



Document III: Terms of Reference

Creation of Education Digital Toolkit

1. Introduction

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 166 countries and territories and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

In this context, UNWTO is creating the Education Digital Toolkit which aims to implement a roadmap of an educational path to connect quality education to employment and life-long learning. The objective of this Toolkit is to strengthen the capacities to plan, implement, monitor and evaluate programmes that promote Tourism Education in education and professional settings and to provide an overview and guidance on how to integrate Tourism Education strategically in school curricula, teaching practice and learning environments. It covers both practical tools and theoretical guidance as a roadmap for Tourism Education.

2. Justification

The Education Digital Toolkit will be a digital, interactive world view map (can be zoomed into path view) on a website that will contain different entry points with specific information. This information will be in relation to tourism educational paths to support the user (either faculty, student, or professional). For example, if a student is on this worldview, they may choose Middle East as a region, then UAE as the location, and should be able to see information on (but not limited to): what universities in UAE offer tourism degrees, how to apply, program details, statistics and recognition of specific universities, and any related information to tourism education.

3. Development Objective

The objective of this solicitation process is to establish a contract for the duration of 1 year for the design, development and maintenance of the website for the Education Digital Toolkit. The project will be decided in two phases:

- Phase 1: Design, development and implementation (Duration 3 months).
- Phase 2: Evolution and maintenance. (Duration 9 months).

The content for the toolkit will be provided by UNWTO to the selected company in an Excel Format to incorporate in the design model. Initial content structure in ANNEX I.

4. Expected outputs

The awarded company will be required to perform the following tasks (non-exhaustive list):

- Development of a creative digitally interactive concept design and visual illustration for the Education Toolkit. A proposal of a creative concept will be presented by the awarded company to UNWTO at the initial stage of the development of the Education Digital Toolkit so UNWTO can make suggestions on the modifications to be included in the design.
 - Website design maintaining the UNWTO portal look and feel. The design must be mobile-first, fully responsive and following the required accessibility guidelines (double A, as far as possible).
- Development of the web site using Drupal CMS.
- Deployment of the web site.
- Implementation of the initial content structure of the website as specified in ANNEX I. This structure will evolve adding sections, and or sub sections along the life of the project.
- The plugins to be used in the scope of the project will be proposed by the awarded company and validated by UNWTO, which will proceed with the required purchases if deemed necessary.
- Provision of corrective and evolutionary maintenance of said system is required with a maximum estimate of 560 hours of Drupal Developer/Layer to be consumed in the 1-year duration of the contract. The awarded will bill periodically the UNWTO for the hours effectively consumed.

- DELIVERABLES:
 - General plan of work.
 - Source code.
 - Development and deployment guides.
 - Editing and system administration manuals.

The awarded company must deliver the source code of the required developments, as well as the sources of the proposed design (psd, sketch, or similar).

The awarded company undertakes to provide the persons appointed by UNWTO with all the information and documentation requested in order to have the necessary knowledge of the development of the work, as well as any problems that may arise.

- WORK TEAM:

For the proper provision of these services, the awarded company will assign a work team made up of at least the professional profile(s) referred to below to execute the contract.

- An Analyst and/or equivalent professional profile with a minimum of 5 years of experience in:
 - Analysis of solutions based on Drupal.
 - Drupal developments and implementations.
 - Analysis of required themes and plugins.
 - Development and integration of widgets.
 - Development and integration of APIs based on Drupal.
 - Deployments and domain changes of Drupal solutions
 - Experience of at least 3 years in automation with WP-CLI
 - Experience of at least 5 projects in Drupal of more than 6 months duration.
- A Drupal Developer/Layout Artist and/or professional with a minimum experience of 3 years in:
 - PHP, MySQL and Linux development
 - Development of themes and plugins.
 - Development and integration of html 5, CSS 3, JavaScript (jQuery, Vue, React,)
 - Development and integration of widgets.
 - Development and integration of APIs based on Drupal.
 - Experience of at least 1 year in automation with WP-CLI
 - Experience of at least 3 projects in Drupal of more than 6 months duration.
- A Drupal web designer profile or equivalent professional with a minimum experience of 2 years:
 - Management of design tools: Photoshop, Sketch, InDesign, etc.
 - Web and intranet design.
 - Responsive and mobile first design.
 - Accessible design.
 - Experience in designing Drupal templates, plugins and themes, in at least 10 projects.

Changes in the composition of the work team must be due to technical qualification profiles equal to or higher than that of the person who is intended to be replaced, and in any case, must be previously communicated and approved to UNWTO.

5. Offer Structure

Bidders need to send their offers with the following details:

- Why your company is the best option for this work?
- What is the objective of this project and what previous work have you done in relation?
- Methodology and work plan or phase structure.
- Calendar of main activities across a 3-month timeline to finalize Phase 1.
- Work team to be defined and details of relevant work experience of team members in relation to this project.

6. Timeline for completing services:

- Phase 1: Design, development and implementation (Duration 3 months).
- Phase 2: Evolution and maintenance. (Duration 9 months).

Proposals must be submitted in English and in accordance with the specific requirements of the invitation to Tender and the bidding information document and without fail within the deadlines laid down therein. Late submission will lead to the exclusion of the proposal from the procedure.

ANNEX I:

Initial Website Content Structure:

1. Homepage: Description of UNWTO Vision, Concept, and Objectives
 - a. Tourism Education Guidelines
 - i. Introduction
 - ii. UNWTO Tourism Education Guidelines
 - iii. Successful cases by the UNWTO Member States
 - iv. Conclusion
 - b. Toolkit for Faculty
 - i. High Schools
 - Introduction
 - Academic Journey
 - Methodologies
 - a. Methodology 1
 - i. Methodology
 - ii. Curriculum
 - iii. Resources
 - b. Methodology 2
 - i. Methodology
 - ii. Curriculum
 - iii. Resources
 - c. Methodology 3
 - i. Methodology
 - ii. Curriculum
 - iii. Resources
 - ii. Graduate
 - iii. Post-Graduate