OECS REGIONAL TOURISM COMPETITIVENESS PROJECT
TERMS OF REFERENCE
FOR
CONSULTANCY TO DEVELOP A WEBSITE FOR THE TOURISM AUTHORITY

1. BACKGROUND

Tourism in Saint Vincent and the Grenadines is primarily a private sector-led industry. Over the past two decades, tourism has emerged as the nucleus around which services have been developing. It is now recognized as one of the significant engines of growth in the economy.

The international travel and tourism industry faces unprecedented challenges because of demographic shifts, changing lifestyles, values, rapidly evolving technologies, and, more recently, the COVID-19 Pandemic. This dynamic and changing situation has raised the expectations of regional and international travelers alike. They are becoming more sophisticated, educated, and travel-experienced, demanding increasingly higher standards. They expect innovation in destinations and activities and the facility to customize packages to their personal needs.

To respond to the rapidly changing environment and ensure that Saint Vincent and the Grenadines remain competitive destinations, a loan has been secured from the World Bank to implement the OECS Regional Tourism Competitiveness Project to stimulate growth in the tourism sector.

The nature of the tourism industry requires very close collaboration and cooperation among the various stakeholders in both the public and private sectors. Establishing the National Tourism Authority is one of the institutional arrangements to foster this collaboration. The Authority's mandate is tourism marketing and promotion, public awareness, service standard development and implementation training, research, and market analysis undertaking.

To achieve this mandate, developing and operating a website that can be easily maintained and updated is paramount.

2. OBJECTIVE

This consultancy aims to enhance the existing tourism website to respond to the changes in the digital demand profile of the tourism industry, allow for more significant interaction with its users, and be easily maintained and updated. Specifically, the consultancy should enable Saint Vincent and the Grenadines Tourism Authority to:

- Extend reach to targeted tourism markets and obtain relevant market information through an enhanced, targeted social media marketing strategy.
- Integrate the website with social media platforms like Facebook, Instagram, YouTube, and Twitter.
- Allow ease of access and purchase services and products through the website.

- Build international awareness of, and increase visitors to destinations (Saint Vincent, Bequia, Petit Saint Vincent, Canouan, Union Island, etc.)
- Conduct promotion through search engine optimization (SEO) strategies.
- Collect data on search results to identify trends and preferences of site visitors, to improve the site's conversion rate.
- Enhance the user experience by fostering easy navigation and access to destination-specific articles, videos, photos & information.
- Strengthen the digital presence of the destination with the continual incorporation of innovative strategies to improve users' experience when interacting with the website.

3. SCOPE OF WORKS

The Scope of Work for the enhancement of website design, outreach, and increasing the social media presence of Saint Vincent and the Grenadines shall include, but not be limited to, the following activities:

Task 1

1. Review and assess the previous work to enhance the Saint and the Grenadines Tourism Authority's (SVGTA's) website (system architecture, system requirements, and technical specifications).
   a. Consult the Tourism Authority and Information Technology Services Division (ITSD) 's technical team on technical specifications and requirements.
   b. Conduct stakeholder consultation to further map out & discuss client goals and requirements
   c. Conduct a comparative analysis of other regional destinations' websites.
   d. Consult with overseas offices to discuss the site's requirements in reaching their target markets.
   e. Review National Sustainable Tourism Development Plan.
2. Conduct a comparative analysis of social networks and social media profiles used by tourism enterprises (hotels, tour operators, and restaurants) and leverage findings to enhance the SVGTA's website's functionality and innovativeness, including enabling linkages to SVGTA's website.

Task 2

1. Apply best practices to integrate the website with the SVGTA's social media platforms (including videography) to realize the organization's specific objectives, including mobile and desktop search engine optimization strategies.
2. Develop and propose responsive website sitemap and information architecture.
3. Wireframing of site content for various layout types, including responsive device layouts and purchasing flows.
4. Wireframe corresponding mobile app to ensure brand and user experience consistency.
5. Design mock-ups of the responsive website and mobile app layouts.

6. Create an interactive map to integrate the visibility of Saint Vincent, Bequia, Petit Saint Vincent, Canouan, Union Island, etc. ("one destination, multiple experiences"), to be placed on the SVGTA Website. The map should align with the strategic direction of the National Sustainable Tourism Development Plan.

7. Create a mobile app with relevant tourism information which corresponds with the website. Set up Google AdWords and train the SVGTA's Marketing Team on marketing and research, AdWords, and remarketing best practices.

8. Integrate other third-party technologies to enhance the destination's social media offerings and allow for posting user-generated content directly on the website and through linkages to selected social media profiles and references (e.g., hashtags, URLs).

9. *WCAG 2.1 and AA Standards would be a requirement for the new website. This conformance level is used in most accessibility rules and regulations around the world, including the ADA. To meet WCAG 2.0 Level AA conformance, the website must be usable and understandable for the majority of people with or without disabilities. The website will also be developed in two major versions; a desktop and mobile version ensuring its universal compatibility.*

10. *The developer would be required to ensure the website utilises the SSL Protocol. SSL Protocol stands for Secure Socket Layer Protocol, an internet security protocol that securely exchanges information between a web browser and a web server.*

11. *The preferred CMS for the website would WordPress 6.2 as it is the most recent version of this internationally utilised content management system.*

12. Recommend and integrate tools to support email marketing and CRM tools.

13. Provide the technical specifications for the required hardware and software to deploy the updated website.

Task 3

1. Train SVGTA's Marketing Team on primary social media analytics and Google Analytics on optimizing social media accounts and content management to achieve business—goals, and objectives (at least 20 hours).

2. Train the SVGTA's Marketing Team on (SEO) tools including, but not limited to, Google Trends and Google Search Console, and how to create a content population that reflects what is being searched on the destination globally (at least 10 hours).

3. Translate the SVGTA's website into the languages of Saint Vincent and the Grenadines' source markets (English (UK default), Spanish, German, French and Mandarin) and enable search and navigation of the website in those languages.

4. Work closely with SVGTA to set specific business objectives and goals through the website and social media, including a targeted approach for relevant social media influencers.

Task 4

1. Provide means to collect data from searches (search engine and website), measure results and metrics for website conversion rate, and disaggregate by region.

2. Provide means to measure the impact of social media on agreed tourism metrics, including Influencers (by types / categories) and the social media conversation rate

(e.g., reach, engagement, follower growth rate, traffic referrals, URL clicks, conversion rate) and to disaggregate by region.

3. Assess the deployment of the revamped website, including necessary website acceptance tests.

The Scope of Work is understood to cover the activities necessary to accomplish the stated objectives, whether or not a specific activity is cited in the Terms of Reference.

4. EXPECTED DELIVERABLES:

The firm is expected to produce the following:

1. **Inception Report:** A comprehensive report detailing the initial assessments, reviews conducted, proposed methodology, work plan, and the timeline for the project. (3 weeks from commencement of consultancy)

2. **Updated and Relaunched SVGTA's Website:** A fully functional, visually appealing, and user-friendly tourism website that meets the objectives and requirements outlined in the RFP. This should include integration with social media platforms, SEO optimization, e-commerce, easy navigation, destination-specific content, and e-commerce capabilities . (20 weeks)

3. **Source Code:** The source code for all custom elements created on the website, enabling the SVGTA to make updates and modifications as needed.

4. **Tourism Mobile Application:** A fully functional, user-friendly mobile application that complements the website and provides tourists with easy access to destination information, and other resources on the go. (18 weeks)

5. **Training Programs and Materials:** Comprehensive training programs and materials for the SVGTA staff on the website and mobile application management, maintenance, and updating procedures. (I week following Website launch)

6. **Training Attendance Records:** Documentation of the training program participants, including attendance records.(1 week following training)

7. **Data Collection and Measurement Techniques Report:** A report detailing the data collection and measurement techniques implemented to determine the website's impact and recommendations for continuous improvement. (16 weeks)

8. **Website Assessment Report:** A report evaluating the overall performance, user experience, and impact of the updated and relaunched SVGTA's website, including insights from data collection and measurement techniques.(4 week following Website launch)

9. **Formal Presentations:** Presentation materials and supporting documents for each milestone, including the beta version of the website (week 12), the fully functional tourism mobile application (week 18), and the fully launched updated SVGTA's website (week 24).

10. **Post-Launch Support and Maintenance:** A commitment to providing ongoing support, maintenance, and updates for the website and mobile application for an agreed-upon period after the project's completion. (12 months)

11. **Task-Specific Progress Reports:** Regular progress reports for each task outlined in the project, providing updates on the current status, any challenges faced, and the steps that should be taken to address those challenges. These reports will help keep the SVGTA informed about the project's progress and allow for timely interventions if necessary.

12. **Final Comprehensive Project Report:** A detailed report summarizing the entire project, including the objectives, methodology, work plan, key milestones, deliverables, challenges faced, and lessons learned. The information should also include recommendations for future improvements, updates, or expansions of the website and mobile application to ensure continued success in the rapidly changing tourism industry. (4 weeks following Website launch)

A formal presentation is to be made to the Client, the SVGTA, the Ministry of Tourism, and key stakeholders at the following Milestones:

1. The beta version of the website (week - 12).
2. Fully functional tourism mobile application (week - 20).
3. Fully launched, functional, and updated SVGTA's website with enhanced social media and Search Engine Optimization capabilities based on the specific scope of services (week - 24).

5. DURATION:

The firm's services will be required over a period not exceeding twenty-four) weeks to undertake the various activities outlined in the Terms of Reference (TOR).

QUALIFICATIONS AND EXPERIENCE

The successful firm should have the following:

Experience (Company)

- The successful firm must have no less than five (5) years' experience in developing websites, development, administration and maintenance.;
- The firm must have successfully completed two (2) projects of similar nature (destination marketing websites specific to the Caribbean) and the sites must be up and running
- Working experience on the development and maintenance of websites in the Caribbean region would be an asset.

Team Leader – Project Manager

- Qualifications: Bachelor's degree or relevant certification in project management, IT, computer science, or a related field.

- Experience: At least 5 years of experience managing web development projects, preferably in the tourism industry.
- Role: Oversee the entire project, manage timelines, coordinate team efforts, generate reports, and serve as the primary point of contact with the SVGTA.

UX/UI Designer

- Qualifications: Bachelor's degree in web design, graphic design, or a related field.
- Experience: At least 5 years of experience designing visually appealing and user-friendly websites, preferably for the tourism industry.
- Role: Create the overall visual design and layout for the website and mobile application, ensuring they are visually appealing, user-friendly, and accessible.

Web Developer

- Qualifications: Bachelor's degree in computer science, software engineering, or a related field.
- Experience: At least 10 years of experience in web development and e-commerce, with expertise in front-end and back-end technologies, such as HTML, CSS, JavaScript, PHP, WordPress (or other CMSes), and database management systems.
- Role: Develop and implement the website and mobile application's functionality, ensuring smooth operation and integration with various systems, such as CRM and social media platforms.

Mobile Developer

- Qualifications: Bachelor's degree in computer science, software engineering, or a related field.
- Experience: At least 10 years of experience in mobile application development, with expertise in iOS and Android development and a strong understanding of mobile application frameworks (e.g., React Native, Flutter).
- Role: Develop, implement, and optimize the mobile application for iOS and Android platforms, ensuring a seamless user experience and integration with the website and other systems.

SEO Specialist

- Qualifications: Bachelor's degree in marketing, IT, or a related field, and certifications in SEO or digital marketing.
- Experience: At least 10 years of experience in SEO and digital marketing, preferably in the tourism industry.
- Role: Optimize the website and mobile application for search engine visibility, improve website traffic, and analyze website performance data to inform future optimizations.

Content Writer/Editor

- Qualifications: Bachelor's degree in communications, marketing, journalism, or a related field.
- Experience: At least 5 years of experience in content creation and editing, preferably for the tourism industry.
- Role: Develop, edit, and organize high-quality, engaging, and informative content for the website and mobile application, ensuring it meets the needs of the target audience.

Quality Assurance (QA) Specialist

- Qualifications: Bachelor's degree in computer science, software engineering, or a related field.
- Experience: At least 7 years of experience in quality assurance and testing for web development projects.
- Role: Test the website and mobile application to ensure they meet the project requirements, adhere to accessibility guidelines, and function correctly across different devices and browsers.

Trainer/Training Coordinator

- Qualifications: Bachelor's degree in education, training, or a related field.
- Experience: At least 10 years of experience developing and delivering training programs, preferably in the tourism industry or web-based platforms.
- Role: Develop and deliver training programs for the SVGTA staff, ensuring they can effectively manage, maintain, and update the website and mobile application.

INFORMATION AND REQUIREMENTS

Client's responsibility and data to be provided

- Detailed Market Profile and Analysis
- All content Branding, images, fonts, Graphics, Colours etc.
- Organise Stakeholder Consultation