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## TERMS OF REFERENCE SEEKING SERVICE PROVIDER

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

Code: TOR.C3.09.12.25-1

Consulting services: Website Development – Herbs Dictionary & Online Experience  
Booking System

Contract term: From: December 2025 To: February 2026

Application deadline: Before 20 Dec 2025

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### 1. Project Introduction

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims to make Vietnam's tourism sector more sustainable and inclusive. It is implemented by the consortium of Helvetas Vietnam and CRED Tourism and Agriculture solution consulting company limited (CRED), with the Vietnam Authority of Tourism as project owner.

Hoi An Farm Business Household (An Farm) cultivates over 30 varieties of organic herbs on its 3,000 m<sup>2</sup> garden and cooperates with local farmers for an additional 5,000 m<sup>2</sup>. An Farm welcomes more than 1,800 visitors annually and produces over 50 herbal products through hand-processing methods. As part of its digital transformation and tourism development goals, An Farm requires enhancements to its current website ([www.anfarmhoian.com](http://www.anfarmhoian.com)) to improve educational content, customer engagement, and global online experience sales.

This TOR seeks a qualified website development consultant/team to upgrade the existing website and introduce new interactive and revenue-generating digital features.

Beneficiary: Hoi An Farm Business Household (An Farm)

Funded by: ST4SD

### 2. Objectives of the Assignment

The consultant will develop additional content sections and functional enhancements to:

1. Provide high-quality herbal knowledge through an online “Herbs Dictionary”.
2. Improve customer engagement via a subscription/newsletter system.
3. Launch a global online experience booking channel to promote and sell An Farm's virtual workshops.

### 3. Scope of Work

#### Part 1: Website Enhancement – Herbs Content & Customer Engagement

##### 3.1. “Herbs Dictionary” Section

The consultant will design and develop a dedicated reference library featuring approximately **15 herbs and medicinal plants**, including but not limited to: ginger, turmeric, cinnamon, mint, rose, rosemary, hibiscus (roselle), stevia, holy basil, sweet basil, lemongrass, dandelion, Ming aralia, *Abelmoschus sagittifolius* (Vietnamese ginseng), and *Pseuderanthemum palatiferum*.

Each herb entry should include:

- Description
- Energetics
- Health benefits
- How to use
- Tips
- How to grow and process

The interface must be visually designed as an **e-handbook**, user-friendly, mobile-responsive, and optimized for fast browsing.

##### 3.2. Subscription / Newsletter Section

The consultant will develop a subscription system integrated into the website, including:

- Email registration form for visitors
- Customer data management dashboard
- Automated notifications to website admin upon new subscription
- Ability to categorize newsletters (herbal articles, farm updates, online program announcements)
- Backend accessible for exporting subscriber lists

#### Part 2: Online Experience Booking Channel

##### 3.3. Development of Online Experiences – Workshop Category

An Farm plans to introduce **12 online experience programs** targeting global users. The consultant will:

- Design and build a dedicated website section for online workshops
- Upload content including:
  - Program description
  - Images and demo videos
  - Schedule / session availability
  - Ticket prices
- Ensure multilingual interface (at minimum: English + Vietnamese)
- Integrate booking and confirmation functions (basic booking form or API-ready structure)
- Optimize interface for mobile, tablet, and desktop devices
- Ensure smooth user flow from browsing to registration

Themes of online experiences include:

- Herbal cooking
- Tea making
- Natural cosmetics
- Herbal home remedies
- Daily health applications of herbs
- How to grow herbs organically at home, in a small garden, on a balcony...
- How to prepare and process herbs at home

#### **4. Deliverables**

1. Inception report including:
  - Workplan
  - Website structure (sitemap)
  - Wireframes and design mock-ups
2. Completed “Herbs Dictionary” module, featuring 15 herbal entries and all content functions.
3. Functional subscription/newsletter system integrated with backend admin panel.
4. Online experience booking section, fully developed and populated with 12 program profiles.
5. Edit and filter over 1000 photos and 100 videos for using on the website content
6. Multilingual website interface (Vietnamese & English).
7. Testing, optimization, and technical documentation.
8. Training session for An Farm team on content management.

#### **5. Consultant Qualifications**

- Proven experience in website development, particularly in tourism, agriculture, or educational content.
- Strong UI/UX design capability and mobile-responsive development skills.
- Experience with multimedia integration (video, galleries, interactive content).
- Ability to provide bilingual website structure (EN–VI).
- Preferably experienced with WordPress or the current website's CMS.
- Ability to deliver within the agreed timeline.

#### **6. Timeline**

##### **January – February 2026**

- Week 1: Inception & design approval
- Weeks 2–6: Development of new modules
- Weeks 7–8: Testing, revisions, and training
- Final delivery: End of February 2026

#### **7. Application Requirements**

Interested consultants are requested to submit:

- Financial proposal
- Portfolio of relevant projects
- Contact details of at least two references

Please send applications to:

✉ **assist3@st4sd.vn, olivier.messmer@helvetas.org.vn**

Email subject: **[TOR.C3.09.12.2025-1] Website Development – An Farm**

Only shortlisted candidates will be contacted.