



## **TERMS OF REFERENCE**

### **INDIVIDUAL CONSULTANTS' TERMS OF REFERENCE (TORS) FOR THE DEVELOPMENT OF A DIGITAL PLATFORM THAT INCREASES ACCESS TO MARKET FOR THE CRAFTS PRODUCED IN UGANDA**

**Project Name:  
Tourism and Hospitality Sector: COVID-19 Economic Recovery and Resilience Response Program. (CERRRP)**

**Uganda Tourism Association**

**May 2021**

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## **1.0 GENERAL INFORMATION**

Service / Work Description: **Development Of A Digital Platform That Increases Access To Market For The Crafts Produced In Uganda**

Project/Program Title: CERRRP

Post Title: Consultant

Duration: 40 Work Days

Expected Start Date: Immediately after signing of the contract

## **1.1 BACKGROUND**

The Tourism Sector in Uganda compared to other export sectors is unique since expenditure of the tourists gives rise to six major economic impacts that include (i) the Gross National Product (GNP), (ii) foreign exchange earnings, (iii) employment, (iv) government revenue, (v) regional distribution of income and (vi) investments. Tourism is recognized as core sector in the transformation of Uganda by the Government of Uganda in the third National Development Plan (NDPIII) and in the Vision 2040 recognize the Tourism Sector as the mainstay of the transformation of the country from a predominantly peasant and low-income society to a modern, prosperous and competitive upper middle-income one.

However, due to the pandemic, the Tourism and Hospitality sector is considered one of the hardest-hit sectors by the COVID-19 Outbreak in Uganda. The sector experienced a sharp drop in demand and a surge in job losses at the national, regional and global level, putting many MSMEs in the tourism and hospitality sector at risk of closure or death in some cases. The COVID-19 impact economic study carried out among our members indicated that over 1 Million tourist arrivals have been lost, 7 in every 10 jobs in the sector have been lost, 8 in every 10 hotels business registered business cancellations, 448,996 hotel rooms were cancelled between March to July 2020 and 9 in every 10 tour companies registered cancellations. Against this background, the Uganda Tourism Association (UTA) with support from MasterCard Foundation and Private Sector Foundation has established **Tourism and Hospitality Sector COVID-19 Economic Recovery and Resilience Response Program**.

### **1.1.1 Overall Goal and Objective of the Economic Recovery and Resilience Response Program**

The overall aim of the program is to support the tourism and hospitality sector (including SMEs) to mitigate effects of COVID-19 through structured business recovery and resilience support, to enable the sector recover and support the economy through reemployment of those lost staff and creation of new opportunities, especially for youth.

The program has identified several outputs and among them is one that focuses on the provision of a marketing and sales platform to support the marketing and sale of original Ugandan art and cultural craft as well as strengthen synergies between visual arts practitioners under their association NACCAU (National Arts & Cultural Crafts Association of Uganda) which is also a member of the Uganda Tourism Association as well as cultivate more relationships with other

stakeholders along the varied tourism value chain. This will contribute in strengthening the resilience of the visual arts subsector of the tourism and hospitality sector given that it will provide tourism players with a fresh tool in the form of a marketing platform that meets the needs and standards of the current digital media age.

The activity under this action is to support the planning, developing and delivery of a web-based platform through expert web developers that will be used to promote Uganda's unique arts and cultural arts by members of NACCAU.

### **1.2 Affirmation**

This document has been prepared for the sole purpose of securing a consultant to develop a digital platform that increases access to market for the crafts produced in Uganda. The document original work has not been presented anywhere else for any other purpose. The intellectual properties of this TOR rest with UTA about which the TOR is written.

The purpose of this document is to specify the approach that the Uganda Tourism Association will use to select the agency for developing the required platform. This document also describes the requirements that the agency has to achieve in order to be selected.

“Except as acknowledged by the references in this paper to other authors and publications, the TOR described herein consist of our own work, undertaken to secure a consultant to *Develop Digital Platform That Increases Access To Market For The Crafts Produced In Uganda* as part of requirements to achieve economic recovery and resilience in the tourism and hospitality sector.”

## **2.0 CONSULTANCY ASSIGNMENT PURPOSE AND OBJECTIVES**

### **2.1 SCOPE OF WORK**

The overall objective of this assignment is to develop digital platform that increases access to market for the crafts produced in Uganda principally for UTA's member NACCAU and its members to use in their marketing and sales efforts, as well as to boost awareness of Ugandan arts and cultural crafts both locally and internationally. Internet technologies like web-based platforms are powerful tools in communicating what products and services we have as Uganda; it is an innovative way to aggregate important products and services and to bring them closer to the market for the benefit of all stakeholders and in the long run contribute to the preservation of Uganda's visual arts.

Therefore, it is vital that all-inclusive and updated information on the cultural arts and crafts system in Uganda is included and shared on this platform and which would serve our visitors better in terms of accessing information on where and to create a digital marketplace of how and where to purchase this unique art, even from miles away. The platform will be professional and with a great design and quality to reach visitors more effectively.

In line with the above, the Uganda Tourism Association seeks the services of a professional web developer to work with the UTA team in the production of the said platform.

#### **2.1.2 The specific objectives of the consultancy include:**

- a) To provide a standalone platform that promotes Uganda's natural arts and cultural crafts making them stand out from others on the market, attracts customers, and generates revenue for players directly and indirectly involved.

- b) To establish an easy to use but sophisticated platform for crafts producers and consumers to interact, including making purchases and selling.
- c) To develop a platform that would become an alternative revenue stream for Uganda Tourism Association and their member association NACCAU to support the delivery of their mandate including assisting the private sector mitigate the effects of COVID-19.

### **2.1.3 The Consultant(s) tasks will include the following:**

- a) Provide a detailed and attractive proposal for the development of the online platform
- b) Gather all the required information and content from Uganda Tourism Association and its relevant stakeholders key for the creation and delivery of a complete and functional web platform.
- c) Develop at least three mock layout designs (also called “samples”) of the web platform for the project team to critic and decide upon, before fully building the platform.
- d) Custom-build a fully functional platform of international standard.
- e) Must incorporate all the requirements from UTA and/or NACCAU
- f) Using the latest development framework to develop the said platform making it user friendly and optimized for various devices.
- g) Host the platform or recommend a web-hosting arrangement for the web platform with guaranteed reliability, integrity and security.
- h) Provide the requisite user training of the platform to UTA and/or NACCAU staff and all the other end users.
- i) Ensure to show the work in progress to UTA and/or NACCAU and incorporate any changes as requested by UTA.
- j) Fix any bugs in the website within one month from the date the platform goes live in addition to providing bug fixes and maintenance support for at least the first 12 months after handing over the platform to UTA
- k) Minor changes and updates to the platform as will be necessary for at least the first 12 months.

## **3.0 EXPECTED OUTPUTS, DELIVERABLES AND DURATION**

The consultant(s) is required to use their professional expertise and originality to ensure the delivery of globally attractive web platform with a basis of improving access to Uganda’s crafts.

### **3.1 The key deliverables of this assignment include.**

- 1) A detailed proposal in presentation format. The detailed presentation must include functions and other applications of the platform as well as its integration with third party applications including secure payment options.
- 2) A finished website layout design
- 3) Present draft website to UTA at the end of the development for incorporation of comments
- 4) Finalize the production of a fully functional final website ready for launching
- 5) Host the platform or recommend a web-hosting arrangement for the web platform with guaranteed reliability, integrity and security within this contract. The hosting facility must be reliable, secure and robust.
- 6) Provide source code and CMS access of the website to Uganda Tourism Association and it shall be the property of UTA
- 7) Accommodate minor changes to the platform for at least 12 months after its public launch.
- 8) Provide best and creative ideas to enhance the platform

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

- 1) Landing Page
- 2) An online shop or Market place
- 3) Content Pages
- 4) Banner(s) with image slider(s)
- 5) Menu bar for contents
- 6) Contact page
- 7) Social media integration
- 8) Integration with other UTA and/or NACCAU websites and/or stakeholders
- 9) Multiple content managers with different privileges directly or indirectly representing players in the visual arts and crafts subsector
- 10) Registration and login menu for content managers and/or users
- 11) Newsletter or blog and/or function

### **3.4 Copyright and Intellectual Property Rights**

In consideration of the fees paid, the Consultant expressly assigns to UTA any copyright arising from the works the consultant produces while executing this contract. The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from the UTA. The completed and/or uncompleted platform and any other products, drafts and deliverables shall be the property of the Uganda Tourism Association, and as such UTA reserves full copyright of both the drafts and final platform.

### **3.5 TIMELINE FOR ASSIGNMENT**

The assignment is expected to be completed within 40 Working days of contract signature.

<b>ACTIVITY</b>	<b>DEADLINE</b>
Selection of the consultant/ team of consultants	
Inception report detailing understanding of TORs	5 work days after contract Signing
Platform first dummies	Within 20 work days
Final platform ready to launch	40 work days

## **4.0 QUALIFICATION OF THE SUCCESSFUL FIRM OR INDIVIDUAL CONTRACTOR**

### **4.1 Experience and Qualifications of the Consultant:**

#### **Company profile**

- Certificate of Incorporation
- Valid Company Trade License or the equivalent
- Full and accurate physical address, telephone and email address

#### **Technical Functionality**

- Prior / present experience in similar field
- Must be outstanding in web designing skills with demonstrated recent work.
- At least five (5) years of relevant demonstrated experience in the development of web-based platforms. Tourism experience is an added advantage

- Demonstrated understanding of the global tourism industry and trends in context of Uganda and the East African region
- List of previous and/or present work in the tourism field with names, and dates of business engagement
- Clear and complete development methodology

### **Personnel profile**

- CV or profile of the company CEO/Proprietor
- Profile and CV of the team
- Demonstrated integrity and ethical standards
- Ability to adhere to deadlines and flexibility
- Ability to act professionally and flexibility to engage with private sector, government officials, and development partner representatives

## **5.0 IMPLEMENTATION ARRANGEMENTS**

The consultant will be recruited under the UTA terms and conditions, and undertake the assigned tasks and responsibilities under the direct supervision of UTA. Regarding administration and coordination of the work, UTA will provide the necessary support. The consultant is required to be a team player with the ability to maintain good working relationship with UTA staff, stakeholders, partners and donors. The UTA will cover the cost of developing the said tourism sector platform.

### **5.1 CONSULTANT/ TEAM OF CONSULTANTS:**

- Perform the tasks part of this consultancy with professionalism and in timely manner, according to a calendar agreed with, based on the deadlines established in this TORS;
- Provide the deliverables established in this TORS.

### **5.2 REPORTING**

Upon contract award, the Consultant shall provide UTA with a proposed consultancy work plan covering all the activities described in this document, detailed list of tasks, and implementation schedule. UTA will revise the above and comment if necessary, within 3 days, once agreed upon, the new plan shall be adopted and shall form the basis for project supervision and monitoring.

## **6.0 BUDGET**

A consultancy budget covering all the possible consultancy costs will be developed by the External Consultant and shared in the financial proposal. This will be reviewed by the UTA Action team to find out whether it is within the projects budget and discussed accordingly. The budget developed shall be limited to allocated funds in the approved budget.

## **7.0 DOCUMENTS**

The consultant shall be provided with the necessary information, although the consultant is also expected to review other secondary sources for inspiration and guidance.

## 8.0 LESSONS LEARNED

The UTA staff and the consultant's team including partners will participate in the assignment. At the end of each stage of assignment lessons will be compiled, discussed and documented for positive (successes) or negative (failures). Action plans will be made to ensure the success of the remainder of the consultancy exercise based on the lessons. The consultant will also show how the lessons learned will be fed into the planning and implementation of other current and future actions. Lessons should be concise and based on specific evidence presented in the report.

## 9.0 RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

Interested individual/consultants must submit the following documents/information (in one single document) to demonstrate their interest and ability to undertake the assignment.

- **Technical proposal:** Brief description of why the individual consultant considers him/herself as the most suitable for the assignment. Should clearly indicate the methodology - how they will approach and complete the assignment
- **Financial proposal:** Detailed breakdown that indicates the all-inclusive costs needed to achieve the deliverables (transport, professional fees, communication, consumables, living allowances, etc.) including the planning, developing, and eventual delivery of the platform.
- Personal CV of lead consultant and other team members detailing all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least two (2) professional references

## 10.0 CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Firm / Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UTA.

The documentation should be submitted to by Friday 5<sup>th</sup> June, 2021 at 5:00 pm to [admin@ugandatourismassociation.org](mailto:admin@ugandatourismassociation.org) copy [ceouta2016@gmail.com](mailto:ceouta2016@gmail.com)