

Project:
Swiss Tourism for Sustainable Development

TORs
**Identify and collaborate with a suitable third-party
Certification Body for effective implementation of Quang
Nam Sustainable Tourism Standards
May – December 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.

In the framework of component 3, the project supports Quang Nam province to review and adjust its set of green tourism criteria to be suitable for local context and tourism business conditions. This set of criteria will serve as a guide for businesses implementing sustainable practices, a self-evaluation tool, and a foundation for assessing and monitoring green tourism practices.

To strengthen the current implementation, ST4SD is looking for an expert or service provider **to facilitate the identification and collaboration with a suitable third-party certification body and to support the implementation of pilot assessment and certification processes.**

1. Objective(s) of consultancy

- To identify and recommend a credible third-party certification body that aligns with the goals of the Quang Nam Green Tourism Standards.
- To facilitate partnership establishment and support the pilot certification process.

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:

- Conduct a comprehensive review of available third-party certification bodies that specialize in sustainable tourism and are recognized nationally and internationally.
- Recommend the most suitable certification body based on alignment with project objectives and feasibility for local stakeholders.
- Facilitate partnership discussions/agreements among ST4SD team, Quang Nam tourism authorities and the recommended certification body.
- Coordinate with the certification body to develop a guideline for improving the assessment processes.
- Support pilot implementation with selected tourism operators as a model for scale-up.

3. Time Frame of the Mission

Activity	Due Date
Research and review of third-party CB	16 May 2025
Develop CB assessment report	30 May 2025
Facilitate partnership agreements	15 June 2025
Support pilot assessment and certification process	30 Dec 2025

4. Deliverables

- 01 certification body assessment report: A comprehensive assessment of potential third-party certification bodies, including recommendations.
- Signed contract or agreement with selected third-party CB.
- Partnership roadmap: A documented roadmap for collaboration with the selected certification body.
- 01 pilot implementation report: Lessons learned and recommendations based on the pilot implementation of certification with selected operators.

Candidate Requirements:

Required:

- Relevant qualification and 10 years of experience in sustainable tourism, tourism certification or a related field.
- Strong proficiency in English and Vietnamese, both written and spoken.
- Proven experience working with third-party certification systems, particularly in sustainable tourism.
- Strong knowledge of global sustainable tourism standards, certification frameworks and GSTC related.
- 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 proposal for the implementation together with 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.