



TERMS OF REFERENCE

INDIVIDUAL CONSULTANTS' TERMS OF REFERENCE (TORS) FOR THE DEVELOPMENT OF A DIGITAL PLATFORM FOR THE TOURISM SECTOR TO SHOWCASE VARIOUS SERVICES AND PRODUCTS

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

Uganda Tourism Association

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1.0 GENERAL INFORMATION

Service / Work Description: **Development Of A Digital Platform For The Tourism Sector To Showcase Various Services And Products**

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 new first-class tourism marketing and collaboration portal to support destination marketing and promotional efforts as well as strengthen synergies among the members of Uganda Tourism Association and cultivate more relationships with other stakeholders. This will contribute in strengthening the resilience 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 and inspiring an increased interest in Uganda for both tourists and investors purposes in both the immediate and distant future.

The activity under this action is to support the planning, developing and delivery of a web-based portal through expert web developers that will be used to promote Uganda's tourism products and services by members of UTA and the entire tourism sector.

1.2 Affirmation

This document has been prepared for the sole purpose of securing a consultant to Develop The Uganda Tourism Stakeholders' Portal for the Uganda Tourism Association. 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 Uganda Tourism Stakeholders' Portal. 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 A Digital Platform For The Tourism Sector To Showcase Various Services And Products* 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 the Uganda Tourism Stakeholders' Portal for UTA and its member associations to use in their marketing efforts, deliver on their mandates and boost destination awareness locally and internationally. Internet technologies like web-based platforms are powerful tools in communicating what attractions we have as Uganda; it is an innovative way to aggregate important information and to share the unforgettable story about our wonderful destination, but also to bring services closer to stakeholders.

One of the key and essential ways of promoting the destination Uganda is through the dissemination of important information through the most effective channels. Many studies have revealed that well-designed and maintained web-based platforms serves as very important tools for any tourism business to attract potential customers and engage stakeholders; including our source markets.

Therefore, it is vital that all-inclusive and updated information on the tourism system in Uganda is included and shared on this portal and which would serve our visitors better in terms of accessing information on Uganda's tourism. The portal will be professional and with a great design and quality of content to reach visitors more effectively and ultimately to increase visitation to Uganda.

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 portal.

2.1.2 The specific objectives of the consultancy include:

- a) To provide a standalone platform that promotes the tourism sector and UTA members; makes them stand out from other players, attracts customers, and generates brand awareness utilizing the influence that web portals have in creating a mental image of a touristic destination and/or entity.
- b) To establish an easy to use but sophisticated platform for tourism sector players to interact, including making purchases and selling.
- c) Help tourists travel and hopefully provide them the answers they want when they search about Uganda's tourism online.
- d) To develop a platform that would become an alternative revenue stream for Uganda Tourism Association 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 Uganda tourism stakeholders portal
- b) Gather all the required information and content from Uganda Tourism Association, its members and stakeholders key for the creation and delivery of a complete and functional web portal.
- c) Develop at least three mock layout designs (also called "samples") of the web portal for the project team to critic and decide upon, before fully building the portal.
- d) Custom-build a fully functional portal of international standard.
- e) Must incorporate all the requirements from UTA
- f) Using the latest development framework to develop the said portal making it user friendly and optimized for various devices.
- g) Host the portal or recommend a web-hosting arrangement for the web portal with guaranteed reliability, integrity and security.
- h) Provide the requisite user training of the platform to UTA staff and all the other end users.
- i) Ensure to show the work in progress to UTA and incorporate any changes as requested by UTA.
- j) Fix any bugs in the website within one month from the date the portal goes live in addition to providing bug fixes and maintenance support for at least the first 12 months after handing over the portal to UTA
- k) Minor changes and updates to the portal 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 portal with a basis of promoting tourism.

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 portal 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 portal or recommend a web-hosting arrangement for the web portal 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 portal for at least 12 months after its public launch.
- 8) Provide best and creative ideas to enhance the portal

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

- 1) Landing Page
- 2) Content Pages
- 3) Banner(s) with image slider(s)
- 4) Menu bar for contents
- 5) Contact page
- 6) Social media integration
- 7) Links of other UTA websites and/or stakeholders
- 8) Multiple content managers with different privileges directly or indirectly representing players along the tourism value chain
- 9) Registration and login menu for content managers and/or users
- 10) 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 portal 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 portal.

3.5 TIMELINE FOR ASSIGNMENT

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

ACTIVITY	DEADLINE
Selection of the consultant/ team of consultants	
Inception report detailing understanding of TORs	5 work days after contract Signing
Portal first dummies	Within 20 work days
Final portal 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 portal.

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 portal.
- 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 admin@ugandatourismassociation.org and copy ceouta2016@gmail.com by 5th June, 2021 at 5:00pm