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## TERMS OF REFERENCE – CONSULTANCY SUPPLIER

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**Project:** Swiss Tourism for Sustainable Development in Vietnam (ST4SD)  
**Consultancy service:** Website design and development for the ST4SD project  
**Output:** An official website of the ST4SD project

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**Client:** **HELVETAS Swiss Intercooperation**  
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**Contract duration:** From: 19th April 2024 To: 19th June 2024

**Expected Number of Days:** 60 days

**Submission deadline:** 12th April 2024

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### 1. Background

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

The ST4SD project supports the preparation of relevant policies and strengthen public-private dialogue at both national and subnational level, establish a new Swiss Executive Hospitality Training (EHT) programme at qualified Vietnamese training institutes, create a network of experts from the Swiss and Vietnamese tourism sector, and promote innovative concepts for businesses and destinations to strengthen sustainability (including the introduction of sustainability standards). In the long term, the project aims to contribute to the creation of new livelihoods and the sustainable economic development of Vietnam.

To keep stakeholders updated, the ST4SD project plans to develop an official website as one of the most important channels to communicate on its mission and constantly updated activities on sustainable tourism development in Vietnam. The website also features information on SECO's contribution within Vietnam as well as international and Swiss experiences on sustainable tourism.

## 2. Objectives

The ST4SD project is inviting proposals from qualified suppliers with a track record of success in designing and developing websites, including website maintenance. The aim of the website is to increase awareness of sustainable tourism development at national, sub-national levels, and among Vietnamese hospitality companies and other tourism service providers. Besides, the interactive website provides updated information on the project's activities and engages wider actors to promote tourism sustainability in Vietnam.

On its website, the project communicates on the Executive Hospitality Training (EHT) program developed following Swiss standards and updated to meet practical needs of Vietnam. Consequently, it enhances cooperation among training institutions and experts of Switzerland and Vietnam in an economically sustainable manner.

## 3. Expected Results

- An official website of the ST4SD project with responsive designs (compatible for desktop/mobile devices and different operating systems) and user-friendly interface in both Vietnamese and English. The website needs to load fast, meet requirements for search engine optimization (SEO), and has high security.
- Provide instructions on performing content upload on content management system (CMS) and website administration.
- Website maintenance until the end of the project (in March 2027)

After the website is successfully delivered, the supplier is required to hand over all the source codes to the ST4SD project.

## 4. Main Tasks of the Supplier

### ❖ *Website design and development*

- Create a homepage with 5 sections and 3 sub-pages/ links for "Registration for ST4SD newsletters", "Disclaimer", and "Data Protection"; along with 3 sub-sections in correspondence with each component of the project.

Interface of the website:

- Consistent images, colors, fonts, and layouts;
- Visualization with photos/ infographics inserted with texts to attract attention;
- Easy to navigate.

Functionalities to be included:

- Links on the homepage and sub-pages;
- News filtering to be shown on corresponding sub-pages;
- Social sharing features (Facebook and YouTube);
- Search function;
- Language options (Vietnamese and English);
- Responsive design (compatible for both desktop and mobile devices);
- Upload and download documents.

All sections and sub-section webpages should incorporate functionalities to guarantee the latest information to be displayed on top (e.g. news, events, publications).

The supplier carries out testing of the website before going live and completes it based on suggestions/ feedback of the ST4SD project.

### ❖ *Hosting and Website maintenance:*

- Provide hosting services during the implementation period of the project (until 2027).
- Carry out website maintenance to maintain and improve its activity during the implementation period of the project (until 2027). The projected duties include software

updates, data backup, error fixing, and website performance monitoring. The maintenance of the website will start after the website is delivered successfully.

## 5. Requirements for Supplier

- Be a reputable firm with at least 5 years of experience in website design and development, preferably for projects of non-profit organizations;
- Have a broad knowledge of current web development technologies and design tools, new software and web programming languages such as HTML, CSS, Java;
- Familiarity and relevant experience in using different content management systems (CMS); particularly Wordpress;
- Demonstrate the ability to deliver the website before the deadline as required;
- The proposed budget is consistent with the project's cost norms and the supplier has a valid financial invoice.

The supplier will work in close consultation and under the supervision of the Communications and Visibility Officer of the ST4SD project.

## 6. Documents to be submitted

Interested service suppliers need to send the following documents:

- A company profile with a portfolio of previous work of webs with similar functionalities
- A financial proposal (VAT included)

The above-mentioned documents shall be sent by email to [comms@st4sd.vn](mailto:comms@st4sd.vn) no later than 12<sup>th</sup> April 2024.

*Please note that incomplete submission will not be considered and Helvetas only contacts shortlisted suppliers.*

**Place and date: Hanoi, 28<sup>th</sup> March 2024**