

## Request for Proposal (RFP)

### On-site coaching for community-based tourism operations in Khun Village

*Helvetas invites interested parties to provide goods /services or works as described below.*

#### 1. Contract description

The overall goal of project name Swiss Tourism for Sustainable Development in Vietnam (ST4SD)

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 the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

In the previous phase, the Khun Village community received support to implement Community-Based Tourism (CBT) training activities and to establish a Community-Based Tourism Coordination Board (DMO). Through these interventions, community awareness of CBT and sustainable tourism has improved; service groups (homestay, food and beverage, guiding, cultural performance, etc.) have been formed; and community members have acquired basic skills in hosting and serving visitors.

However, practical implementation has revealed a clear gap between training and actual operations. This consultancy focuses on the HOW: how services are operated in a stable and sustainable manner; how households and service groups coordinate with each other; and how human capacity and an internal learning system are built.

The required goods/services or works details are annexed in this document (full Terms of Reference attached).

#### 2. Timetable

	DATE	TIME - CET
Tender announcement	From 01 Apr to 10 April 2026	-
Video call information session (if applicable)	N/A	N/A
Deadline for written enquiries to <b>email</b>	N/A	N/A
Last date for Helvetas to issue clarifications (clarifications can be found in the same link where the tender dossier was posted in Helvetas website)	N/A	N/A
Deadline for submitting offers to <b>email</b> account <sup>1</sup>	Before 10 April 2026	24:00

#### 3. Nature of the contract

Purchase order/ Service or Works contract (agreement).

<sup>1</sup> Any application received after this deadline will not be considered.

**4. Negotiations**

Helvetas reserves the right to enter into negotiations with all or part of eligible bidders in order to amend and/or complete their original offers.

Negotiations may concern the technical, financial, legal and other aspects of the contract.

**5. Eligibility**

Participation is open to Vietnamese or local individual consultant or consulting team.

National consultants are eligible (preference for experience in Vietnam / northern mountainous regions). All eligible entities or groupings of such entities (consortia) may apply.

**6. Costs for preparing offers**

No costs incurred by the bidder in preparing and submitting the offers are reimbursable. Such costs fall under the responsibility of the bidder, including the costs incurred during negotiating and interviewing process.

**7. Sub-contracting**

Sub-contracting services to another legal person is not allowed.

**8. Provisional commencement date of the contract**

From April 2026

**9. Initial period of execution and possible extension of the contract**

Goods/Services or works are to be provided between April 2026 and August 2026.

**10. Evaluation of offers****10.1 Eligibility criteria**

Only the companies/organisations that provide signed forms below will be processed for further evaluation:

- Eligibility Documentation Form (See ELIGIBILITY DOCUMENTATION part below) and
- Application Form (See PART 1 – APPLICATION PACKAGE part below)

**10.2 Evaluation criteria of eligible offers*****Criteria for evaluation of the Technical offer***

Requirements	Documentary evidence
1. <i>Consultant Profile</i> - <i>Vietnamese or local individual consultant or consulting team</i> - <i>National consultants are eligible (preference for experience in Vietnam / northern mountainous regions)</i>	CV, cover letter

2. <i>Proven practical experience in Community-Based Tourism (CBT) and homestay operations</i>	CV, cover letter, list of previous projects/references
3. <i>Demonstrated capacity in on-site coaching (beyond classroom training)</i>	Draft outline of proposed training content + examples of previous on-site coaching
4. <i>Strong understanding of rural and ethnic minority community contexts (especially northern mountainous regions)</i>	CV + relevant project experience
5. <i>Experience working with DMOs and community service groups</i>	CV + references
6. <i>Ability to facilitate community-based learning and continuous improvement processes</i>	Draft outline of proposed training content + methodology
7. <i>Prior experience with development and/or donor-funded projects (advantage)</i>	References / contracts

The bidders that pass the Technical evaluation (**min 50% of technical evaluation scoring**) will be processed for further evaluation.

Criteria for evaluation of the financial offer:

Requirements	Documentary evidence
Financial offer according to instructions in PART 2 of this document	Financial offer in VND

The weighting of the criteria for evaluation of technical and financial offers are as follows:

Criteria	Max points
<b>Technical offer*</b>	<b>100</b>
<i>Consultant Profile ( Vietnamese or local individual consultant or consulting team National consultants are eligible (preference for experience in Vietnam / northern mountainous regions)</i>	10
<i>Proven practical experience in Community-Based Tourism (CBT) and homestay operations</i>	20
<i>Demonstrated capacity in on-site coaching (beyond classroom training)</i>	20
<i>Strong understanding of rural and ethnic minority community contexts (especially northern mountainous regions)</i>	15
<i>Experience working with DMOs and community service groups</i>	15
<i>Ability to facilitate community-based learning and continuous improvement processes</i>	10
<i>Prior experience with development and/or donor-funded projects (advantage)</i>	10
<b>Financial offer</b>	

\*Evaluation of the offers will be done progressively; namely lower quality of elements of the technical offer and higher financial offer will receive less points from the maximum points presented in the table. Helvetas uses the evaluation method of Weighted Value for Money to take into account the weight of the price criteria and the relative weight of quality criteria.

The bidders are required to provide the estimation of travel costs necessary to fulfil the assignment. Such estimation of travel costs may constitute the determination of the bid winner.

After evaluation of offers, Helvetas reserves the right to enter into negotiations with all or part of eligible bidders in order to amend and/or complete their original offers.

Purchase order/Contract will be awarded to the economically most advantageous offer. The economically most advantageous offer is established by weighing technical quality against price. Helvetas reserves the right to purchase/contract only part of required services or cancel this tender procedure should it not be satisfied with the quality of offers.

In case of services, having selected an offer partly on the basis of evaluation of consultants presented in the offer, Helvetas expects the contract to be executed by these specific consultants. However, additional consultants may be proposed/contracted during the implementation period.

## 11. Submission of offers

Offers must be submitted via email in electronic format only in two separate files using the standard forms provided by the Helvetas (PART 1 and PART 2).

**Technical offer** shall contain:

1. **Signed Eligibility Documentation Form<sup>2</sup>** – as per ELIGIBILITY DOCUMENTATION part below
2. **Signed Application Form** – as per PART 1 – APPLICATION PACKAGE part below
3. Bidders have to supply the Technical offer, accompanied by the following documentation for the bidder:
  - *Interested candidates are invited to submit:*
  - *Curriculum Vitae (CV); Letter of Interest; Draft outline of proposed training content, financial proposal with a protected password, The password will be requested after application.*

The name of the file should have the bidder's name, Reference No: RFPC3-0426 and the text 'Technical offer documents' (for example C3-0426 - **Nguyen Van A**)

**Financial offer** shall contain:

1. **Signed Financial Offer form** - as per PART 2 - Financial offer part below

The Financial offer must be presented in Vietnam Dongs. The fees proposed in this offer should be all inclusive of all costs to perform their tasks (e.g. office accommodation, transport, internet access and equipment, administrative and secretarial support, interpretation etc.). The service contractor is responsible for all other taxes and duties and/or Helvetas shall withhold Personal Income Tax (if any) for individual work contract/agreement in compliance with the legislation of the country.

The name of the file should have the bidder's name, Reference No: RFPC3-0426 and the text 'Technical offer documents' (for example C3-0426 - **Nguyen Van A**)

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<sup>2</sup> Electronic copies of eligibility documentation should be provided only by the winning bidder prior to contract signing.

**Electronic files should be password protected**<sup>3</sup>. The bidders will be informed in advance once the evaluation date is confirmed so they can stay reachable on that date in order to provide the passwords. During the evaluation process the entitled purchasing panel member will call the bidder and ask for the passwords at the spot<sup>4</sup>.

The subject of email should contain only the RFPC3-0426

The body of the email should contain bidder focal point's name, address and telephone number (for password enquiry).

Offers must be submitted in English language exclusively to the following email address: *procurement@st4sd.vn; assist3@st4sd.vn* Offers submitted after the deadline mentioned under point 2 Timetable of this RFP will not be considered. The counted official receipt time is the time showing on the email received from the bidder to *procurement@st4sd.vn; assist3@st4sd.vn*

## **12 Alteration or withdrawal of applications**

Candidates may alter or withdraw their offers by written notification prior to the deadline for submission of tenders. No offer may be altered after this deadline.

Helvetas retains ownership of all offers, which have not been withdrawn. Consequently, bidders do not have the right to have their offers returned to them.

## **13 Validity of offers**

Bidders are bound by their tenders for 90 days after the deadline for submitting offers. In exceptional cases, before the period of validity expires, the Helvetas may ask bidders to extend the period of validity for a specific number of days, which may not exceed 40.

## **14 Signature of the contract(s)**

Within 05 days of receipt of the purchase order/ contract already signed by the Helvetas, the selected bidder shall sign and date the contract. Failure of the selected bidder to comply with this requirement may constitute grounds for annulling the decision to award the contract. In this event, the Helvetas may award the tender to another bidder or cancel the tender procedure.

## **15 Terms of payments**

Prices in the application must be submitted, taking into account all expenses.

The payment will be made via bank account transfer to the winner of the tender in VND within a maximum of 30 working days from the date of acceptance of goods or execution of services or works. The advance may be considered but not exceed 30% of the total consultancy service fee. Cases of non-performance of obligation and their legal consequences will be separately indicated in the contract.

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<sup>3</sup> Offers received without password will not be considered for evaluation

<sup>4</sup> If the bidder is not reachable on the phone during the evaluation process, the offers will not be considered for evaluation.

## 16 Terms of cooperation

In the case of a contracting, the parties will have to perform according to the established time and in accordance with Helvetas – Supplier purchase order or Helvetas – Service provider contract. Helvetas has the right to increase or decrease the number of ordered items. Helvetas has the right to choose a supplier/ implementer on the given offer according to its own discretion. Helvetas has the right to reformulate the Request for Quotation (RFQ), Invitation to Bid (ITB) or Request for Proposal (RFP) to its own discretion, if any additional items are needed. In case of failure or non-compliance with contractual obligations, Helvetas has a unilateral right to terminate the contract without incurring any legal obligation.

The Applicant has to be familiar with all instructions, forms and requirements mentioned in the RFQ, ITB or RFP documents. The responsibility for the submission of the offer in accordance to these requirements lies entirely with the Applicant.

Helvetas signs a purchase order/contract with the winning bidder. The contract will come into force upon signature by both parties.

## 17 Ethics clauses/Corruptive practices

Bidders making false declarations may be subject to financial penalties representing 10% of the total value of the purchase order/contract being awarded. This rate may be increased to 20% in the event of a repeated offence.

Any attempt by a company/organisation to obtain confidential information, enter into unlawful agreements with competitors or influence the PP or the Helvetas during the process of examining, clarifying, evaluating and comparing offers will lead to the rejection of its offer and may result in penalties as described above.

Companies/organisations must not be affected by any conflict of interest with other bidders or parties involved in the project. Helvetas reserves the right to suspend or cancel the RFP procedure and/or purchase order/contract if corrupt practices of any kind are discovered at any stage of the award process or during the execution of a contract.

Companies/organisations will be rejected or purchase order/contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified or commissions paid to a company/organisation which has every appearance of being a front company/organisation.

Contractors found to have paid unusual commercial expenses related to this project are liable, depending on the seriousness of the facts observed, to have their contracts terminated and/or be penalised.

The Helvetas reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the purchase order/ contract, Helvetas may refrain from concluding the purchase order/contract and/or terminate the purchase order/ contract.

## 18 Operational language

All written communications for this tender procedure and purchase order/ contract must be in

English.

**19 Additional information**

The conclusion of the tender and the award of any purchase order/contract are subject to the availability of funds.

Helvetas reserves the right to annul this tender procedure at any time, without any liability on its side.

## ELIGIBILITY DOCUMENTATION FORM

## LIST OF REQUIRED DOCUMENTS

## Eligibility criteria

Requirements	Documentary evidence
The bidder is registered	The full Registration certificate (for businesses only)

STATEMENT<sup>5</sup>

I, the undersigned (for consortiums, **every consortium member should sign a separate statement as part of this application**) hereby declare that we have in possession all documents listed above. All documents are valid as requested in the table above and hard copies or electronic copies can be distributed as/when needed.

Signed on behalf of the bidder

<b>Name</b>	
<b>Signature</b>	
<b>Date</b>	

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<sup>5</sup> Statement should be signed by each member of consortium, if a consortium.

## PART 1 – APPLICATION PACKAGE

## APPLICATION FORM

## 1 SUBMITTED by (i.e. the identity of the bidder)

	Name(s) of entity(ies) making this application	Nationality
Leader		
Member 2 <sup>6</sup>		
Member 3 ...		

## 2 CONTACT PERSON (for this application)

Name	
Organisation	
Address	
Telephone	
e-mail	

3 STATEMENT<sup>7</sup>

I, the undersigned, the authorised signatory of the above bidder (for consortiums, **every consortium member should sign a separate statement as part of this application**), hereby declare that we have examined the tender dossier for the contract referred to above. We hereby accept its provisions in their entirety, without reservation or restriction.

We agree to become one of the parties of the framework contract and to submit an offer whenever requested by the Helvetas in accordance with the terms of the tender dossier and the conditions laid down, without reservation or restriction.

We are making this application for this tender in our own right. We confirm that we are not tendering for the same contract in any other form. We understand that our consultants may be excluded if we propose consultants who have been involved in offers of other bidders.

We are fully aware that, for consortiums, the composition of the consortium cannot be changed in the course of the tender procedure, unless Helvetas has given its prior approval in writing. We are also aware that the consortium members have joint and several liabilities towards Helvetas concerning participation in the above tender procedure and any contract awarded to us as a result of it.

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<sup>6</sup> Add/delete additional rows as appropriate

<sup>7</sup> Statement should be signed by each member of consortium, if a consortium.

We will inform Helvetas immediately if there is any change in the above circumstances at any stage during the implementation of the contract. We also fully recognise and accept that any inaccurate or incomplete information deliberately provided in this application may result in our exclusion from this and other contracts funded and/or managed by Helvetas and that penalties may be applied as specified in the tender dossier.

We note that the Helvetas is not bound to proceed with this tender and that it reserves the right to award only part of the contract and that it will incur no liability towards us should it do so.

Signed on behalf of the bidder

<b>Name</b>	
<b>Signature</b>	
<b>Date</b>	

1. **Include text from ToR, Technical specifications or similar.**

**TERMS OF REFERENCE (TOR)**

ON-SITE COACHING FOR COMMUNITY-BASED TOURISM OPERATIONS

Khun Village

*(Homestay – Food & Beverage (F&B) – Community-based Tourism Services)*

1. Background and Rationale

In the previous phase, the Khun Village community received support to implement Community-Based Tourism (CBT) training activities and to establish a Community-Based Tourism Coordination Board (DMO). Through these interventions, community awareness of CBT and sustainable tourism has improved; service groups (homestay, food and beverage, guiding, cultural performance, etc.) have been formed; and community members have acquired basic skills in hosting and serving visitors.

However, practical implementation has revealed a clear gap between **training** and **actual operations**:

- Community members have gained knowledge but have not yet developed operational fluency;
- Service quality remains inconsistent and uneven across households;
- Confidence in regularly hosting and serving guests is still limited;
- There is no simple, community-led system for feedback, reflection, and continuous improvement operated by the community and the DMO.

While the TOR for **Product Development and Market Linkages** focuses on the **WHAT** (products, modules, markets, and pricing), this TOR focuses on the **HOW**:

- How services are operated in a stable and sustainable manner;
- How households and service groups coordinate with each other;
- How human capacity and an internal learning system are built as a foundation for subsequent development phases.

2. Overall Objective

To strengthen the practical operational capacity and internal learning culture of tourism service providers in Khun Village through on-site coaching, ensuring that the community can deliver services in a stable, consistent manner and is ready for subsequent phases of product development and market engagement.

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3. Specific Objectives

- To standardise homestay and food & beverage (F&B) operations at a level suitable for hosting real guests;
- To enhance confidence and problem-solving capacity of community members in guest service delivery;

- To strengthen coordination among households and service groups through the facilitation role of the DMO;
- To establish and pilot a simple, context-appropriate feedback–reflection–improvement mechanism;
- To build operational and organisational readiness for future product development interventions.

#### 4. Scope of Work

##### 4.1. On-site Operational Coaching

Coaching will be conducted directly on-site, including:

- Homestays;
- Kitchens and dining areas;
- Communal spaces and existing community tourism experiences.

Coaching content is practice-oriented and includes, but is not limited to:

- Guest arrival and departure procedures;
- Cleaning and organisation of accommodation spaces;
- Market visits, meal preparation, and cost calculation per guest/group;
- Meal presentation and service;
- Communication, guest interaction, and handling common service situations;
- Coordination between homestays, F&B services, and related service groups;
- Interpretation and storytelling of local culture, products, services, and destination values.

Coaching will be delivered through:

- Real guest hosting situations (where applicable); or
- Simulated scenarios closely reflecting real operational conditions.

**Note:** This TOR does **not** include tourism product design, experience modularisation, tour packaging, or pricing.

##### 4.2. Establishment and Strengthening of a Community Learning System

Support will be provided to the DMO and service groups to:

- Collect guest feedback using simple and context-appropriate tools;
- Organise short, regular reflection sessions to jointly discuss:
  - What is working well?
  - What needs improvement?
- Identify small, feasible improvements and monitor their implementation;
- Gradually develop shared operational norms agreed upon by the community as a foundation for future quality assurance.

## 5. Approach and Methodology

- Methodological approach along with the proposed number of days for the consultancy and daily rate
- Community-centred approach;
- Hands-on, on-site coaching (“learning by doing”);
- No repetition of classroom-based theoretical training;
- Learning through real practice and reflection;
- Respect for community learning pace, motivation, and livelihood context;
- Close coordination with the Community-Based Tourism Coordination Board (DMO).

## 6. Deliverables

Deliverables are defined **by activity cluster** to ensure measurability, monitoring, and direct linkage to the objectives of this TOR.

### 6.1. Deliverables for On-site Operational Coaching

- A **Homestay Operations Checklist** (guest handling, cleaning, room setup, basic safety and comfort);
- An **F&B Operations Checklist** (market sourcing, cost calculation, meal preparation, presentation, and service);
- At least **5–7 homestays** directly coached and operating at a level suitable for hosting real guests;
- A documented list of **typical operational scenarios** and context-appropriate responses;
- Field notes documenting operational progress of individual households and service groups.

### 6.2. Deliverables for Service Coordination and Management

- A **service coordination flow** between homestays, F&B providers, and related service groups;
- Clear definition of **DMO roles and responsibilities** in guest coordination and service allocation;
- A set of **shared coordination principles** agreed upon and piloted by the community;
- Evidence of guest hosting cases involving coordination among multiple households/service groups.

### 6.3. Deliverables for Community Learning System Development

- A simple **guest feedback collection toolkit** appropriate to the community context;
- At least **3–4 reflection and learning sessions** facilitated by the DMO during the TOR period;
- A list of **small-scale improvements** agreed upon and piloted by the community;
- Documented operational adjustments made based on guest feedback.

### 6.4. End-of-Assignment Deliverables

- A consolidated list of **community-agreed operational standards**;
- A synthesis report on operational learning, including:
  - Effective practices;
  - Existing gaps and limitations;

- Level of human and organisational readiness for product development;
- Recommendations for subsequent interventions (product development, market linkage, quality enhancement).

#### 7. Monitoring Indicators (with emphasis on the learning system)

- Number of tourism companies that are actively implementing measures to mitigate their environmental or social impact. Target: 5
- Number of institutions introduced to sustainable solutions. Target: 10
- Number of companies introduced to sustainable solutions.
- Number of institutions or companies who implemented sustainable solutions. Target 15
- Regular reflection and learning sessions organised by the DMO;
- Evidence of operational changes based on guest feedback;
- Improved coordination among households and service groups;
- Community-driven identification of capacity gaps and support needs;
- Gradual reduction of dependence on direct external support.

#### 8. Consultant Requirements

##### Consultant Profile

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

The consultant or consulting team should have:

- Proven practical experience in Community-Based Tourism (CBT) and homestay operations;
- Demonstrated capacity in on-site coaching (beyond classroom training);
- Strong understanding of rural and ethnic minority community contexts;
- Experience working with DMOs and community service groups;
- Ability to facilitate community-based learning and continuous improvement processes;
- Prior experience with development and/or donor-funded projects is an advantage.

#### 7. Application Requirements

- Interested candidates are invited to submit:
- Curriculum Vitae (CV); Letter of Interest; Draft outline of proposed training content, financial proposal **with a protected password**, The password will be requested after application.
- Submit to: procurement@st4sd.vn; assist3@st4sd.vn
- Application Deadline: 10/04/2026

**PART 2 - FINANCIAL OFFER****Financial offer**

Helvetas is exempt from VAT, thus the cost should be without VAT. The contractor is responsible for all other taxes and duties in compliance with the Law of the country.

<b>Goods/Services or Works</b> Items – specifications	<b>Qty</b>	<b>Price unit / Euro</b>	<b>Total</b>
<i>Based on PRF and evaluation criteria's above</i>			
<i>Based on PRF and evaluation criteria's above</i>			
.....			
.....			
<b>Total cost (sum of units)</b>			

Signed on behalf of the bidder

<b>Name</b>	
<b>Signature</b>	
<b>Date</b>	