

# **Project:** **Swiss Tourism for Sustainable Development**

## **TORs** **Promotion and Communication of Sustainable Tourism expert** **Mar – May 2025**

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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 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.**

ST4SD is looking for communication expert to communicate the project in a manner that promotes:

- Awareness of the core values and mission and project components: **Outcome 1 and 3** to key stakeholders and the general public through a wide range of media.
- Access of and educate potential partners and beneficiaries to actively participate in the project and its components through marketing and promotion of specific project components.
- Regular updates on upcoming events, progress, achievements the project.

## 2. Objective(s) of consultancy

- To develop **contents** which are appropriate for a range of media (printed, online, radio, television and virtual). The articles have high intellectual/educational content to help raise awareness about executive hospitality training, sustainable development and Switzerland's support responding the Vietnam's need in EHT human resource development.
- To target the following **audience**:
  - Component 1: Tourism regulatory agencies both at central and provincial levels; Tourism associations and other professional social organizations in the tourism sector; Tourism experts and research institutions
  - Component 3: Local tourism businesses; Tourism Agencies; Provincial Tourism Associations; National and International Tour Operators; Business support organisations/OTAs/IT Platforms;
- To use the following **channels** to disseminate the content developed and targeted audience: ST4SD/Helvetas/CRED channels; Communication channels of VNAT/Departments and Offices of Tourism, Tourism Associations, Enterprises, SECO/Swiss Embassy, etc. as well as 5-6 suitable information agencies/public media outlets to disseminate the articles.

## 3. Key tasks, deliverables and time

The selected expert will work directly with the managers of component 1 and 2 to agree on overall plan, the topics and working approaches to meet the mentioned objectives. The designed tasks and deliverables are including and not limited to:

Tasks/ Content development		Deliverables (for each component)	Time
Component 1	Component 3		
- Public-private dialogue/ partnerships in sustainable tourism	- Sustainable tourism and global sustainable tourism trends	3 articles	15 March to 15 April

development: international and local model and experience			
- International and local experiences tools, policies in the promotion of sustainable tourism	- Green certification / international sustainable tourism standards and the sustainable tourism value chain	3 articles	15 March to 15 April
- Relevant policies on sustainable tourism development at both central and local levels in Vietnam	- Sus tourism experience and models from Switzerland for Vietnam to learn from	3 articles	15 March to 15 April
- International and local good practices in innovative marketing and promotion of destinations.	- Potential and challenges of targeted project locations in developing sustainable tourism	3 articles	15 March to 15 April
- Activities/events related to component 1	- Activities/events related to component 3	information and data provided by the team	15 March to 15 April
- Initial success stories	- Initial success stories	2 articles	Till 15 April
- In agreement with the CM manager, prioritised articles or documentations to be adopted and filed on ST4SD website	- In agreement with the CM manager, prioritised articles or documentations to be adopted and filed on ST4SD website	3 articles	15 March to 15 April

The written articles have to be approved by the component manager and TL before publishing.

### **Candidate Requirements:**

#### **Required:**

- Relevant qualification and 10 years' experience in a similar communications role.
- Experience of communications in a development context for the visibility of economic development projects.
- 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.
- Strong interpersonal skills and a good team player. Able to liaise with project task managers for developing content in an efficient manner.
- Good planning skills and able to work to tight deadlines, including travel to target provinces, sometimes at short notice.

***Desired:***

- Knowledge & experience of marketing and branding within the tourism industry and in vocational training.
- Strong presentation skills to a range of stakeholders and media.
- Video, photographic and online editing skills. Data management, processing and storage skills.
- Previous knowledge of the target provinces (Ha Giang, Dong Thap and Quang Nam) as well as Hanoi, Da Nang, Hue and Ho Chi Minh City.
- 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, motivation letters and proposal for the implementation together with quotations to [Helvetas.vietnam@helvetas.org](mailto:Helvetas.vietnam@helvetas.org) and [assist3@st4sd.vn](mailto:assist3@st4sd.vn) by **12<sup>th</sup> March 2025**

Interviews anticipated for **15<sup>th</sup> March 2025**

Only short-listed candidates will be contacted.