**TOURISM COUNCIL OF BHUTAN**

**Terms of Reference**

**Production of Animation Video for Tourism System of Bhutan**

**Overview and Background**

Tourism in Bhutan has grown significantly over the years and it has become one of the vital economic sectors in the country, contributing significantly to GDP receipts, hard currency reserves, and employment generation in the country.

Bhutan receives tourists from all over the world and every year the industry has set a benchmark with visits from new source markets. Nevertheless, the tourism industry of Bhutan is glorified with misinterpretation and misunderstanding among many foreigners due to its policy of “High Value Low Volume”. Many outsiders believe that it requires a tedious job to book a tour to Bhutan and it is hard to obtain a visa. The misunderstanding is propelled to the extent that Foreigners believe that Bhutan limits the number of visitors in a year, and many who want to visit Bhutan do not understand the structure of the payment whereby they believe that it is too expensive to visit Bhutan. Therefore, it is thought that Tourism Industry of Bhutan loses many potential visitors due to these gaps in the information.

In view of the above, the Tourism Council of Bhutan is looking into producing a simple illustration video using animation that explains Tourism system of Bhutan which will include a simple process of booking a tour and flying into Bhutan. The video will be used for creating awareness on the tourism system of Bhutan and illustrate the tour booking process through a simple demonstration.

**Objective**

The aim of the project is to:

* Produce a simple illustration video that explains Tourism System of Bhutan
* Demonstrate the process of booking a tour to Bhutan in a most effective way

**Scope of Work**

The scope of work for selected agency in producing the video includes the following activities;

* To prepare script and narration for the video
* To record narration and background music for the video
* To develop the graphics or animation for the video
* To prepare draft video and submit it to Tourism Council of Bhutan for deliberation
* Finalize the videos as according to the feedback provided by Tourism Council of Bhutan.
* To manage all necessary tools and equipment including tapes, DVD, Cameras etc

**Deliverables**

* The final master video of 2 minutes in HD
* And within that 2 minutes video, one minute video to be developed
* Raw materials/ raw footages

**Content of the video**

The video should contain the following information

* Brief explanation on GNH and tourism policy
* Introduction of tourism system in Bhutan
* Explanation on visa requirement
* Explanation on the process of booking a tour and flying to Bhutan

***Note:*** *The content might be subject to slight changes during the actual development*

**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 |  |
| **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 | Simple and clear ideas |  |
| 4.2 | High Quality convertible video |  |
| 5 | **Demo Presentation** | **30** |
| 5.1 | Usage of appropriate and attractive graphics |  |
| 5.2 | Quality Voiceover |  |
| 5.3 | Clarity of Information |  |
| 5.4 | High Definition video |  |
| **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 and Methodology and Demo Presentation carries 70% weightage and the financial evaluation carries 30% weightage.*

**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 final video within one 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 animation to TCB for approval prior to development.
* The selected developer must incorporate all the requirements from TCB
* The selected developer must ensure to show the work in progress to TCB and incorporate any changes as requested 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 work. No advance payment shall be made.
* The completed video shall be the property of the Tourism Council of Bhutan and the Tourism Council of Bhutan reserves full copyright of the final video.
* The tender should be submitted addressed to Head, Tourism Promotion, Tourism Council of Bhutan.
* The sealed proposals in marked envelope “Proposal for Production of Animation video on Tourism System of Bhutan” 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 **1500** hrs.