
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Videography consultancy for Swiss EHT program
Contract term:	From 25 February 2026 to 15 June 2026
Application deadline:	Before 5 February 2026

1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, 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 appointed the Viet Nam National Authority of Tourism as the project owner.

The Swiss Executives Hospitality Training Program (Swiss EHT Program), a key initiative under Component 2 of the ST4SD project, aims to strengthen human resources for the hospitality sector in Viet Nam. This high-level education program is designed for mid-level and senior management in Vietnamese hospitality enterprises, providing future leaders with the tools to deliver exceptional service while maintaining a commitment to sustainability. The ST4SD project facilitates sustainable cooperation between selected educational institutions in Viet Nam and the EHL Hospitality Business School to develop this program, which features an international focus based on meeting the practical demands of enhancing the quality of the domestic workforce.

In this context, it is crucial to have consultancies to produce high-quality visual content (videos and photos) to reflect and promote for the Swiss EHT program.

2. OBJECTIVES

The objective of this assignment is to produce high-quality videos that visualize/showcase:

Executive management: Document the training of hospitality executives to align with international standards and long-term visions, building a solid foundation for Vietnam's hospitality sector.

Hybrid learning model: Capture the balance of online and in-person networking and practical application.

Classroom dynamics: Highlight interactions among individuals and groups, as well as the engagement between trainers and participants.

Comprehensive curriculum: Showcase the 12 modules across three core blocks:

- Block I: Service Excellence (Modules 1-4: Communication, Hygiene/Sustainability, Sustainable Operations, Customer Service).
- Block II: Sustainable Operations (Modules 5-8: Room Division, F&B Operations, Etiquette/Protocol, Cultural Awareness).
- Block III: People & Leadership (Modules 9-12: Service Excellence, Leadership, People Development, Management Communication).

Swiss quality & EHL prestige: Emphasize the Swiss hospitality legacy and the academic support of EHL Hospitality Business School, the number 1 hotel management school worldwide.

Success stories: Capture participants (students, professionals, and SMEs) applying Swiss standards within real-world Vietnamese hospitality settings.

3. EXPECTED DELIVERABLES

The consultant will be responsible for capturing the following:

- One 30-second video for short introduction of the Swiss EHT Program on what it is, what we do, who can participate and what are strengths.
- One 5-minute video for the full introduction in details about the Swiss EHT Program on what it is, what we do, who can participate, what are strengths; modules of the program; testimonials from the partners, trainers, training institutions, and participants; and achievement to dates.
- Twenty 30-second testimonials of the Swiss EHT stakeholders (partners, training institutions, trainers, and participants).
- Two 3-minute videos capturing two success stories.

Location: On-site filming will take place predominantly in Ho Chi Minh City

The content of the Swiss EHT program can be found at its brochure [here](#).

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Quality and completeness of the proposal
- Cost effectiveness
- Experience in producing high-quality, impactful, story-driven video products, ideally with the hospitality sector.
- Previous experience working with international cooperation programs or with the Government of Vietnam.

5. PROPOSAL SUBMISSION

Interested suppliers are requested to submit their proposals detailing the following:

- CV, cover letter and portfolio of previous similar work

- Certificate of good completion of similar work
- Applicants will indicate their expected daily rate (including VAT) and number of days to conduct the consultancy.

Please send your proposal to lien.le@helvetas.org, cm2@st4sd.vn, and assist3@st4sd.vn before 3pm on Thursday, 5 February 2026.

Please note that only shortlisted candidates will be contacted.