Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Departement of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

FACTSHEET

Swiss Tourism for Sustainable Development Project (ST4SD)

Country/region
Vietnam

Executing agency
Helvetas / CRED

Duration
2023-2027

Total budget
CHF 4,000,000

SECO contribution
CHF 3,450,000

Background

Tourism has significantly increased in Vietnam over the last years. The surge of visitors showed the weaknesses of the sector and led to negative social and environmental impacts. While the Covid-19 pandemic has halted tourism development for 2 years, the reopening of the country presents an opportunity to steer it towards more sustainability and quality. This requires adjustments to policies and strategies, changes in mindsets and capacity building and closer coordination at the level of tourism destinations. In addition, the lack of skills in the sector is a major obstacle for the development of a more sustainable and inclusive tourism.

From 2018 to 2023 the Swiss government funded the Swiss Sustainable Tourism Project, which addressed some of the aforementioned problems. The project promoted sustainable tourism standards with a strong focus on the private sector, produced targeted policy inputs, established sustainable tourism training programs in selected regions and supported tourism companies in developing sustainable tourism models and products. The ST4SD builds on these results.

Lessons learned

The ST4SD consolidates the successful activities of the previous intervention and integrates lessons learned. Particularly, the ST4SD will strengthen policy and public-private dialogues at both national and subnational levels. To this end, it will collaborate closely with the Ministry of Culture, Sports and Tourism, supporting a sustainable recovery of the tourism sector in line with the Tourism Development Strategy towards 2030. Furthermore, the ST4SD will better leverage international and Swiss expertise to redesign the Executive Hospitality Training.

Objectives

The overall objective of the project is to contribute to a more sustainable and inclusive tourism sector in Vietnam. Through 3 main components, the project will:

- support national- and subnational level policy makers to foster sustainable tourism and create fora for public-private policy dialogue and sharing of expertise (including Swiss expertise).
- contribute to the recovery of the tourism sector in Vietnam after Covid-19 by strengthening training and skills. This is mainly done by establishing a new Executive Hospitality Training program as well as by creating a network of experts from the Swiss, international and Vietnamese tourism sectors.

- promote innovative concepts for businesses and destinations to strengthen sustainability, including through the introduction of sustainability standards.

Governance

The Project Implementing Agency (PIA) - consisting of Helvetas Vietnam and the Centre for Rural Economic Development (CRED) is responsible for the project implementation, including technical deliverables, budget/finance management and reporting. The PIA will closely collaborate with private and public partners from the tourism sector and some large private travel agents clearly committed to sustainability.

A Project Coordination and Monitoring Committee (PCMC) provides comments and strategic advice to the Project Implementing Agency based on the annual progress reports and workplans. The (PCMC) consists of representatives of SECO, the Ministry of Culture, Sports and Tourism (MoCST), the Vietnam National Authority of Tourism (VNAT), the Project Implementing Agency and other public and private stakeholders.

seco-cooperation.admin.ch
Integration in value chains

Follow us on
www.instagram.com/seco_cooperation/

Follow us on LinkedIn
www.linkedin.com/company/seco-cooperation

info.wehu@seco.admin.ch