025 under the theme: Innovative Partnerships for Sustainable Growth.

ST4SD will actively participate in the Forum by organizing a roundtable discussion on "Transitioning Hotels and Resorts Toward Net Zero Operations," featuring experts from Vietnam and Switzerland. The project seeks a local expert to prepare, present, and moderate this high-level discussion.

### 2. Objectives

The selected Local Tourism Policy Consultant will be responsible for providing expert guidance, content, and facilitation services for the ST4SD-led roundtable discussion at the SVEF 2025.

- Content Preparation: Develop and present a comprehensive overview of net zero activities in Vietnam's tourism and hospitality sectors, including best practices, challenges and Vietnam's objectives set in the 2030 strategy.

- Facilitation: Effectively moderate the discussion among experts during the roundtable.

### **3. Deliverables**

- Proposed the Roundtable agenda and guest recommendations
- A presentation on the net zero situation in Viet Nam, best practices, challenges and presenting it at the Roundtable of the Forum.
- Moderation of the roundtable discussion.
- Final report on roundtable outcomes including recommended policy and regulatory reforms based on Swiss best practice and needs/capacity of the private sector in Vietnam.

### **4. Main Tasks and Activities**

Under the coordination of the ST4SD Project and in close collaboration SVEF, the consultant will undertake the following:

- Conduct a desk review of the net zero situation in Viet Nam and related good practices on tourism and hospitality, including relevant policies and regulations, initiatives, challenges, and opportunities.
- Develop and deliver a presentation on the net zero situation and good practices at the Forum's Roundtable.
- Develop a comprehensive discussion framework, directions, session topics, and guiding questions for the roundtable.
- Moderate the discussion on Transitioning Hotels and Resorts Toward Net Zero Operations.
- Consolidate discussion outcomes and prepare a final short report in English, including key findings and policy/regulatory reform recommendations to achieve net-zero objectives set in the 2030 strategy..

### **5. 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 economics or policy management or a related field;
- At least 8 years of professional experience in sustainable development, including participation in tourism-related projects and activities;
- Proven knowledge on net zero and understanding of sustainable tourism and tourism development in Vietnam;
- 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 presenting 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;

### **6. Working methodology**

The consultant is expected to apply the following methods and techniques:

- Consultative Meetings: Regular meetings with the ST4SD Project team, Swiss expert and SVEF organizers.
- Desk Review: Comprehensive review of relevant national and international policies, strategies, and good practices on net zero and related good practices on tourism and hospitality.
- Validation: Presentation and validation of proposed content (e.g., discussion framework, agenda) with the project team.
- Moderation: Professional moderation of the multi-stakeholder Roundtable at the national level.

## **7. Timeframe**

The indicative start date for the assignment is expected to be on 15 October 2025 and the period of implementation is expected to end on 20 November 2025. The assignment would officially end when the project accepts the deliverable.

## **8. Logistics**

- ST4SD will provide logistics support to the consultant if needed.
- 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 their application documents no later than **08 October 2025**.

Required application documents:

1. Curriculum Vitae (CV) of the applicant.
2. Proofs of good completion of similar consultancies (e.g., sample work, completion certificates).
3. Financial proposal (clearly outlining the number of working days and the proposed daily rate).

Applications should be submitted via email to all of the following addresses:

- Olivier.Messmer@helvetas.org
- lien.le@helvetas.org
- cm2@st4sd.vn
- assist1@st4sd.vn

The email subject line should begin with: [TOR.C2.01.10.2025] Local Tourism Policy Consultant.

Please note that only shortlisted candidates will be contacted.