

Project:

Swiss Tourism for Sustainable Development in Vietnam
(ST4SD)

Employer:

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1. Background

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by The Swiss State Secretariat for Economic Affairs (SECO) for a duration of four years, from April 2023 to March 2027, with implementation led by HELVETAS Swiss Inter-cooperation in Vietnam (Helvetas Vietnam) as the Lead Implementing Agency, and Center for Rural Economy Development (CRED) as the Consortium Partner.

The main objective of the ST4SD project is to contribute to a more sustainable and inclusive tourism sector in Vietnam. In the long term, the project aims to support the creation of new livelihoods and promote sustainable economic development in the country. This overarching objective will be achieved by focusing on three key outcomes:

- Outcome 1 (macro level): Enhancing sustainable tourism development by ensuring that national and subnational action plans, master plans, and relevant policies include necessary actions. This includes facilitating the decision-making and implementation processes.
- Outcome 2 (meso level): Strengthening Vietnamese training institutions to provide quality training and develop skills and expertise in sustainable tourism. The project will assist in the selection and enhancement of these institutions.
- Outcome 3 (meso and micro level): Encouraging tourism destinations and companies to adopt more sustainable practices in their operations and investments. This outcome aims to make both the destinations and the companies more environmentally and socially responsible.

Rationale for the Consultancy:

Under outcome 2 of the project, the Swiss-Executive Hospitality Training Scheme (Swiss-EHT) is under development with 4 pilot institutes entering into agreement with the Swiss Expert project partner Ecole Hoteliere de Lausanne (EHL).

Under this scheme, the 4 pilot institutes are required to promote the course that has been prepared in collaboration with EHL. As this is a new course and although it has been developed based on demand analysis by the institutes, it is necessary for the project to also communicate and promote the course in its entirety to achieve a level of awareness of the scheme as a whole.

EHL are the oldest and frequently voted the best hotel school in the world. However, it is not commonly known and recognized within Vietnam and the quality of the course will not be widely appreciated by the prospective trainee market without a higher-level promotion of the scheme.

The ST4SD project is pending formal approval, but in preparation for this a consultant or firm is required to prepare a promotion package and roadmap for the Swiss EHT program following approval.

2. Objective(s) of the mission (or consultancy):

For branding and promoting the Swiss EHT program in Vietnamese context:

1. To develop a promotion package for the Swiss EHT program, indicating:
 - Optimal, cost-effective promotion of the scheme.
 - Promotional activities for the scheme (in collaboration with EHL and participating institutes).
 - Promotional activities to gain maximum exposure, within budget constraints.
 - Suggested media channels, both traditional and social.
2. To provide a 'roadmap' for promotion of the Swiss EHT program.
 - Clarifying a phased promotion campaign in line with the evolution of Swiss EHT.
 - Indicating the guidelines for EHL and the participating institutes, in line with the interests and legal aspects of each for communications.
 - Identifying the responsibilities of each actor (including ST4SD) towards promotion and how they align for maximum effect.
3. Provide guidance on the transfer of the promotional program roadmap to the ST4SD project communications officer for implementation.

3. Expected results (or Output)

A detailed promotion campaign for the Swiss EHT program, which enhances and promotes:

- The recognition that EHT deserves within the Vietnamese hospitality industry and amongst prospective hospitality students.
- The opportunities within the hospitality industry for graduates of the course.
- The profiles of the participating institutes and trainers and the common features and differences between them.

A road map for implementing the promotional campaign, with:

- Guidance to project staff regarding the implementation flow.

- Parameters for all parties regarding communications responsibilities and respective interests.

An accompanying communications strategy for the project which provides information on key messages, target audiences, activities & appropriate channels, types of production materials, and effectiveness monitoring and evaluation for the campaign.

4. Main Tasks and Activities of the Assignee (or consultant)

The activities should be elaborated as part of the application through a clear proposed methodology. However, this should include as a minimum the following:

- Collaborative discussions with ST4SD, EHL and the participating institutes regarding the expectations and requirements of the promotional campaign for each individual actor and as a whole.
- Research into the target audience for this specific course, competition and appropriate promotional channels.
- Regular communication of progress to ST4SD management.

General documents and helpful information

Available on the ST4SD website and for individual participating institutes.

[the Vietnamese version of the website](#)

5. Time Frame of the assignment (indicative)

This mission is estimated to take no more than 20 days, to be completed by December 31st 2024. The indicative time frame should be indicated as part of the application. Payment will be granted on completion of all deliverables to an agreed standard.

6. Deliverables

- Initial presentation to EHL, ST4SD and participating institutes regarding the methodology, time frame and approach.
- Presentation of a summary report following initial findings (inception report)
- Final report indicating:
 - o Detailed promotional campaign.
 - o Roadmap for implementation with suggested timelines and activities.
 - o Guidance for ST4SD regarding implementation and the requirements of each actor.
 - o A communication strategy accompanying the promotion campaign for project monitoring.
- Final presentation.

Following successful completion of the contract to acceptable standards, it is intended that the contracted firm or individual can be recruited for future related activities upon agreement with both parties.

7. Mission Team Qualifications

- One expert or a team expert.
- Relevant qualifications and 5 years of experience in communications and promotion for hospitality industry.
- Strong proficiency in English and Vietnamese, both written and spoken.
- Knowledge of communications within the tourism & hospitality industry and a demonstrated understanding of sustainable tourism issues.
- Evidenced specific knowledge and experience of similar tasks.

Interested experts, please send the following to assist3@st4sd.vn by Monday 4th November 2024

- CV, and portfolio showing examples of similar work.
- Proposal and methodology, indicating how you will achieve the objectives within the given number of days.

Place and date: Hanoi, 3rd October 2024

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by The Swiss State Secretariat for Economic Affairs (SECO) is seeking a national expert on tourism policies and planning for assessing the current situation of sustainable tourism development in Vietnam with focusing on 3 main pillars: National tourism policies, Public Private Partnership Development and model for sustainable development.