
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Digital Marketing Training, Coaching, and Digital Content Creation Competition “Sa Dec – A Living Heritage in the Heart of the Mekong”
Contract term:	From 30 July to 30 August 2026
Application deadline:	Before 15 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.

Within the framework of the ST4SD project, several new tourism products have been developed in Sa Dec City to effectively leverage local cultural heritage, traditional crafts, agriculture, landscapes, and community life.

However, many tourism businesses, artisans, local guides, and tourism sites still face challenges in utilizing digital platforms to promote their products, tell destination stories, and directly engage with travelers.

To strengthen digital marketing capacities among local tourism stakeholders and build a network of content creators supporting the destination, a Digital Marketing Training and Coaching Program combined with the Digital Content Creation Competition, “My Sa Dec”, will be implemented.

2. OBJECTIVES

Overall Objective

To enhance digital communication and marketing capacities among tourism stakeholders in Sa Dec and promote the destination through social media platforms.

Specific Objectives

- Improve digital marketing skills for tourism enterprises and household businesses.
- Guide participants in developing brand stories and destination storytelling through digital platforms.
- Create a high-quality digital content library showcasing Sa Dec tourism.
- Engage TikTok creators, Facebook creators, and travel bloggers in destination promotion.
- Establish a network of Digital Communication Ambassadors for Sa Dec tourism.

3. TARGET PARTICIPANTS

Training Program

- Tourism household businesses
- Homestays and farmstays
- Tourist attractions
- Traditional craft artisans
- Local tour guides
- Members of the Sa Dec Tourism Club
- Representatives of local tourism authorities and tourism organizations

Expected number of participants: 15–20 trainees

Digital Content Creation Competition

- Participants of the training program
- TikTok creators
- Facebook creators
- Travel bloggers
- University students
- Individuals passionate about tourism and digital content creation

4. TRAINING AND COACHING CONTENT

Module 1: Understanding Travelers in the Digital Age

- Tourist behavior on digital platforms
- Customer journey mapping
- Trends in experiential tourism and sustainable tourism
- Destination marketing in the era of AI

Module 2: Destination Storytelling and Brand Building

- Selling stories rather than services
- Developing stories for tourism products
- Personal branding
- Storytelling for social media

Module 3: Mobile Content Production

- Travel photography
- Short-form video production
- Reel and TikTok editing skills
- Writing engaging content

Module 4: Managing Digital Presence

- Facebook Pages
- TikTok
- Google Business Profile
- Customer review management

Module 5: Building a Destination Communication Ecosystem

- Shared hashtag system for Sa Dec
- Communication collaboration among stakeholders
- Co-creation of destination content

5. ON-SITE COACHING

Experts will provide hands-on coaching at tourism sites, including:

- Sa Dec Flower Village
- Bonsai gardens and attractions
- Traditional craft villages
- Community-based tourism sites
- River tourism routes
- ST4SD-supported tourism sites

Coaching Activities

- Developing content concepts and scripts
- Filming and editing on-site videos
- Content refinement and improvement
- Publishing and engagement optimization techniques

6. DIGITAL CONTENT CREATION COMPETITION

“Sa Dec – A Living Heritage in the Heart of the Mekong”

Objectives

- Encourage the community to tell Sa Dec stories through digital media.
- Increase the visibility and promotion of Sa Dec tourism.
- Create opportunities for content creators to showcase their creativity.
- Develop a digital content library to support destination marketing and promotion.

Suggested content themes

- Sa Dec Flower Village
- Bonsai culture and craftsmanship
- Traditional craft villages
- Local cuisine
- River tourism experiences
- Local community life
- Inspirational stories
- Sustainable tourism models
- Unique tourism experiences in Sa Dec

Submission Format

- Eligible entries include TikTok videos, Facebook Reels, Facebook videos.
- Duration: 30 seconds to 3 minutes.
- Each participant may submit up to three (03) entries.

Evaluation Criteria

Criteria	Weight
Storytelling and Message	30%
Creativity	25%
Destination Promotion Value	20%
Content and Visual Quality	15%
Reach and Engagement	10%

Awards

First Prize: “Sa Dec Craft Heritage Experience Package”

- 2 days / 1 night stay at a local homestay or farmstay
- Traditional Sa Dec specialty meals
- Bonsai-making experience
- Sa Dec cycling tour
- Certificate of Recognition

Second Prize: “One-Day Sa Dec Discovery Experience”

- One-day experiential tour
- Traditional craft workshop
- Local meal experience
- Certificate of Recognition

Third Prize

- Sa Dec tourism experience voucher
- Local souvenir gifts

Special Awards

- Inspirational Story Award
- Sustainable Tourism Award
- Emerging Content Creator Award

7. SA DEC DIGITAL AMBASSADORS NETWORK

Following the competition, the Organizing Committee will select 5–10 outstanding participants to join the:

“Sa Dec Digital Ambassadors Network”

Members will:

- Participate in destination promotion campaigns.
- Join fam trips and press trips.
- Support communication for newly developed tourism products.
- Continue sharing positive stories about Sa Dec across digital platforms.

Expected Results

- At least 50–100 digital videos and content pieces produced.
- Establishment of a community of tourism content creators for Sa Dec.
- Increased destination brand awareness on Facebook and TikTok.
- Development of a digital content repository for long-term tourism promotion.
- Formation of the Sa Dec Digital Ambassadors Network.

8. TIMELINE AND LOCATION

- **Location:** Sa Dec City, Dong Thap Province, Vietnam
- **Tentative Implementation Period:** Q3 2026 (exact dates to be agreed upon after consultant selection)
- **Assignment Duration:** 15 consultancy days, including training, coaching, and organization of the Digital Content Creation Competition.

9. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Relevant professional experience in training, coaching, and organization of digital content creation competition(s).
- Demonstrated experience working with international development projects, NGOs, or sustainable/community-based tourism initiatives.
- Ability to work flexibly and adhere to tight deadlines.

5. PROPOSAL SUBMISSION

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

- Updated CV
- Cover Letter
- Technical proposal: Draft outline of the proposed training program and methodology
- Financial proposal: Applicants will indicate their expected daily rate (including taxes) for this assignment.

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 15 July 2026.