



Swiss Tourism for Sustainable Development Project (ST4SD)

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 will consolidate the successful activities of the previous intervention and will integrate 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 the national 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.

Country/region

Vietnam

Executing agency

Helvetas / CRED

Duration

2023-2027

Total budget

CHF 4,000,000

SECO contribution

CHF 3,450,000



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



Governance


The Project Coordination Board (PCB) will be in charge of operational coordination of the project and day-to-day implementation and consists of the Helvetas and its local partners, the Center for Rural Economy Development project team. The PCB will closely collaborate with private and public partners from the tourism sector and some large private travel agents clearly committed to sustainability.

Furthermore, the project will be steered by a Project Consultation Committee (PCC), which will meet annually in Vietnam. The PCC will be co-chaired by Ministry of Culture, Sport and Tourism, Vietnam National Administration of Tourism and SECO, while Helvetas, beneficiary representatives, training partners and other relevant agencies will be participating members. The task of the PCC is to give strategic direction and moderate policy dialogue on a wider set of issues that might play a role in responsible tourism.

seco-cooperation.admin.ch

Integration in value chains



Follow us on 
[www.instagram.com/
seco_cooperation/](https://www.instagram.com/seco_cooperation/)

Follow us on **LinkedIn**
[www.linkedin.com/company/
seco-cooperation](https://www.linkedin.com/company/seco-cooperation)

Mail
[info.wehu.cooperation@
seco.admin.ch](mailto:info.wehu.cooperation@seco.admin.ch)

WEHU, 2023