
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Videography Consultant – Community-Based Tourism in Khun Village
Contract term:	From 25 September to 30 November 2026
Application deadline:	8 September 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 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.

Within this framework, the ST4SD project has supported Khun Village (Bang Lang Commune, Tuyen Quang Province) in developing community-based tourism. To date, the village has successfully established 9 tourism modules and 2 specific tours: the Khun Village Cycling Tour and the Bo Mi Cave Exploration Tour. ST4SD is looking for a Videography Consultant to capture these tourism assets and create instructional materials for the local community .

2. OBJECTIVES

The objective of this consultancy is to produce high-quality, engaging promotional video content that effectively highlights the tourism offerings in Khun Village to attract visitors. Additionally, the consultant will produce a practical, easy-to-understand training video for internal use to guide local residents in hospitality and homestay management.

3. EXPECTED DELIVERABLES

The consultant will be responsible for delivering the following finalized videos:

- One (1) overview video (approximately 5 minutes) synthesizing the 9 tourism modules and the 2 tours.
- Eleven (11) short videos, each dedicated to one of the 9 modules and 2 tours.
- One (1) instructional training video (approximately 20 minutes) aimed at guiding Khu villagers on how to welcome guests and provide homestay services. This video must be produced in a simple, highly accessible style tailored for internal community use.

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Demonstrated professional experience in videography and video editing.
- Proven track record in producing high-quality promotional materials specifically for the tourism sector.
- Demonstrated experience and cultural sensitivity in working effectively with ethnic minority communities.
- Experience in creating educational or instructional content is an asset.
- Competitive financial proposal.

5. PROPOSAL SUBMISSION

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

- CV and cover letter
- Portfolio or links to previous relevant video projects (especially tourism promotional videos and projects involving ethnic minority communities).
- Financial proposal: The applicant shall indicate the proposed daily rate, inclusive of all applicable taxes, and the estimated number of working days required to complete the assignment.

The submitted documents must be password-protected. You will be asked for the password after submitting the application. Proposal should be sent to procurement@st4sd.vn and assist3@st4sd.vn by 8 September 2026.