

Document III: Terms of Reference

RPF/PBST/2022-01:

“UNWTO E-Library services for the World Tourism Organization”

As the leading international organization in the field of tourism, the World Tourism Organization (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.

The UNWTO E-Library (www.e-unwto.org) is one of UNWTO's most important online services for sales and downloads of specialized publications and data, and a reliable source of unparalleled coverage of research and information in the area of tourism and related subjects available to its Member States, Affiliate Members, subscribers and general public. In addition, it functions as repository and archive of all documents prepared.

Subject areas reflect all important themes moving the tourism sector and include, among others, rural and ecotourism, sustainable development, tourism statistics, market research and trends, innovation and new technologies, as well as tourism policies.

The World Tourism Organization (UNWTO) produces around 50 publications per year in different formats and languages, all in electronic version. The UNWTO E-Library contains about 1,460 books (162.566 pages), 32 journals (426 issues and 37,000 pages) and 1,700 statistical reports by country and indicator in PDF and Excel format which are updated two or three times per year.

In order to keep offering the current service to its clients, UNWTO invites experienced companies to tender for online platform services in the field of publishing and sales which support for hosting, site designing, content management and technical assistance, and so to help spreading UNWTO's unique knowledge. Participating companies shall provide a trial to UNWTO Evaluation Panel to test their online publishing platform.

Should you wish additional information on the tender, questions may be submitted by email to procurement@unwto.org before 1 April 2022 at 18:00 pm (Madrid, Spain, local time). Questions and the Answers shall be published at the UNWTO website.

The duration of the contract signed by UNWTO and the selected company shall be for the period of two (2) years beginning on the date it is signed by UNWTO. At the end of the second year, this contract shall be renewed automatically for further periods of one (1) year up to five (5) years.

Participating companies should comply with the following conditions:

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Minimum general conditions

- Online publishing platform which guides the publisher through the whole content lifecycle which do not require technical staff.
- SaaS (Software as a Service) Platform Architecture platform.
- Compliancy with international standards.
- Third-party integration.
- Support of a great variety of publishing and metadata formats and content types.
- Technical support for two to three automatic updates per year of around 1,700 files (PDF and Excel files) of the Tourism Statistics.
- Modern, multilingual and responsive web design, including the main official UNWTO languages English, French and Spanish.
- Proven experience in content migration.
- Migration finished in less than 6 months.
- Technical support and maintenance services and, project management.

Hosting services

- Hosting on SaaS platform, secure and scalable infrastructure and consistent content growth over time.
- Real time up-date
- Unlimited access to website and administration module.
- Storage capacity:
 - Books: (2,750 documents, 300,000 – 400,000 pages)
 - Journals: (40 journals, 350,000 – 400,000 pages)
 - Two to three automatic update per year of around 1,700 files (PDF and Excel files) of the Tourism Statistics.
- HTTP2/S websites secured.

Content migration and optimization process

- Data validation cleaning and mapping.
- Content Quality Assurance (QA) and Quality Control (QC)
- Content format conversion.
- Migration completed in less than 6 months.

Administration tool and content management

- Browse-based backstage administration tool, easy to launch and user-friendly that allows real-time control of the website to manage:
 - o Content submissions
 - o Institutional and individual accounts
 - o Management options for multiple administrations roles
 - o Users
 - o IP ranges
 - o Session tokens
 - o Licenses
 - o Offers, prices, etc.
 - o Metadata deposits
 - o and, compile most of functionalities needed.
- Backstage module to submit, process, view and manage content, etc.
- Content ordered hierarchically or tree-based display, preferably based on DOI including content search options.
- Staging area to test.
- Abuse monitoring options
- Email alerts options.
- Other related features.

Website design and mobile responsive services

- Multilingual website, modern and up-to-date web design, own domain name and integrated content management system (CMS)
- Brand consistency
- Responsive web design for mobile devices and tablets.
- WCAG 2.0 or higher
- Other related features

Authentication services

Multiple authentication services such as:

- IP address/range
- Username and password
- Access tokens
- EZProxy authenticationSingle Sign-on (SSO)
- Device pairing
- Off-campus access (Shibboleth, OpenAthens, etc.)
- Social Sign-on via: Facebook, Twitter, LinkedIn, etc.
- Shibboleth federations integration
- Other related features.

Access management

Multiple access management models such as:

- Perpetual access
- Subscription
- Pay-per-view (PPV)
- Free access
- Offer codes
- Other related features.

Business models

Multiple business models such as:

- Standard license
- PPV license
- Publication Year Plus Archive
- Free access license
- Open access license
- Free trial license
- Time limited license
- Other related features.

License permissions

Multiple license permissions such as:

- Print
- Download
- Online access
- Save Offline
- Other related features.

Discovery

Multiple content discovery options, such as:

- URL structure adapted to the most popular search engines.
- Institutional banner and image
- Menu bar
- Login bar
- News section
- Social media options, Cart link
- Access type icons
- Result list
- Consult abstract
- PDF/Excel link
- Download and track citation option
- Citation exports options
- Most popular/read/download option
- Related content
- Download full text
- Save search
- Save history
- Share content options
- Add to favourites
- Alerts
- Other related features.

Metadata display of content

Multiple metadata display of content:

- Title/subtitle
- Year
- Publications date
- ISBN
- eISBN
- ISSN
- DOI
- Cover
- Page number
- Abstract
- Key words
- Volume
- Issue
- Article title

- Citation
- Download option
- PDF watermarking
- Table of Content.
- Other related features.

Search

Multiple search options such as:

- Predictive search and adaptive search
- Quick search (Title, words, phrases, key words, language, ISBN, ISSN, DOI, full text, etc.)
- Advanced search
- Modify search
- Boolean and wildcards search
- Phrase or exact search
- Filter options (date, year, topic, document type, subject, etc.)
- Subjects/categories and key words search
- Other related features.

Settings options

Multiple settings options for individual and institutional users and administrators such as:

- Register
- Sign in
- Change password
- Access entitlements
- Alerts
- Access tokens
- Favourites
- Saved searches
- Access entitlements
- Usage reports
- IP ranges management
- Manage administrators credentials
- Register new institutional administrators
- Institutional holdings
- Other related features.

Content types

Multiple content types supported such as:

- Books
- Book series
- Chapters
- Conference proceedings and papers
- Journals
- Articles
- Spreadsheets
- Supplement material
- Figures and tables
- Video
- Audio
- Databases
- Statistical Indicators
- Other content types: e.g. blogs, interactive HTML, images, etc.

Formats and metadata standards

Multiple formats and metadata standards such as:

- PDF
- Excel (.xlsx)
- CSV
- Publication metadata (.xml)
- ePub 2.0, 3.0
- MOBI
- MARC records (.mrc)
- Images (.jpg, .png, .gif, etc.)
- JATS (Journal Archiving and Interchange Tag Set)
- Document Type Definition (DTD) or schema. E.g. NCBI Book DTD Suite
- BITS
- Multilingual content, supporting also Arabic, Chinese and Russian.
- Other related formats.

Third party systems integration

Multiple third party systems integration such as:

- Crossref services
- Social networks. E.g. Google, Twitter, LinkedIn, Facebook, etc.
- eCommerce integration. Paypal.
- Remote access and authentication solutions integration. Shibboleth and/or OpenAthens
- Email delivery service. E.g. SendGrid.
- Other third party integrations.

Reports

Multiple usage and holdings reports options such as

- Institutional COUNTER 5 and/or COUNTER 4 reports
- Counter reports for Book Holdings, Journal Holdings, KBART Holdings. Deposits, etc.
- eCommerce reports
- Other related usage reports.

International Standards compliance and security

- European Union's General Data Protection Regulation (GDPR) compliance
- ANSI/NISO Z39.93-2014 The Standardized Usage Statistics Harvesting Initiative (SUSHI) Protocol
- ISO 9001 compliance
- ISO 27001 compliance
- HTTP2/S
- Accessibility (minimum WCAG 2, Section 508, etc.)
- SSL certificate
- Google SEO requirements
- Etc.

Data security policies

- Data center routers.
- Network protection systems: IPS/IDS firewalls.
- Abuse and vulnerability monitoring 24/7
- Virus scanning
- Financial-grade security practices.
- Any other initiative directed to safeguard the data and platform stability.

Publishing Standards compliance

- Project COUNTER
- Standardized Usage Statistics Harvesting Initiative (SUSHI)
- Crossref services
- Digital Objects identifiers
- Shibboleth
- OpenAthens
- KBART
- Etc.

Technical supporting services and project management

- Technical supporting services and project management 24/7
- Account manager as a focal point.
- Other related supporting services.