

---

## TERMS OF REFERENCE – CONSULTANCY SUPPLIER

---

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Product Development & Marketing - Community-Based Tourism – Ban Khun Village, Bang Lang Commune, Tuyen Quang Province
Contract term:	From March 2026
Application deadline:	24/02/2026

---

### 1. Background & Rationale

In November 2025, the Swiss Tourism for Sustainable Development Project (ST4SD) supported Ban Khun village to implement Community-Based Tourism (CBT) training and to establish the Community Tourism Coordination Board (DMO).

Key outcomes of Phase 1 included:

- Significantly improved community awareness of CBT and sustainable tourism principles
- Formal establishment of the Ban Khun Community Tourism Coordination Board (DMO)
- Identification of strategic directions and preliminary recommendations for CBT product development

However, tourism activities in Ban Khun remain fragmented, informal, and not market-ready. Services are mainly provided by individual households, are not yet structured into coherent products, lack pricing frameworks, and have limited linkages to tourism markets.

Phase 2 is designed to translate existing capacity, organizational structures, and local resources into concrete, market-ready community-based tourism products and sustainable livelihoods, in line with ST4SD's destination-based, community-centered approach.

### 2. Overall Objective

To develop and package market-ready community-based tourism product modules in Ban Khun village, while strengthening the coordination, operational, and market linkage capacity of the Community Tourism DMO and service groups.

### 3. Specific Objectives

1. Develop a portfolio of CBT product modules based on Ban Khun's natural and cultural assets

2. Clearly identify capacity development needs directly linked to each product module
3. Identify minimum investment needs required for safe and quality product operation
4. Finalize product packaging, pricing structures, and pricing policies suitable for market piloting
5. Pilot responsible market linkages and collect feedback for product refinement

## 4. Scope of Work

### PHASE 2A – PRODUCT DEVELOPMENT

#### 4.1 Review & Selection of Priority Products

##### Activities

- Review outputs and recommendations from Phase 1 CBT & DMO training
- Work closely with the Community Tourism DMO and service groups
- Select 3–5 priority product module groups for focused development (avoiding over-extension)

##### Deliverable 1

- *List of priority CBT products for Phase 2*, including justification based on potential, community capacity, and market relevance

#### 4.2 Development of Product Modules

Design CBT product modules with durations of 1–4 hours, which can be combined into half-day, full-day, or multi-day programs, including:

- **Accommodation:** upgrading stilt houses, private rooms, and community camping options in coordination with accommodation specialists
- **Food & Beverage:** traditional meals, outdoor dining, BBQ/local buffet, developed through hands-on coaching
- **Nature-based experiences:** trekking, streams, forests, caves, picnics
- **Cultural experiences:** local storytelling, cooking, handicrafts, medicinal herbs
- **Souvenirs/local products:** agricultural products, herbal products, handicrafts

Each module must clearly define:

- Experience content and unique value proposition
- Duration and group size
- Service providers (households/groups)
- Operational and safety requirements
- Sustainability considerations

## **Deliverable 2**

- *Catalogue of Ban Khun CBT product modules*, ready for use by the DMO and tour operators

### **4.3 Capacity Training Needs Assessment**

Assess existing capacities and training needs of:

- **Community Tourism DMO:** product coordination, quality control, partner engagement
- **Service groups:** accommodation, food services, local guides, agriculture & handicrafts

## **Deliverable 3**

 *Capacity development needs assessment report*, directly linked to specific product modules  
(practical and actionable, to inform future training design)

### **4.4 Investment Needs Assessment**

Identify and prioritize minimum investment requirements, including:

- Accommodation improvements (stilt houses, private rooms)
- Outdoor experience and dining spaces
- Basic equipment for experience delivery
- Green tourism transport (e.g. bicycles)
- Signage and visitor information
- Basic operational tools for the DMO

Investment needs will be classified as:

- Community-level investments
- Household-level investments
- Project/partner-supported investments

## **Deliverable 4**

- *Prioritized investment needs list* with clear categorization and rationale

### **4.5 Product Packaging, Pricing & Pricing Policy**

- Support communities to calculate real operational costs
- Develop pricing structures and policies for:
  - Individual travelers
  - Group tours

- Tour operators

Pricing must ensure fairness, transparency, and market competitiveness.

### **Deliverable 5**

- *Pricing framework and pricing policy for market piloting*

## **PHASE 2B – MARKET LINKAGE**

### **4.6 Market Readiness & Destination Positioning**

- Define Ban Khun's core value proposition as a CBT destination
- Identify suitable responsible tourism market segments
- Prepare product factsheets for partner engagement

### **Deliverable 6**

- *Destination positioning and product factsheet package*

### **4.7 Market Linkage Piloting**

- Facilitate linkages with:
  - Responsible tour operators
  - Educational and research institutions
  - Experiential and volunteer travel groups
- Support organization of:
  - **02 FAM trips** for tour operators and media
  - Pilot tours and trial bookings

### **Deliverable 7**

- *Market linkage pilot report, including partners engaged, pilot formats, and initial feedback*

### **4.8 Feedback & Product Refinement**

- Collect feedback from visitors and partners
- Support the DMO to adjust products, pricing, and operations
- Strengthen internal coordination and quality assurance mechanisms

### **Deliverable 8**

- *Lessons learned and product refinement recommendations report*

## 5. Approach & Methodology

- Methodological approach along with the proposed number of days for the consultancy and daily rate.
- Community-centered and participatory approach
- Development based on existing local resources
- Learning-by-doing through piloting and coaching
- Close coordination with the Community Tourism DMO
- Full alignment with ST4SD sustainability principles

## 6. Key Deliverables Summary

1. Priority CBT product list
2. CBT product module catalogue
3. Capacity development needs assessment report
4. Investment needs assessment report
5. Pricing framework and pricing policy
6. Destination positioning & product factsheets
7. Market linkage pilot report
8. Roadmap for next implementation phase

## 7. Beneficiaries

- Ban Khun community
- Ban Khun Community Tourism DMO
- Local service groups
- Ban Khun CBT destination

## 8. Implementing & Coordinating Partners

- CBT & product development consultants
- ST4SD – Helvetas Vietnam
- Bang Lang Commune authorities
- Ban Khun Community Tourism DMO

## 9. Consultant Requirements

### 9.1 Consultant Profile

- Vietnamese or local individual consultant or consulting team
- National consultants are eligible (preference for experience in Vietnam / northern mountainous regions)

## 9.2 Required Experience & Competencies

- **Community-Based Tourism Development**
  - Minimum 7–10 years' experience in CBT, rural or ecotourism
  - Proven experience working directly with ethnic minority or rural communities
- **Tourism Product Development**
  - Experience in modular product design and packaging
  - Strong understanding of the tourism value chain (experience – operations – pricing – market)
  - Evidence of products successfully brought to market
- **DMO & Community Organization Engagement**
  - Experience working with CBT DMOs, service groups, and local authorities
  - Respect for community-based decision-making mechanisms
- **Market Linkage Experience**
  - Knowledge of and/or networks with responsible tour operators
  - Experience with experiential, educational, research, and volunteer travel markets
  - Ability to support FAM trips, pilot tours, and market testing
- **Sustainability Expertise**
  - Strong understanding of sustainable tourism principles
  - Fair benefit-sharing mechanisms
  - Cultural and natural heritage conservation
  - Experience with development/donor-funded programs (SDC, Helvetas, UNDP, GIZ, etc.) is an asset

## 9.3 Skills & Working Method

- Strong community facilitation and coaching skills
- Ability to mentor rather than “do for” communities
- Participatory, practical, and step-by-step working approach
- Clear, concise reporting aligned with development project standards

## 9.4 Language Requirements

- Vietnamese: mandatory for community engagement
- English: mandatory for reporting and coordination with ST4SD/Helvetas

## 9.5 Consultant Responsibilities

The consultant(s) will be responsible for:

- Full implementation of Phase 2A and Phase 2B activities
- Delivery of all agreed deliverables on time and to required quality
- Close coordination with ST4SD/Helvetas, local authorities, and the Ban Khun DMO

- Compliance with ST4SD's sustainability and community safeguarding principles

## **9.6 Application Documents (if applicable)**

Interested consultants should submit:

- CV (or team profile)
- Expression of Interest (EOI)
- Brief proposed approach and methodology for Phase 2
- List of relevant similar assignments
- Financial proposal
- **Submit to: [assist1@st4sd.vn](mailto:assist1@st4sd.vn), [assist3@st4sd.vn](mailto:assist3@st4sd.vn)**
- **Application Deadline:** 24/02/2026