

**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](mailto:info@helvetas.org)**Contract duration**

From: March 12 2025

• May 19 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 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.

Hà Giang is one of the three target provinces of the ST4SD project. As part of the approved 2025 plan by the VNAT for the project, support will be provided in preparing the application for the “Best Tourism Villages” award by UN Tourism in 2025 for Hà Giang.

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

The primary objective of this consultancy is to provide comprehensive support in completing a high-quality application dossier in English, strictly following the official UN Tourism template. The finalized dossier must be ready for submission to the Hà Giang Department of Culture, Sports, and Tourism by **April 20, 2025**, ensuring sufficient time for review and approval before the final submission to VNAT by **May 19, 2025**.

## 3. Expected deliverables

The consultancy is expected to produce the following 03 key deliverables:

### i. A complete and high-quality application dossier

The dossier must be prepared in English, strictly following the UN Tourism template, and include specialized content under six main sections:

Content	Details
1. Basic information	Update most recent statistics and information.
2. Key tourism data	
3. Presentation and motivation: Discuss and gather feedback from the department, translate for the department, provide in-depth descriptions and justifications based on expertise, and finalize the content.	General description – Open-ended question
	Village's three main objectives in advancing tourism as a driver for rural development – Open-ended question
	Three main challenges the village faces as a driver for rural development – Open-ended question
	Current opportunities that tourism brings to the village and their positive impact – Open-ended question
	Three most innovative initiatives the village is developing in tourism
	Three main types of knowledge/expertise related to the innovative initiatives
	Main contributions the village could make to the Best Tourism Villages by UN Tourism Network – Open-ended question
4. Areas of evaluation: Provide in-depth descriptions and justifications for each of the following areas	Selection of up to five Sustainable Development Goals (SDGs) the village prioritizes
	Area 1: Cultural and Natural Resources
	Area 2: Promotion and Conservation of Cultural Resources
	Area 3: Economic Sustainability
	Area 4: Social Sustainability
	Area 5: Environmental Sustainability
	Area 6: Tourism Development and Value Chain Integration
	Area 7: Governance and prioritization of tourism
	Area 8: Infrastructure and connectivity
Area 9: Health, Safety and Security	
5. Supporting visual files: Discuss and gather feedback	5.1. Supporting Visual Files (up to 10 images and 3 videos)
	5.2. Please upload a document including the copyrights of

from the department, provide expert opinions and advice	all the materials
	5.3. Three YouTube links or to other similar video sharing platforms of promotional videos
6. Compliance Framework	

**Note:**

Given the complexity of Part 4: Areas of Evaluation, where each area represents a distinct aspect of the assessment, providing in-depth descriptions and justifications may require a field trip to Hà Giang. This will facilitate information gathering, an evaluation of the current state of development and management, and engagement with local authorities and communities. Ensuring that the descriptions and dossiers align with UN Tourism’s specific evaluation criteria, additional time will be allocated for comprehensive research and analysis.

**ii. Technical support for a short video**

- Provide guidance on the content of a maximum 2-minute video (in English or Spanish) that explains why the village should be recognized as a "Best Tourism Village" by UN Tourism.
- Ensure that the video script is purpose-specific, aligning with UN Tourism's requirements, rather than a general promotional video.
- The expert will advise on content structure but will not be directly responsible for video production.
- Technical specifications: MP4 format, maximum file size 30MB.

**iii. A general presentation to support “Areas of Evaluation”**

- Create a concise and impactful presentation (maximum 12 slides) that highlights the village’s key strengths, aligning with UN Tourism’s evaluation criteria.
- Content Guidance: Provide expert advice on the content structure to ensure the presentation is persuasive, distinctive, and strategically aligned with the requirements of UN Tourism.
- Ensure the presentation is well-organized, visually engaging, and follows the provided template, with a clear, coherent narrative that effectively communicates the village’s strengths. The expert will not be responsible for final graphic design or slide production.

**4. Key competencies and experience**

Expertise and Skills	Description
Expertise in sustainable tourism development	<ul style="list-style-type: none"> <li>- Have a degree in tourism management.</li> <li>- Over 15 years of experience in the Vietnamese tourism industry, with deep involvement in tourism management, planning, and policy development.</li> <li>- Experiences in working with international organizations and familiarity with the UN Tourism’s Best Tourism Villages criteria and application process.</li> <li>- Proven expertise in tourism destination management and promotion, particularly in Vietnam, crucial for</li> </ul>

	<p>understanding local contexts and challenges.</p> <ul style="list-style-type: none"> <li>- Experiences in consulting for NGOs or projects relating to sustainable tourism</li> </ul>
Project management and high-quality documentation	<ul style="list-style-type: none"> <li>- Project planning: Experience in creating detailed project plans that include clear objectives, timelines, and resource allocation.</li> <li>- Communication skills: Strong written and verbal communication skills to convey project goals, timelines, and constraints to stakeholders.</li> <li>- Exceptional writing skills, particularly in preparing high-quality reports, proposals, and dossiers in English.</li> <li>- Ability to follow specific templates and guidelines (e.g., UN Tourism's format) and ensure that the application meets all required criteria.</li> </ul>
Stakeholder engagement and networking	<ul style="list-style-type: none"> <li>- Strong relationships with government authorities, local tourism authorities, tourism enterprises, and tourism associations, making them an ideal candidate for coordinating with stakeholders on the “Best Tourism Villages” application process.</li> <li>- Extensive experience in partnership development, ensuring the alignment of local, regional, and national priorities in tourism projects.</li> </ul>

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

The experts will undertake all activities necessary to implement the tasks listed below:

- 1) Review key documents & guidelines
  - Study the UN Tourism’s “Best Tourism Villages” application template and criteria.
  - Analyze previous winning applications to understand best practices.
  - Review Hà Giang’s tourism strategies, policies, and existing reports on Lô Lô Chải.
- 2) Engage with key stakeholders for initial insights
  - Meet with the ST4SD project team to understand their role in supporting the application.
  - Engage with the Hà Giang Department of Culture, Sports, and Tourism (DCST) to clarify priorities and obtain existing data.
  - Coordinate with VNAT for guidance on national-level application support.
- 3) Develop a work plan
  - Draft a timeline with specific milestones.
  - Define roles and responsibilities for collaboration with local authorities and stakeholders.
- 4) Field trip to Hà Giang & video production
  - Interview local leaders, tourism operators, and community members.
  - Ensure high-quality documentation of cultural, natural, and tourism-related assets.
  - Verify ownership and copyrights of all visual materials.
- 5) Draft the Application Dossier
- 6) Prepare the General Presentation (12-slide maximum)
- 7) Review with key authorities & stakeholders
  - Present the draft dossier to DCST and local authorities for feedback.

- Engage with VNAT to ensure compliance with national requirements.
- 8) Refine & finalize the dossier
- Incorporate stakeholder feedback and ensure completeness.
  - Perform a final review for consistency, accuracy, and compliance with UN Tourism's format.

## **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 with project and provincial stakeholders
- Secondary desk research
- Field research: collect data, on-site guidance

## **7. Time Frame of the assignment**

The indicative start date for the assignment is expected to be on March 24 and the period of implementation is expected to end on May 19 2025. The assignment would officially end when the project accepts the deliverable.

## **8. Logistics**

- ST4SD will provide technical 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.

**9. Reporting / Debriefing:** Dossier is well-written and accepted by the Department of Culture, Sports and Tourism and VNAT.

## **10. Documents:**

- Required documents sent by UN Tourism and VNAT

Interested experts are invited to submit their CV and quotation to [cm1@st4sd.vn](mailto:cm1@st4sd.vn) and [assist1@st4sd.vn](mailto:assist1@st4sd.vn) **no later than March 20**. Please note that only shortlisted candidates will be contacted.