
TERMS OF REFERENCE – MASTER INSTRUCTORS

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Code:	C2-120626-ETH-Mis
Consulting service:	Master Instructor for the Swiss EHT Programme
Contract term:	From October 2026 to March 2027
Application deadline:	05 October 2026

1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD) project, funded by the Swiss State Secretariat for Economic Affairs (SECO), aims to develop Vietnam's tourism industry in a more sustainable and inclusive manner. As part of Switzerland's economic development cooperation activities in Vietnam, the project is jointly implemented by Helvetas Vietnam and Cred Agriculture and Tourism Solutions Consulting Company Limited (CRED). The Ministry of Culture, Sports and Tourism has appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

The ST4SD project supports the drafting and recommendation of relevant policies and enhances public-private dialogue at both national and local levels; develops and promotes the Swiss EHT between Swiss partners and qualified Vietnamese training institutions; and establishes a network of tourism industry experts from Switzerland and Vietnam. At the same time, the project promotes innovative ideas for businesses and destinations to enhance sustainability (including the development of sustainability standards). In the long term, the ST4SD project will support the creation of new livelihoods and sustainable economic development in Vietnam.

During more than three years of implementation in Vietnam, Component 2 has selected 45 Master Instructors from 7 pilot partner training institutes. In 2026, ST4SD is supporting the training institutes to expand the market and seek the targeted audience. To respond to the increasing training needs, ST4SD is inviting applications to select up to 40 Master Instructors for the Swiss EHT Programme in Vietnam.

2. OBJECTIVE

The objective is to establish a pool of up to 40 qualified Master Instructors who can be mobilised based on the requirements of each training course and module.

The selected Master Instructors may be assigned to:

- Develop comprehensive training materials for selected modules of the Swiss EHT Programme at three levels: Foundation, Intermediate and Advanced.
- Conduct offline training courses for Vietnamese learners in the hospitality sector to enhance their skills and knowledge.

The Framework Contract does not guarantee any minimum number of assignments or working days. Master Instructors will be mobilised based on the requirements of each training course and module.

3. SCOPE OF WORK

The selected master instructor (MI) will be responsible for the following specific tasks:

1. Discuss and agree on the methodology to prepare training materials, and training methods.
2. Customise training materials for the selected modules, utilizing handouts and resources from the Swiss EHT system.
3. Deliver engaging and effective offline training courses to learners in the hospitality sector.
4. Prepare a detailed training report, including outcomes, feedback, and recommendations for future improvements.

For each training course, Master Instructors will be mobilised based on the specific requirements of the assigned module and training schedule. The mobilisation will consider the following criteria:

- Relevant expertise and professional experience related to the assigned module;
- Relevant teaching and training experience;
- Availability for the required training schedule; and
- Previous performance and feedback, where applicable.

4. OUTPUTS AND TIMELINE

No.	Mission	Number of days	Tentative deadline
1	Discuss and agree on the methodology to prepare training materials, and training methods.		02 days after receiving assignment from component manager
2	Finalise the training materials for the chosen modules	1 day/ 1 module	05 days before training date
3	Deliver the course to the learners	1 day/ 1 module	The training schedule will be provided by the Component Manager.
4	Conduct training report and recommendation	1 day / 1 module	5 days after training the modules

5. SELECTION CRITERIA

- Hold a certificate of Train the trainer by EHL.
- Minimum of 5 years of teaching experience at the partner training institutes.
- At least 10 years of professional experience in the hospitality sector.
- Demonstrates professional proficiency in English (written and verbal).

Up to 40 qualified Master Instructors will be selected based on the above criteria and the submitted documents.

6. PROPOSAL SUBMISSION

Interested candidates are requested to submit:

- A detailed Curriculum Vitae (CV) outlining qualifications and experience.
- A comprehensive workplan detailing the approach and timeline

- Valid certification as a Master Instructor by EHL, along with any other relevant certifications.
- A financial proposal outlining the cost structure for the proposed services.

The proposal should be sent to the email address procurement@st4sd.vn and assist3@st4sd.vn before October 7, 2026. We will contact the candidates who meet the above requirements.

Proposed by

Approved by

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Component 2 Manager

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