
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Digital Marketing Training and Coaching for Ban Khun Community-Based Tourism Destination
Contract term:	From August to October 2026
Application deadline:	Before 20 July 2026

1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

Under Component 3, ST4SD supports destinations, tourism enterprises, and local communities in developing sustainable tourism products, strengthening destination management, and improving market readiness.

Ban Khun Village, located in Bang Lang Commune, Quang Binh District, Tuyen Quang Province, is one of the community-based tourism destinations supported by ST4SD. The village offers tourism experiences based on Tay ethnic culture, traditional agriculture, local gastronomy, walking and cycling activities, homestay services, and nature-based experiences.

Following the official launch of the destination and the reception of its first visitors, Ban Khun faces a growing need to strengthen its digital marketing capacity in order to attract responsible visitors aligned with the destination's sustainable tourism vision.

Current challenges include:

- Limited destination marketing strategy and market positioning.
- Fragmented communication content and weak storytelling.
- Limited use of digital marketing platforms.
- Lack of skills in content creation among community members.
- Absence of a local communication team capable of maintaining marketing activities beyond project support.

ST4SD is therefore seeking a qualified consultant to provide digital marketing training, coaching, and technical support for Ban Khun Community-Based Tourism Destination.

2. OBJECTIVES

The overall objective of this consultancy is to strengthen the digital marketing capacity of Ban Khun Community-Based Tourism Destination in order to improve market access, increase destination visibility, and attract responsible visitors that contribute to local livelihoods and sustainable tourism development.

Specific objectives include:

- Develop a destination marketing and positioning strategy for Ban Khun.
- Strengthen storytelling and destination branding capacity among community members.
- Improve skills in digital marketing and social media management.
- Support the production of high-quality destination content.
- Establish a community communication team capable of managing destination promotion independently.
- Develop a practical Marketing Plan for 2026–2027.

3. EXPECTED DELIVERABLES

The consultant will be responsible for the following activities and outputs:

Activity 1: Marketing Assessment and Situation Analysis

- Assess current marketing practices and communication channels.
- Identify target markets and customer segments.
- Analyze destination strengths, weaknesses, opportunities, and competitive advantages.

Deliverables:

- Marketing Assessment Report.
- Recommendations for destination marketing direction.

Activity 2: Development of Destination Marketing Strategy

Support the community to define:

- Destination positioning.
- Target market segments.
- Key destination messages.
- Destination storytelling framework.

Deliverables:

- Ban Khun Marketing Plan 2026–2027.

Activity 3: Digital Marketing Training

Provide practical training covering:

- Community-based tourism marketing.
- Tourism storytelling techniques.
- Mobile photography and videography.
- Facebook and TikTok marketing.
- Google Business Profile.
- AI applications for tourism marketing and content creation.

Deliverables:

- Training materials and presentations.
- Training implementation report.

Activity 4: Practical Coaching and Content Development

Provide on-site coaching and mentoring for community members to create real destination marketing content.

Minimum outputs:

- 20 Facebook posts.
- 10 TikTok/Reels videos.
- Destination photo collection.
- Community storytelling library.
- Three-month content calendar.

Deliverables:

- Destination photo and video library.
- Community storytelling content library.
- Three-month communication plan.

Activity 5: Digital Content Creation Competition

Design and facilitate the “Passport to Khun Village” content creation competition involving local youth, tourism service providers, guides, and volunteers.

Deliverables:

- Competition implementation report.
- Collection of submitted content.
- Documentation of winners and promotional outputs.

Activity 6: Establishment of Community Communication Team

Support the formation and coaching of a local communication team responsible for:

- Content collection and production.
- Social media management.
- Visitor engagement.
- Long-term destination promotion.

Deliverables:

- Community Communication Team established and operational.
- Operational guidance and recommendations.

Final Deliverables:

1. Marketing Assessment Report.
2. Ban Khun Marketing Plan 2026–2027.
3. Training materials.
4. Community Marketing Toolkit.
5. Destination photo and video library.
6. Community storytelling library.
7. Three-month content calendar.
8. Final consultancy report.

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Minimum five years of experience in tourism marketing and destination promotion.
- Demonstrated experience in community-based tourism and sustainable tourism development.
- Experience delivering training and coaching for local communities.
- Strong expertise in digital marketing, social media management, and content development.
- Ability to work effectively in rural and mountainous destinations.
- Experience working with community-based tourism destinations in Vietnam is highly desirable.
- Quality and practicality of the proposed methodology and workplan.
- Financial competitiveness and value for money.

5. PROPOSAL SUBMISSION

Interested suppliers are requested to submit their proposals detailing the following:

- Updated CV(s) and cover letter.
- Technical proposal outlining methodology and implementation approach.
- Proposed workplan and indicative timeline.
- Financial proposal indicating expected daily rate (including VAT) and number of consultancy days
- Applicants will indicate their expected daily rate (including VAT) and number of days to conduct the consultancy.

The submitted documents must be password-protected. You will be asked for the password after submitting the application. Proposal should be sent to procurement@st4sd.vn and assist3@st4sd.vn before 20 July 2026.