**Terms of Reference**

**Bhutan Magazine 2014**

**Editor**

**Background**

Tourism has consistently been one of the highest revenue generators for the country. Its tremendous potential as a truly indigenous industry for socio-economic progress, in particular to alleviate poverty and create employment, have yet to be fully explored. This and the clear comparative advantages Bhutan enjoy make for a compelling logic to promote Bhutan as a high-end tourism destination in a manner which accords with the premises of Gross National Happiness.

Considerably Tourism Council of Bhutan has developed a comprehensive marketing and promotion strategy, product diversification, infrastructure development, seasonality etc to further promote Bhutan as high end tourist destination. Apart from attending travel fairs, “word of mouth” and articles, books and magazine which highlight various features about Bhutan are still main source of information among visitors to Bhutan.

Bhutan Magazine is special publication by TCB focusing on people (lifestyle), government, unique culture and tradition, and natural environment which serves as a promotional tool.

**Specific activities**

Under the general guidance and direction of the Director of the Tourism Council of Bhutan, the consultant shall be responsible for editing the articles to be featured in the Bhutan Magazine, 2014.

The consultant will work with TCB officials to develop the magazine and to identify key topics to be covered. He/She shall provide overall creative direction on the content of the magazines and will be supported by an editorial team of the Tourism Council of Bhutan.

All relevant articles and photographs will be provided by the Tourism Council of Bhutan together with graphics support.

**Scope of Work**

• Act as overall editor – identifying and developing content, liaising with graphic designers and photographers

• Developing a concept and thematic design for the magazine (working with the designers)

• Identify pictures/ illustrations for the publication

• Write articles for the magazine

• Edit / re-write copy from contributors to ensure consistent style, language, content.

**Selection of the editor**

The selection of the editor will be based on documented qualifications, experiences and past published works. An Assessment Committee composed of representatives from the three departments will read the proposals and recommend for the final decision. If the Assessment Committee is not satisfied with the proposal the committee reserves the right to not to award the work without any explanation.

**Requirement of Expression of Interest**

A brief write up on proposed strategies as mentioned in the scope of work. A budget proposal, including all expenditures, fees and re-imbursables. *Curriculum Vitaes* describing previous experiences, qualifications, references and past published works.

**Time**

Interested companies should send their proposal with their quotes and all required documents along with the earnest money of 2% of their total quoted amount to the Head, Marketing and Promotion Department, Tourism Council of Bhutan by 18 December 2013 before 3pm.

**Submission of the proposal**

The deadline for the submission of detailed proposal is 18 December 2013 no later than 3 in the afternoon. The Proposals should be addressed to the Head, Marketing and Promotion Department, Tourism Council of Bhutan.

(Chhimmy Pem)

**Director, MPD**