
TERMS OF REFERENCE AND SCOPE OF SERVICES

FOR CREATING A WEBSITE FOR PROMOTION OF TOURIST ATTRACTIVITIES OF THE REGION AND THE HOUSE OF ARMY

CONSULTING SERVICES –SELECTION OF INDIVIDUAL CONSULTANTS

Sub-project: Increased tourist offer of the Pelagonija region through the restoration and adaptation of the House of Army along with the arrangement of the ground floor

I. BACKGROUND

The sub-project "Increased tourist offer of the Pelagonija region through the restoration and adaptation of the House of Army along with the arrangement of the ground floor" aims to improve and create capacities with historical and cultural value in the direction of tourism development in Pelagonija region and the surrounding area.

With the implementation of the sub-project, the House of Army as a tourist attraction in Bitola and the Region of Pelagonia will be actualized, and the distinctive strategic locations for tourism in the country will be connected. With the implementation of the project activities, the capacity to encourage the development of tourism will be increased, thus facilitating the management of the destinations.

II. OBJECTIVE OF THE ASSIGNMENT

To create a website made in PHP technology, allowing the use of additional auxiliary technologies and platforms (Wordpress, CodeIgnator, Symphony, etc.) and MySQL database for recording dynamic data.

III. SPECIFIC TASKS

- 1) The website should contain a static and dynamic section and the content should be available in English and Macedonian.
- 2) The static part of the website should include the following content:
 - Main page with the latest offers / promotions,
 - For us,
 - History,
 - Activities and events (meaning events and activities held within the House of Army).
 - Contents for the Bitola (Pelagonija region) socio-economic situation and certain data that would be of interest to the users
- 3) The dynamic part of the website should include content:
 - Offers (promotions)
 - Events (previous and future)
 - Activities (previous and future)
 - Contact form
- 4) In the section of the website, an Administrative section should be provided through which new content for the website can be added (offers, events, activities, etc.).
- 5) Textual content, images and videos will be shared after the selection of the best offer by the responsible persons in the project.
- 6) It is allowed to change part of the pages after a previous agreement and approval.
- 7) The consultant has to implement training related to overall administration of the web site, to the user, primarily managing the infrastructure of site content (Create and manage content types such as templates, style sheets, and processes).

IV. EXPECTED DELIVERABLES

Phase 1: The consultant will be expected to deliver a basic website that will provide information about the Project its activities, information on donor-friendly interface and key stakeholders. It will promote visibility for the fund's operations and allow for feedback, access to information such as reports, press releases and access to the network's newsletter.

Phase 2: The consultant will be expected to build a modern interactive interface to allow for consultations, trainings and afford members a chance to exchange information, ideas, good practice, and request assistance from their peers within the Network

V. REPORTING OBLIGATIONS

The consultant shall deliver report for the activities implemented and functional web site provided:

All reports in English and Macedonian must be sent for approval to Municipality of Bitola.

Each activity that shall be undertaken by the Consultant and by fee.

VI. QUALIFICATIONS AND EXPERTISE

To prove with:

1. Proof of education in the field of web site design - (Diploma Supplement, evidence from the faculty for completed courses)
2. Example of sites created – reference list (view) and contracts signed (if any)
3. Proven experience of developed web sites of similar complexity as the ones subject to this Terms of Reference;

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4. Proven experience of developing at least 1 web site for similar topic, including references and links to the web site
 5. Proven experience of a minimum of 3 years in creating web sites and web applications;

VII. DURATION OF THE ASSIGNMENT

The web page should be realized within 30 days from the selection of the most favorable offer.

After the approval of the website, the municipality of Bitola will register the domain and provide its hosting.

VIII. Payment terms

- 50% upon completion of Phase 1;
- 50% upon completion of Phase 2;

IX. SELECTION METHOD AND CONTRACT

The consultant shall be selected in accordance with the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, published by the World Bank in January 2011, Revised in July 2014 available at www.worldbank.org.

The Contract shall be standard World Bank Lump-Sum Contract for small assignments also in accordance with the WB Guidelines for Selection and Employment of Consultants' by World Bank borrowers.