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## SUSTAINABLE WINTER TOURISM DEVELOPMENT PROJECT

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### TERMS OF REFERENCE

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Website Update including development and implementation  
of CRM Software for Destination Karakol

#### 1. Background information

*The Sustainable Winter Tourism Development Project is the Swiss project (financed through the State Secretariat for Economic Affairs – SECO) aiming at strengthening and developing further the tourism sector in Kyrgyzstan. The main objective of the project is to develop a competitive and sustainable Winter Tourism value chain in the selected destination(s). This goal shall be achieved, on the one hand, by developing necessary skills for service providers and, on the other hand, by creating favorable framework conditions to enable access to the Winter Tourism value chain for small scale entrepreneurs and local populations. The Sustainable Winter Tourism Development Project (hereinafter referred to as Winter Tourism Kyrgyzstan or WTK) is a direct response to some of the key problems in the Kyrgyz tourism sector: short seasonality & a lack of qualified staff.*

In its Phase 1 (2021-2025), WTK will pursue three outcomes: 1) MSMEs in target destinations provide quality and safe services along WT value chain; 2) Key institutional partners support a favourable business environment. 3) Both private and public actors address ecological and social sustainability systematically.

WTK would like to procure the services of a local technical expert/a company for improvement of the website of the Destination Karakol DMO to improve public-facing information presentation and internal communications and processes related to operational concerns by implementing simultaneously an update of the site design and implementation of CRM software.

#### 2. Goals and main tasks

Under the overall guidance of the WTK team and DMO executive team, the local technical company/ expert will develop and implement an updated web design for the Destination Karakol website (<https://destinationkarakol.com/>) that modernizes the existing visual presentation to include various tourist-facing functionalities as detailed herein while also creating and implementing a custom CRM platform that integrates directly with the DMO and local stakeholders to automate communications and information sharing.

At all times, design updates will be implemented with a view towards integrating with existing content and systems, optimizing load speeds, as well as maintaining existing SEO profiles, either by working within existing link structures or implementing redirects where this is not possible.

The selected technical expert is expected to work closely with stakeholders to perform the

tasks and review progress during the contract period.

### **3. Organization of the assignment**

The selected company/technical expert will implement the assignment strictly following the stakeholders' requirements specified in this Terms of Reference. The selected bidder is responsible for and will ensure the organization of the entire process of creation and implementation of updates according to stakeholder specifications.

The selected bidder will regularly update WTK and DMO teams on the progress of the assignment. If problems arise, the selected bidder will immediately report to WTK and DMO. The project is responsible for the timely provision of tranches in accordance with contractual obligations.

### **4. Main tasks, expected deliverables and final documents**

The selected bidder is expected to prepare and submit the following deliverables:

- Map of existing URL structure and backlinking, with indications of where changes will be made within this structure and what tools will be utilized to maintain existing backlink profiles;
- Updated website design to incorporate new functional elements:
  - Online payment system for bookings made by international tourists through website and other channels, with explicit documentation of steps from customer payment to final transfer to DMO accounts;
  - International-standard data security measures and compliance with international personal data protection regulations;
  - Prepared 'off the shelf' tourism product packages built around central destination themes and audiences, incorporating various combinations of DMO stakeholders and other local service providers;
  - Trip builder module, which can be used to customize existing product packages or to build custom packages from scratch using existing stakeholder products and services as building blocks;
  - Mobile optimization for all existing and new website content, with an accent on user experience across all channels;
  - Integration of functionality for periodically shuffling the order of stakeholders on category pages (i.e. Winter Tours and Activities, Karakol City and Food Tours, and so on);
- Internal-facing Customer Relationship Management software that shall incorporate at minimum the following:
  - Automated emails when a product or package is booked or when modifications are made to an existing booking, alerting all impacted stakeholders and DMO Office Manager;
  - Automated emails two days before a booking to all involved parties;

- Customization options (content, addresses, and timing) for automated emails built into CRM;
  - Integrated online calendar functionality updated automatically when a booking is created or changed, with multi-user login to allow each individual stakeholder to view details of their own product bookings and for executive staff of the DMO to view all bookings;
  - Knowledge Base functionality covering all existing DMO processes and products for institutional memory and information transfer to newly-hired staff (also including aspects of navigating the CRM software and technical documentation for updating this software or implementing changes to website structure for future iterations);
  - Customer Relationship analytics tracking origin to end point of customer journey through the DMO, including origin channels and final conversion (if any), able to create robust reporting on the basis of visitor location, age, origin channels, and time period at a minimum;
  - Thorough quality assurance testing before finalization and submission of 4<sup>th</sup> deliverable, including testing on all major desktop and mobile browsers;
  - Documentation and live training for DMO staff on navigating new backend for updating existing content and creating new content, including thorough documentation for reference and troubleshooting;
  - Ongoing support for website management and updates for a minimum of one calendar year following final acceptance of new site by all stakeholders.
- Sustainability section designed on the example of <https://www.visitestonia.com/ru> that ensures ease of use for all visitor categories such as tourists, businesses, media.
    - Create a section structure considering navigation and content accessibility across various devices (mobile devices, tablets, PCs).

*Functionality Integration:*

- Implement interactive elements such as maps, filters, or search functionalities to enhance user experience when seeking sustainability-related information.
- Integrate the option for subscription or notifications for updates and news within the sustainability realm.

## 6. **Period of Contract Duration**

December 2023 – May 2024. The assignment should be finalized and completed by May 30, 2024.

## 7. **Reporting**

The selected bidder shall report directly to WTK to obtain approvals for prepared materials.

## 8. **Expected deliverables**

- Updated design concept for customer-facing modules and structural concept for internal-facing software package;
- Working preview of new design modules and CRM submitted for DMO and WTK feedback, including incorporation of existing product packages into Trip Builder module;
- Knowledge Base functionality and incorporation of feedback from December previews implemented to site;
- All aspects of updated site and CRM submitted for review by DMO and WTK for feedback;
- DMO and WTK final feedback implemented, detailed project documentation (design specifications, development notes, and user manuals) submitted on cloud-based hosting for ongoing reference.

### **Terms of Payment**

Payment is produced as per the time schedule upon submission by the Subcontractor and approval from WTK Project of all executed services and results obtained. *(Time schedule will be defined later with the Successful Bidder)*

### **Technical Proposal Contents**

**Technical Approach Not More Than Four (4) Pages.** Please describe the approach, methodologies and tools to be used in the DMO website update. Please provide the calendar work plan for the performance of this task.

The following criteria shall be used to evaluate the bidding companies and their tender proposals:

- ✓ Clarity and comprehensiveness of the offer (approach, tools, timeline, etc.).
- ✓ Extensive experience of the team members in the similar area of work.
- ✓ Capability to perform the task and management approach.

Should your company be awarded the contract, the Contractor shall be required to submit a revised work plan based on a more specific and detailed statement of work to ensure that all critical tasks are included. The revised work plan shall not include any new tasks and assignments that are not related to the main task.

**Composition of the Expert Team:** the Bidder is expected to propose the team of knowledgeable experts with relevant experience. Please provide a biography of each of the Core team (who will be undertaking the majority of the tasks requested).

**Management Approach One (1) Page.** Please describe how you will manage the conduct of the work and the generation of required deliverables.

**Firm or Expert Capabilities (No more than One (1) Page each).** Please provide information and supportive documents, than confirm proven experience in website design, update and



CRM development, and at least two (2) recent Past Performance References that highlight two (2) relevant and recent projects that indicate your firm's or expert's experience in this area of work.

### **Cost estimate**

Please provide a detailed budget for the performance of all afore-stated tasks. Please identify in the proposed Cost Estimate, the number of anticipated days of work for each member of the team, and the number of days for Technical Experts that you anticipate to employ.

Bishkek, November 2023