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TOURISM COUNCIL OF BHUTAN
ROYAL GOVERNMENT OF BHUTAN



Vision: A green, sustainable, inclusive and a high value tourism destination

Terms of reference for the submission of high quality photos and videos

Background

The Tourism Bhutan Destination website www.bhutan.travel is the main landing page and main reference point for any travel queries and information on Bhutan. The current website developed in 2017 requires addition and changes to keep up with new tourism promotion strategies and diverse tourism product offerings.

As one of the key requirements for redesigning the website is high quality photos and videos, the acquisition of such for the website has become critical.

Tour operators, guides, filmmakers, photographer, travel bloggers and general public have access to a wide range of photographs and video clips. Keeping in mind the current COVID-19 situation there is an opportunity to acquire a diverse range of photographs and videos from a wide range of sources.

The photos and videos acquired through this initiative will be used for TCB websites, social media, and on any other promotional collaterals developed by TCB and its tourism partners.

Objectives

- To update TCB photo and video archive
- To curate high quality video and photo for TCB website and social media
- To provide monetary incentives to creative owners in the industry

Specification/requirements

- TCB requires 500 photographs and 75 videos based on the TCB Creative Collateral Requirement (Annexure A)
- The photo requirement is high quality with minimum 2000 pixel (width) X 1080p
- Video quality of minimum 1080 p (Landscape aspect ratio 16:9. Portrait aspect ratio 9:16)
- Videos duration 30 to 60 seconds of packaged clips based on TCB creative requirement

Selection process

- Submissions are invited from LOCAL travel bloggers, photographers, tour operators, guides, filmmakers, media firms, and general public including expatriate community in Bhutan.
- Preference will be given to new photos/ videos that match TCB Creative Collateral Requirement

Tourism Council of Bhutan, Tarayana Centre, P.O. Box 126, GPO Thimphu, Bhutan

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www.tourism.gov.bt | www.happinessisaplace.com | facebook.com/destinationbhutan | twitter.com/tourismbhutan



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- TCB will select a maximum of 10 photos and 5 videos from each individual/agency/firm.
- Once selected, a standard contract between the supplier and TCB will be signed which will confirm that the creative are owned by the supplier and indemnifies TCB from any third party claims. (Annexure B)

Payment

- TCB will pay a sum of Nu. 1000/- (one thousand) for each selected photograph and Nu.20,000/- (twenty thousand) for each selected video.

Timeline

- December 8 to 21st December, 2020 by 4 pm.

Submission

Submit through email:

Email your submission with clear description of photograph and theme of submission to creatives@tcb.gov.bt

Submit in person

To Mr. Thinley Wangdi and Mrs. Apsara Pakhring, Tourism Promotion Division, TCB

For more details contact 17921448 during office hours



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Annexure A

TCB Creative Collateral Requirement

Sl.No	Category	Type	Numbers
1	Trekking	<p>High Quality Photo of all trekking routes promoted by TCB</p> <p>High Quality video of some of the best treks TCB wants to showcase Eg: Snowman Trek, Jhomolhari Trek, Thousand Lakes Trek etc</p>	<p>One main photo for each of the treks and atleast 5 photographs featuring the journey/ landscape/ campsite etc for each trek.</p> <p>Minimum Three (30-60 second videos)</p>
2	Adventure	<p>High Quality Photo of all adventure sports promoted by TCB</p> <p>High Quality video of some of the best adventure tourism products TCB wants to showcase. Eg : Tour of the Dragon/ White Water Rafting/ Snowman Run</p>	<p>One main photo for each of the offerings and atleast 5 photographs featuring the sport.</p> <p>Minimum Three (30-60 second videos)</p>
3	Birding/ Conservation Journeys	<p>High Quality photos of all endangered animals and special birds found in Bhutan / National Parks and Wildlife</p> <p>High Quality video featuring birding/ wildlife in Bhutan. Bird Festivals in the country. Flower festivals in the country</p>	<p>Minimum 10-12</p> <p>Minimum Three (30-60 second videos)</p>



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4	Culture	<p>High Quality Photo of key festivals promoted by TCB like Tshechus, Sacred dances, Highland festivals etc.</p> <p>High Quality video of some of the cultural products that TCH wants to showcase. Eg: Mask Dances, Highland Festival, Haa Summer Festival, Jhomolhari festival , Foothills festival etc</p>	<p>One main photo for each event and atleast 5 photographs featuring various elements from the events.</p> <p>5 (30- 60 second videos)</p>
5	People/Homes	<p>High Quality Photo featuring Bhutanese people from different parts of the country including tribal people and their homes</p> <p>High Quality video featuring different communities in Bhutan Eg: Layaps, Brokpas,Doyas, Adha Rukha etc</p>	<p>20-25</p> <p>Minimum Four(30-60 second videos)</p>
6	Architecture	<p>High Quality photos of iconic monasteries, temples, Dzongs , bridges.</p> <p>High Quality video featuring the iconic architectural marvels including Phallic painting culture</p>	<p>One main photo for each featured place and atleast 5 photographs featuring key architectural elements from these places.</p> <p>Minimum Three (30-60 second videos)</p>



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7	Art	<p>High Quality Photo of all art forms in Bhutan.</p> <p>High Quality video of some of the artforms. Eg: Traditional painting, Boot making, sword making, embroidery, modern painting.</p>	<p>One main photo for each of the treks and atleast 5 photographs featuring the journey/ landscape/ campsite etc for each trek.</p> <p>Minimum Five (30-60 second videos)</p>
8	Food	<p>High Quality Photo of traditional Bhutanese cuisines.</p> <p>High Quality video of some of unique food culture. Eg: Nga Dosem/ Orchid / Puta, Hoentey, Philu, Manjey, Selroti</p>	<p>One photo for each featured cuisine from different parts of the country</p> <p>Minimum six (30-60 second videos)</p>
9	Wellness/ Wellbeing/ Traditional healing	<p>High Quality photos of all wellness and wellbeing products promoted by TCB.</p> <p>High Quality video featuring traditional wellness/wellbeing/traditional healing products/ Retreats etc</p>	<p>Minimum 10-15</p> <p>Minimum Three (30-60 second videos)</p>
10	Eco Tourism	<p>High Quality Photos of all Eco Tourism Products</p> <p>High Quality video of some of the Eco-tourism offerings.</p>	<p>One main photo for each of product with atleast 5 photographs featuring various elements of the product.</p> <p>Minimum Three(30-60 second videos)</p>



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11	Textile/Fashion	High Quality Photo of Bhutanese Textile & Fashion High Quality video of some of the indigenous Bhutanese textile and modern fashion renditions	15-25 Minimum five (30-60 second videos)
12	Local green innovative businesses/ Green Hotels/ Village homestays etc	High Quality photos of green businesses, hotel, farmstays, homestays etc High Quality video featuring traditional homestays, green businesses etc.	Minimum 25-25 Minimum Three (30-60 second videos)
13	Horticulture	High-quality photos of unique flowers found in Bhutan Videos from Rhododendron Festival and similar flower festivals	Minimum 15 Minimum two(30-60 second videos)
12	Experiential traveling	High quality photo/videos of tourists simple experiences in Bhutan like eating with a Bhutanese family in a homestay, participating in farm activities, traditional sports etc	Minimum 10 Photos Minimum 2 videos
14	Destination Specific Dzongkhags	High Quality Photos of all main tourist attractions in the Dzongkhags. High Quality video of some of the local offerings.	One main photo for each of product with at least 5 photographs featuring various elements of the product. Minimum One(30-60 second videos)
15	Generic photos	High quality photos and videos featuring different landscapes in Bhutan	30 photos and 10 videos



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Annexure B

CONTRACT AGREEMENT

This agreement is executed on.....in Thimphu

between

The Tourism Council of Bhutan legally represented in this matter by of the Tourism Council of Bhutan, hereinafter referred to as “TCB”, on the one hand,

and

Mr//Ms..... bearing CID or license no....., supplier, photographer/videographer, hereinafter referred to as the supplier, on the other hand.

TCB in effort to update photo and video archive and to curate high quality video and photo for TCB website and social media has been looking for the professional photos and videos from the interested suppliers;

The supplier as a professional photographer or film developer has expressed its desire to supply the same to TCB for certain sum of consideration.

Therefore, the parties having worked out the mutual agreement, has decided to carry out the work as per the terms and condition outlined in this agreement. Which are as follows:

1. The agreement will be valid fromuntil 2021.
2. The supplier confirms that the photos and videos selected by TCB belong to the supplier and is not subject to any dispute or legal issues.
3. The supplier indemnifies TCB against any third party claims and assures that all the necessary permit has been obtained.
4. The supplier shall be entitled to full payment of the selected photos and video as provided in TOR
5. The supplier agrees that TCB shall have the right to use the photos and videos for all TCB websites, social media channels and promotional materials and share with the industry stakeholders for their usage in promotional material and websites.
6. TCB agrees that the supplier reserves copyright of the photos and videos supplied.
7. The TCB shall deduct applicable taxes at source from the remuneration as per prevailing RGOB rules and regulations at the time of making payments. The Supplier will receive a statement and final overview (if necessary) of the Tax deducted at source from the TCB.



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IN WITNESS WHEREOF, the parties signed the agreement on the day and month mentioned above.

For the Tourism Council of Bhutan

For the suppliers

Dorji Dhradhul

Supplier detail

Director General

Tourism Council of Bhutan

Witnesses

Mr./Mrs.....CID no.....(for TCB)

Mr/ Ms.....CID no..... (for supplier)