

DOCUMENT III: TERMS OF REFERENCE

WEBSITE REDESIGN AND MAINTENANCE

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.

2. Background

The current website was launched on 2 December 2019, shortly before the pandemic, with very good results in terms of sessions, users and positioning in Google, among others.

The objective of the World Tourism Organization (UNWTO) is to serve as a global reference for knowledge and sustainable tourism policies, as well as being a catalyst for new trends, for its member countries, its affiliate members and stakeholders in the sector, in order to promote tourism as an engine of economic growth, inclusive development and environmental sustainability.

The UNWTO web portal is a fundamental tool to achieve these objectives, being one of the main channels we have to communicate with our target

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audience. For this reason we need to continue strengthening our online communication and present it in an attractive, innovative and interactive way.

The communication objectives are:

- Promoting sustainable and environmentally friendly tourism
- Promoting tourism as a tool for rural development
- Making tourism smarter: innovation and digital transformation
- Increasing green investments and entrepreneurship
- Creating more and better jobs: education and employment
- Protecting cultural heritage
- Promoting tourism as a driver of empowerment of women and youth
- Promoting accessible and inclusive tourism
- Strengthening the resilience of the sector
- Promoting travel safety

3. Current situation

- Drupal Version: 9.4.8
- PHP Version: 7.4.3-4ubuntu2.17
- Database: Version 5.7.38-log System MySQL
- Hosting: AWS (outsourced maintenance)

4. Development objective

The objective of this solicitation process is hiring a company to carry out a redesign and monthly maintenance of UNWTO website, which, in addition to technical support in general, may include small redesign elements (referred in section 5 below).

5. Objectives

The awarded company will be required to conduct the following work, including but not limited to:

- Conduct a thorough web UX and SEO audit
- Menu restructuring to make it easier for users to access information
- Creation of intermediate pages or sub-homes that allow grouping the information and presenting it to the user in an attractive way
- Creation of new section for the Middle East regional office with a menu of its own
- Make the site more dynamic, including different templates and more visual elements
- Improve search engine positioning by structuring the data, improving the loading time of the website...
- Implement Google Tag Manager
- Web customization to W3C standards
- Improve the accessibility of the website

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- Improve the display of the page in Arabic and Chinese
- Design a manager workflow and restricting user permissions
- Improve the website search engine
- Avoid cybersecurity issues and detect cyberattacks
- Include a search engine for tourism terms, currently in a database external to Drupal.
- Include a calendar of events
- Add the following fields when showing events:
 - a) Start/end date of the event (with the possibility of indicating “TBC”, which we currently do not have)
 - b) Event venue
 - c) Type of audience (public, private, mixed)
 - d) Type of attendance (face-to-face, online, mixed)

6. Deliverables

The expected end product of this assignment will be:

- (1) Redesign of the current UNWTO webpage
- (2) Maintenance and support of UNWTO webpage
 - (2.1) Periodical review (every two weeks) and monthly reporting to the Web Master
 - (2.2) Continued technical audits and upgrades, ensuring that there are no vulnerabilities and UNWTO data is protected from cyber-attacks

7. Specific characteristics required

Minimum requirements (the technical proposal must comply with all of these requirements in order for it to be considered for evaluation)

- Extensive experience with Drupal (minimum 8 years)
- International and multilingual agency
- Experience with group-level website audits and SEO audits
- Experience in usability and navigation design
- Experience implementing workflows
- Experience with Google Tag Manager
- Working hours response time of less than 2 hours for urgent matters
- The team must consist of (min. 60 months of experience):
 - o Account Manager
 - o Project Manager
 - o Solution Architect
 - o UX/UI-Designer
 - o Data & Online Marketing
 - o DevOps-Team

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Additional desired requirements (they will be evaluated and scored in accordance with the evaluation criteria)

- Experience with CiviCRM
- Experience with other UN agencies
- Experience with other UN agencies headquarters
- Experience with Arabic websites
- Knowledge of cybersecurity issues and detection of cyberattacks
- Customer service hours compatible with UNWTO working hours
- Presentation of a timetable of actions
- Project or task management software
- Presentation of mock-up
- Proposal for menu restructuring
- An active profile of the agency and team in the Drupal community will be an asset.

8. Duration

The redesign project must be concluded by 15 October 2023.

Once the redesign/evolution project is concluded, the maintenance and support will start. The monthly support of the website will last for 12 months, with the possibility of extension for another 24 months + 24 months. UNWTO will decide and inform one month in advance about the extensions two extension of 24 months of monthly support.

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.

