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## TERMS OF REFERENCE

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Contract-no:

Project/mandate no: 2025.12.12/ Vietnam

Project/mandate name/country: Swiss Tourism 4 Sustainable Development

Client  
HELVETAS Swiss Intercooperation  
298F Kim Ma Street, Hanoi, Vietnam

Email [info@helvetas.org](mailto:info@helvetas.org)

Contract duration From: January 2026 March 15, 2026

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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 a duration of four years, from April 2023 to March 2027, with implementation led by HELVETAS Swiss Inter-cooperation in Vietnam (Helvetas Vietnam) as the Lead Implementing Agency, and CRED Tourism & Agriculture Solution Consulting Company Limited (CRED) as the Consortium Partner.

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.

In 2025, the ST4SD Project provided consultancy and support to Ha Giang province (now Tuyen Quang) in preparing the nomination dossier for Lo Lo Chai Community Tourism Village, which was successfully awarded as the UN Tourism 'Best Tourism Villages'.

To enhance the management of community tourism villages towards sustainable development in line with UN Tourism standards, the ST4SD Project continues to support Tuyen Quang province in developing the 'Guidelines for the management and development of sustainable community-based tourism destinations based on UN Tourism Standards.' Thus, the Project is recruiting a national consultant to carry out this assignment in early 2026.

## **2. Objective(s) of the mission (or consultancy)**

The objective of this Project is to provide technical support and draft a guideline document on the Management and Development of Sustainable Community-Based Tourism Destinations according to UN Tourism standards. This support is expected to be demonstrated in the following areas:

- Gathering documents and an overview of UN Tourism guidelines and standards on sustainable tourism destinations and the Best Village standards, as well as other relevant standards in Vietnam and worldwide.
- Synthesizing and evaluating the current state of sustainable community-based tourism development in Tuyen Quang.
- Drafting a guideline document on the Management and Development of Sustainable Community-Based Tourism Destinations according to UN Tourism standards, and transferring it to Tuyen Quang province for publication as a guidebook and dissemination.
- Providing technical guidance/content to produce an animated guidance video based on the approved document.

## **3. Expected deliverables**

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

- Background Paper: A brief background paper (minimum 10 pages per language: English and Vietnamese) summarizing general information and relevant domestic and international standards and guidelines on sustainable CBT destination management with emphasis on UN Tourism guidelines and standards.
- A consultation workshop with Tuyen Quang Department of Culture, Sports and Tourism (DoCST) finalize the draft of guideline document.
- A guideline document submitted to Tuyen Quang DoCST or PPC for approval
- Provision of production oversight and advisory support to create an animated guidance video that clearly illustrates the content of the guidelines.
- A training workshop in Lo Lo Chai the head of CBT village in Tuyen Quang to use the Guideline.

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

## **4. 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, community-based tourism, including Tuyen Quang CBT.
- Experience in policy development, in writing researches, books or guideline book on CBT or sustainable tourism 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.

## **5. Main Tasks and Activities of the Assignee (or consultant)**

Under the coordination of the ST4SD Project and in close collaboration with Tuyen Quang DoCST, the consultant will undertake the following tasks:

- Conduct a desk review of current sustainable tourism and community-based tourism development guidelines/standard/regulations ect by UN Tourism, GSTC or other prestige tourism organization in the world as well as in Vietnam, including relevant policies, initiatives, challenges, and opportunities.
- Develop an outline of the Guideline for sustainable CBT destination management and development.
- Conduct field research to at least 2-3 CBT villages in Tuyen Quang to identify the key issues in sustainable tourism development in CBT and mapping with criteria by UN Tourism.
- Drafting the guideline.
- Participating in a consultation meeting with provincial Department of Culture, Sports and Tourism (DoCST) for finalizing the guideline before submitting to DoCST for approval.
- Assessing and benchmarking best practices from Switzerland for CBT framework management, and suggest applicability in the Vietnamese context.
- Providing technical advice for the production of an animated video clip to visualize the guidelines.
- Participating in a training workshop for disseminating the guideline.

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

## **6. 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, Tuyen Quang DoCST, and key tourism stakeholders to ensure alignment and gather inputs;
- Desk review of relevant policies, strategies, and reports on sustainable tourism destination management in Vietnam and comparable contexts;
- Sites inspection to collect data and assessment.

## **7. Time Frame of the assignment**

The indicative start date for the assignment is expected to be on January 15, 2026 and the period of implementation is expected to end on March 15, 2026. The assignment would officially end when the project accepts the deliverable. The expense for anime video clip is separated with the above cost.

## **8. 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](mailto:assist3@st4sd.vn) and [cm1@st4sd.vn](mailto:cm1@st4sd.vn) and no later than 31 December 2025. 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.