

Project:
Swiss Tourism for Sustainable Development

TORs
Review and upgrade Quang Nam Green Tourism
Standards to align with global best practices
May – August 2025

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 Intercooperation in Vietnam (Helvetas Vietnam) as the Lead Implementing Agency, and CRED Tourism & Agriculture Solution Consulting Company Limited (CRED TAC) 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.**

To strengthen the current implementation, ST4SD is looking for an expert or service provider to **review and upgrade the Quang Nam Green Tourism Standards to align with global best practices.**

1. Objective(s) of consultancy

- To review and improve the Quang Nam Green Tourism Standards and assessment documents to ensure their relevance and effectiveness. This update strengthens the current standards and assessment process to align with Global Sustainable Tourism Council (GSTC) criteria, contributing to overall provincial sustainable tourism development.
- To support the application of GSTC-Recognized Standards.

2. Key tasks

The selected expert or service provider will work directly with the team lead and manager of component 3 to agree on the overall plan and working approaches to meet the mentioned objectives. The designed tasks include:

- Review current Quang Nam Green Tourism Standards and assessment documents.
- Identify gaps and improvement areas by benchmarking current standards with GSTC criteria.
- Revise and develop comprehensive sustainable tourism standards based on assessment results and stakeholder inputs to achieve GSTC-Recognized status.
- Support and coordinate the application for GSTC-Recognized Standards.
- Develop an action plan for implementing the upgraded standards and assessment documents.

3. Time Frame of the Mission

Activity	Due Date
Review the standards and assessment documents	16 May 2025
Revise and develop new criteria and indicators (as needed) to align with GSTC criteria	10 Jun 2025
Presentation to ST4SD and Quang Nam DCST, and finalize final standard documents	27 June 2025
Support the GSTC-Recognized Standards application	22 Aug 2025

4. Deliverables

- 01 assessment report;
- A draft and a Presentation of the upgraded standards;
- An upgraded Quang Nam sustainable tourism standards document submitted to GSTC;
- A report on the application of the GSTC recognised standards.

Candidate Requirements:

Required:

- Relevant qualification and 10 years of experience in tourism certification.
- Strong knowledge of global sustainable tourism standards, certification frameworks and GSTC related.
- Strong proficiency in English and Vietnamese, both written and spoken.
- Knowledge of the tourism industry hospitality industry and an understanding of sustainable tourism issues.
- Excellent communication skills (verbal and written) and able to present complex data in a manner specific to a range of stakeholders and actors including: ministry, provincial governments, donor, tourism training institutes, students, tourism experts, business service providers, tourism associations, individual tourism enterprises.
- Good planning skills and able to work to tight deadlines, including travel to target provinces, sometimes at short notice.

Desired:

- Knowledge & experience of certification within the tourism industry.
- Strong presentation skills to a range of stakeholders.
- Previous knowledge of Quang Nam - the target provinces
- Evidenced specific knowledge and experience of similar tasks.

- Familiar with similar project types and Swiss funded project is an advantage.

Interested candidates please send: CV and a proposal including understanding of the mandate, methodologies, implementation plan, number of dates and quotations to Helvetas.vietnam@helvetas.org and assist3@st4sd.vn by **15th April 2025**

Interviews anticipated for **20th April 2025**
Only short-listed candidates will be contacted.