Consultancy contract

**Annex 1**

Terms of reference

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| Project: | Swiss Tourism for Sustainable Development – Assessment Report for component 1 |

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| **Employer:** | **HELVETAS Swiss Intercooperation**  298F Kim Ma Street Hanoi (RO) |
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| E-Mail |  |

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| **Contractor :** | Name  Company  Address  Country, etc. |
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| **Contract duration** | From: 10 -JUNE, 2023 |  | To: | 24-JUNE, 2023 |

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 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.

The project's preparation phase is scheduled to take place from April 2023 to September 2023. During this phase, an overview assessment report of all related activities is required for the project's components. One of the crucial components is Component I, which focuses on supporting sustainable tourism policy and promoting public-private dialogue in tourism development. An assessment is required to provide an in-depth understanding of the existing policies and their effectiveness in promoting sustainable tourism in Vietnam. It will also examine the level of engagement and collaboration between the public and private sectors in the process of policy formulation.

A comprehensive report on the current status of this component is essential for effectively developing the project document and implementation plan. This assessment requires the expertise of an individual with extensive experience in the tourism sector, particularly in policy consultancy and supportTop of Form

1. **Objective(s) of the mission (or consultancy**

The objective of the task is to assess and clarify the current status of sustainable tourism development in Vietnam, specifically focusing on the aspects of policy formulation and public-private dialogue in policy formulation.

1. **Expected results (or Output)**

The expected output of this mission is the most up-to-date and complete report on sustainable tourism policies being implemented in Vietnam as well as solutions to improve and measure policy outcomes in the future.

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

The main tasks and activities of the are as follows:

1. Clarify the current status of policy issuance and implementation related to sustainable tourism development in Vietnam, with a focus on policies at the national level.
2. Assess the current status of public-private cooperation and dialogue in sustainable tourism development in Vietnam, including examining the factors influencing cooperation between the public and private sectors, evaluating the contributions and roles of such cooperation in tourism development, and identifying ways to enhance collaboration.
3. Provide an overview of management models or assessments of sustainable tourism development being applied in Vietnam. This involves analyzing the advantages, limitations, and issues associated with these models or assessments.
4. Make suggestions and provide policy implications for sustainable tourism development in Vietnam. These suggestions will be aligned with the three main pillars: (a) Policies for sustainable tourism development, including recommendations for policy enhancements; (b) Solutions to strengthen public-private dialogue in sustainable tourism development and marketing, focusing on improving communication and collaboration between the sectors; and (c) Proposing a suitable model for evaluating sustainable tourism development in Vietnam, including recommendations on how to implement and deploy the chosen model.
5. **Working methodology**

Experts have the flexibility to determine appropriate research methods to complete the assessment report. They may employ quantitative and qualitative research methods, conduct analysis and synthesis of secondary documents, or utilize other suitable approaches. The research methods should be chosen to effectively address the following questions:

* What are the existing policies for sustainable tourism development in Vietnam?
* Is there an active public-private dialogue in policy-making for sustainable tourism development in Vietnam? If so, how are these dialogues organized and facilitated?
* What are the current sustainable tourism marketing activities in Vietnam? Additionally, what actions can be taken to enhance these activities in the future?
* What are the existing models for assessing sustainable tourism development in Vietnam? Are there any proposed models for the future, particularly considering the context of Vietnam's tourism recovery following the Covid-19 pandemic?

1. **Mission Team / (Responsibilities of the members of the mission team)**

If there is not only one person conducting the mission or consultancy

1. **Time Frame of the assignment**

The project expects to receive the evaluation report within 07 days (including weekends or public holidays) from the date of signing the consulting contract and present the results of the report in project Workshop on 26-JUNE, 2023 (tentative).

1. **Reporting / Debriefing**

The Final Report (electronic version) should be sent to Mr. Vu Nam, Component 1 manager of the project via email: cm1@st4sd.vn before June 23, 2023.

Place and date: Hanoi, 6-JUNE, 2023