

Annex 1

TERMS OF REFERENCE

Contract-no:

Project/mandate no: 1242.20.1.0 / Vietnam

Project/mandate name/country: Swiss Tourism 4 Sustainable Development

Client**HELVETAS Swiss Intercooperation**
298F Kim Ma Street, Hanoi, Vietnam

Email

info@helvetas.org**Contract duration**

From: May 9 2025

• June 20 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 2023 to 2027, with implementation led by HELVETAS Swiss Inter-cooperation in Vietnam (Helvetas Vietnam) as the Lead Implementing Agency, and 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.

Quảng Nam is one of the three target provinces of the ST4SD project. As part of the

approved 2025 plan by the VNAT for the project, the project will support the organization of a Provincial Green Tourism Forum in Quang Nam. The forum aims to foster dialogue and collaboration among key stakeholders to advance green tourism development in the province. To ensure the effective preparation and successful implementation of this activity, a national expert will be engaged to provide technical support throughout the planning, coordination, and follow-up stages.

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

The primary objective of this consultancy is to provide technical support for the effective preparation, organization, and follow-up of the Green Tourism Forum in Quang Nam province. This support is expected to result in:

- A comprehensive overview of the current status of green tourism development in Quang Nam, serving as a basis for informed discussion;
- A well-structured thematic framework and agenda for the forum that reflect key priorities and emerging issues in green tourism;
- Active engagement of relevant stakeholders through focused and meaningful discussions during the forum;
- A consolidated summary of key insights, inputs, and recommendations generated from the forum;
- A final report proposing concrete model, mechanisms, policy directions, or strategic actions to support the advancement of green tourism in Quang Nam.

3. Expected deliverables

The consultancy is expected to produce the following 04 key deliverables:

1. **Brief assessment report** on the current status of green tourism development in Quang Nam, highlighting key findings, challenges, and opportunities;
2. **Proposed discussion framework** for the Green Tourism Forum, including the main theme, structure, and key content areas;
3. **Suggested agenda and discussion topics**, with recommended speakers and guiding questions;
4. **Coordinate the discussion at the workshop** with focus on the topics and expected outcomes.
5. **Final summary report** consolidating key insights and feedback from the forum, with proposed mechanisms, policies, or recommendations to promote green tourism development in Quang Nam.

Note: Although five deliverables are listed, only Deliverables 1, 2, 3, and 5 are required to be submitted in written form. Deliverable 4 refers to the expert's in-person participation and facilitation, the outcomes of which are reflected in the other deliverables.

*All reports and deliverables must be prepared and submitted in both English and Vietnamese

4. Key competencies and experience

The selected expert is expected to meet the following qualifications and experience:

- A minimum of a Master's degree in Tourism or a related field;

- At least 15 years of professional experience in the tourism sector;
- Proven knowledge and understanding of sustainable tourism, green tourism, and tourism development in Quang Nam province;
- Proficiency in both English and Vietnamese, with the ability to prepare and submit all deliverables in both languages;
- Demonstrated experience working with NGOs, government agencies, or donor-funded projects related to sustainable tourism development.

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

Under the coordination of the ST4SD Project and in close collaboration with relevant stakeholders in Quang Nam, the consultant will carry out the following tasks:

1. Conduct a desk review and assessment of the current status of green tourism development in Quang Nam, including policies, initiatives, challenges, and opportunities;
2. Develop a proposed discussion framework for the Green Tourism Forum, including key themes and objectives aligned with project goals;
3. Identify and propose key discussion topics and content groups to be addressed during the forum, along with suggestions for speakers, moderators, and guiding questions;
4. Support the organization and facilitation of the forum, including participation in preparatory meetings and on-site coordination during the event;
5. Consolidate feedback and outcomes from the forum and prepare a comprehensive final report with recommendations, proposed mechanisms, or policy directions for advancing green tourism in Quang Nam.

All activities should be carried out in a participatory manner and ensure alignment with the overall objectives of the ST4SD project.

6. Working methodology

Of the various applicable research methods and techniques available to consultants, it is expected that at least the following will be applied.

- Working meetings and consultations with project staff, provincial stakeholders, and relevant tourism actors to ensure alignment and gather diverse perspectives;
- Secondary desk research to review existing strategies, policies, reports, and other relevant documents on green and sustainable tourism in Quang Nam and comparable contexts;
- Presentation and validation of proposed content (e.g., discussion framework, agenda) with key stakeholders prior to the forum;
- On-site engagement and observation during the forum to support effective facilitation and ensure accurate documentation of inputs and outcomes.

7. Time Frame of the assignment

The indicative start date for the assignment is expected to be on May 16 and the period of implementation is expected to end on June 16 2025. The assignment would officially end when the project accepts the deliverable.

8. Logistics

- ST4SD will provide logistics support to the consultant if needed.
- The field trip expenses will be covered by Helvetas in accordance with Helvetas' cost norms.
- All other expenses and procedures incurred during the execution of the consultancy will be managed by the consultant, in compliance with the terms outlined in the contract with HELVETAS.

Interested experts are invited to submit their CV and quotation to cm1@st4sd.vn and assist1@st4sd.vn **no later than May 15**. Please note that only shortlisted candidates will be contacted.