

TOURISM COUNCIL OF BHUTAN

Terms of Reference

DEVELOPMENT OF TCB INDUSTRY WEBSITE

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1. Overview and Background

The Tourism Council of Bhutan currently has an official website (www.tourism.gov.bt) catering to potential visitors as source of information about Bhutan and information on visiting Bhutan and also catering to the tourism industry of Bhutan in disseminating official notifications, announcements and industry related news and updates.

While this website itself has very good ranking in various search engines due to its rich contents, it has become quite complicated for the users seeking specific information since the website contains both industry related and visitor related information.

In view of this the Tourism Council of Bhutan planned to develop separate website for promotion and industry consumption. The promotion website is already being developed with the domain www.bhutan.travel that will mainly cater to the potential visitors as source of information about Bhutan, visiting Bhutan, travel requirements etc.

Therefore, the Tourism Council of Bhutan is looking at developing the second website that will cater to the tourism industry in Bhutan including all tourism service providers and related government agencies. The website is expected to be very dynamic with features enabling different users to post information on the website. The users could be from service providers to government officials in various districts to administrators from the Tourism Council of Bhutan. This is enable the website to function as a common platform for the tourism industry in Bhutan to share information, advertise products and services, make announcements etc.

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 TCB corporate 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
- 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

5. Selection criteria

Sl. No	Criteria	Marks
1	Company Profile	10
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	
1.4	Experience and expertise in the similar field	
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	30
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: 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, Methodology and website Demo Presentation 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.
- 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 payment shall be made to the developer only upon delivery of completed website. No advance payment shall be made.
- 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 tender should be submitted addressed to Head, Tourism Promotion Division, Tourism Council of Bhutan.

7. Website Features

- Home Page with corporate colour and attractive design
- Banner with image slides
- User registrations for tourism industry/service providers as per following categories
 - Guides
 - Hotels
 - Tour operators
 - Airlines
 - Others
- Classified advertising page view by category
- Category wise classified advertising posting form for registered users
- Social media integration for sharing posts/articles
- Announcement section
- News and update section
- Email database of registered uses and emailing system to registered users
- Contact us page
- Social media links

- Links of other TCB websites
- Other attractive and useful features

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 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 Website" complete in all respects should reach latest by **9th May, 2017** on or before **1200** hrs and the tender will be opened on same day at **1430** hrs.