

TOURISM COUNCIL OF BHUTAN

Terms of Reference

DEVELOPMENT OF TCB OFFICIAL WEBSITE

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1. Overview and Background

Tourism in Bhutan has grown over the years and is becoming one of the vital economic sectors in the country. Every year, Bhutan's tourism industry contributes significantly to GDP receipts, hard currency reserves, and employment generation in the country. Besides this, the industry also helps in preserving and promoting our unique culture and traditions, and provides a valuable source of additional income for the rural communities of the country. In view of this, the industry received and continues to receive high priority from the Royal Government of Bhutan as a major engine of economic growth in the country.

The stable and unwavering performance of the industry in the last 5 to 6 years indicate that tourism is well set on its way to grow in the expected trajectory to achieve its targets within the expected deadline. Bhutan receives tourists from all over the world and every year Bhutan sees visitation from new source markets. It is important to capture new source markets but more importantly to keep them engaged and retained. Realization of this steady growth of the industry would require a concerted effort from the government and the key tourism stakeholders to attract increasing visitation to Bhutan. To achieve this, the industry continues to develop and expand its existing resources and infrastructures while trying to explore and add new infrastructures.

One of the main and fundamental means of promoting the destination Bhutan in the internal community is dissemination and sharing of information through most effective channels. Many researches and studies show that a well-designed and maintained websites serves as a very important tool for any tourism business to attract its potential customers. At present, TCB has three websites: main English website, Japanese and Russian website besides various social forums and platforms to disseminate information and engage our source markets.

However, the current English website (www.tourism.gov.bt) is found to be not fully effective in its functioning and purpose. This is due to lack of all-inclusive information on Bhutan's Tourism system. Because of this, our information fails to reach the potential visitors or they fail to impress the potential visitors to visit Bhutan effectively. Therefore, it is vital that all-inclusive and updated information on the tourism system in Bhutan is included and shared on our website.

Therefore, the Tourism Council of Bhutan is looking into developing a new official website which would include all information on Bhutan's tourism system and which would serve our visitors better in terms of accessing information on Bhutan's tourism system. The new website will be more professional and with better design and quality of content to reach visitors more effectively and ultimately to increase visitation to Bhutan.

2. Purpose of This Document

The purpose of this document is to specify the approach that the Tourism Council of Bhutan will use to select the agency for developing new TCB official destination website. This document also describes the requirements that the developing agency has to fulfil in order to be selected.

3. Scope of Work

The scope of work for selected agency in developing the website will include but not limited to following activities.

- Submit quote and proposal for development of the website
- Gather requirements from TCB
- Develop layout design of the website
- Develop fully functional website
- Host the website
- Provide user training to TCB users
- Bug fixes and maintenance support for 1 year after handing over to TCB
- Minor changes on the website as necessary for 1 year

4. Deliverables

- Detailed Proposal
- Detailed presentation to be made as specified below. This presentation must include functions and other applications of the website.
- Website layout design
- Present draft website to TCB at the end of the development for incorporation of comments
- Produce fully functional final website
- Host the website
- Provide source code and CMS access of the website to TCB
- Accommodate minor changes during the contract period
- Provide best and creative ideas to enhance the website

5. Selection criteria

Sl. No	Criteria	Marks
1	Company Profile	5
1.1	Valid Company Trade License	
1.2	Valid Tax Clearance Certificate issued by RRCO	
1.3	Full and accurate physical, postal, telephone and email address of the company	
2	Technical Functionality	10
2.1	Prior / present experience in similar field	
2.2	List present clientele with names & date of business engagement	
3	Personnel	10
3.1	CV of company CEO/Proprietor	

3.2	Profile and CV of the Team	
4	Methodology	10
4.1	Clear and complete development methodology	
4.2	Creative design samples and/or presentations	
5	Website Demo Presentation	35
5.1	Look and feel and navigation	
5.2	Development framework, platform and CMS	
5.3	Hosting and Security	
6	Financial	30
6.1	Produce a sealed financial bid	
	TOTAL	100

Note: Criteria 5: Website Demo Presentation to be made on 9th February 2017. Time will be communicated to you to the provided email address.

Note: Companies failing to produce valid Trade license and valid Tax Clearance certificate during the tender opening or have not submitted with the tender documents will be rejected. The Company profile, Technical Functionality, Personnel and Methodology carries 70% weightage and the financial evaluation carries 30% weightage.

6. Terms and Conditions

- The rate quoted shall stand valid for 30 days from the date of opening the tender. The rate quoted shall be inclusive of taxes and duties.
- The selected developer must deliver the fully functional website within 1 month from the date of award of the work. In the event of failing to deliver on time, the bid shall be cancelled.
- The developer must design and submit few sample website layout to TCB for approval prior to development. Partial payment shall only be released after satisfaction of design submitted.
- The selected developer must incorporate all the requirements from TCB
- The website must be developed using latest development framework and must be user friendly.
- The developer must fix any bugs in the website within one month from the date the website goes live.
- The selected developer must ensure to show the work in progress to TCB and incorporate any changes as requested by TCB.
- The selected developer must incorporate all the changes required by TCB within the contract and in case of additional cost due to major changes must be proposed with separate proposal to TCB and must be approved by TCB.
- The tender committee reserves the right to reject one or all bids. The decision of the tender committee shall be final and binding.
- The full payment shall be made to the developer only upon delivery of completed website.

- The completed website shall be the property of the Tourism Council of Bhutan and the Tourism Council of Bhutan reserves full copyright of the final website.
- The developer must host the website within the contract and the hosting facility should be reliable, secure and robust.
- The developer must provide user training to the TCB users for content management.
- The developer must provide source code of the website to TCB and it shall be the property of the TCB.
- The developer must deposit 7% total quoted value as performance security within 5 days of the date of award of work in the form of demand draft. The security deposit shall be refunded upon successful completion of the work.
- The tender should be submitted addressed to ICT officer, Tourism Council of Bhutan, Thimphu latest by 6th February, 2017.

7. Website Features

The recommended features will include but not limited to the following:

- Home Page
- Content Pages
- Banner with image slide
- Menu bar for contents
- Contact us page
- Social media links
- Links of other TCB websites
- Multiple content manager with different privilege
- Registration and login menu for content managers
- Newsletter subscription function

8. Proposal

The Proposal should clearly detail all the required information against the selection criteria mentioned above.

The financial bid must be submitted in a sealed separate enveloped and it must include the full cost of followings:

- Development of TCB official website as per TCB requirement
- Hosting of the website
- Training the users

The financial proposals should also list what value added services the company will offer TCB. The sealed proposals in marked envelope "Proposal for Development of TCB Official destination Website" complete in all respects should reach latest 6th February 2017.