

## **Design and develop a website for the project entitled “Improving the Livelihood of Ethnic Minorities Through Community-based Tourism”**

### **I. GENERAL BACKGROUND**

**Center for Rural Economic Development (CRED)**, is a Vietnamese Not- Profit Organization (NGO), an in-country off shoot of the HELVETAS Swiss Intercooperation in Vietnam, has considerable local and regional experience. Inheriting the 20 years of experience in Development and Cooperation work in Vietnam, our staff have been working to strengthen rural economic development across Vietnam and Mekong region focusing on Climate change, Water, Environment; and development of existing and emerging agricultural markets and value chains, ensuring greater inclusion of the poor and marginalised groups in agricultural development as well as providing off-farm opportunities for communities and households as well as the strengthening of community livelihoods. Central to this work has been the placement of communities central to the development process, designing and shaping their own development strategies.

**For the project “Improving the Livelihood of Ethnic Minorities Through Community-based Tourism (CBT)”**, which aims to contribute to livelihood improvements for ethnic minority communities in the Northern mountainous areas of Vietnam through development of community-based tourism (CBT). The project’s goals include:

- Increase sustainable income for ethnic minority households in selected project areas through development of community-based tourism;
- Contribute to improving the environmental conditions of selected communities;
- Contribute to preserve traditional cultures of local people.

CRED is looking for a professional to develop a website to promote and **market the CBT products**.

### **II. OBJECTIVES OF THE WEBSITE**

- 1. To introduce the community based tourism concept, the project**

**2. To advertise community based tourism model to individuals and B2Bs, which includes:**

- Destinations: Cao Bang, Ha Giang
- Tour services (homestay, trekking, fam experience, biking)
- Tours: 1-day tour, 2-day tour, 3 day tour, 4-day tour, etc with booking function.

**3. To establish business partnerships with individuals and B2 by a partnership page with registration form.**

**4. To provide a platform for traveller to giving feedbacks/ reviews.**

**III. TARGET AUDIENCE**

The possible target audiences for the website would be:

- National and International individuals and B2Bs
- Partners
- Donors
- General audience

**IV. SCOPE OF WORK**

- Design and develop the website according to a draft layout & required functions.

The website includes: a homepage, a about us page, destinations section with information about Ha Giang, Cao Bang, tours and tour service. A partnership page with registration forms, gallery with pictures and videos, a blog section and a contact page. The structure of the website will be provided.

- Frequent exchange with CRED team on the design and ensure the on-time progress
- Provide tutorials on how to use the website to CRED staff
- Support CRED on maintain/upgrade the website during test run
- Advice CRED on hosting.

**V. TENTATIVE SCHEDULE**

- Application submission deadline: February 20th, 2017
- Negotiation and contract sign: February 24th, 2017
- First meeting to brainstorm about the website: February 28th, 2017
- Website design and development: March 1st, 2017
- Design of the website: March 15th, 2017
- First draft of the website: March 27th, 2017

- Second draft of the website: April 15th, 2017
- Completed website: May 1st, 2017
- Receive feedback from CRED staff and fix the website if needed until May 15th, 2017.

## **VI. QUALIFICATIONS AND COMPETENCIES REQUIRED**

- 5-8 year experience in web design and development
- Proven records with products of similar functions and design
- Positive work attitude and open to ideas/comments from the project team
- Interested in sustainable development.

## **VII. SELECTION PROCESS**

Interested candidates (company or individual) should send the expression of interests including the company' profile; links of own designed web products, proposed methodology and fees. Three (3) short-listed candidates will be invited to present your ideas to CRED Vietnam.

Deadline for submission: February 20th, 2017

Email: [hang.nguyen@cred.org.vn](mailto:hang.nguyen@cred.org.vn)

298F Kim Ma, Ba Dinh, Ha Noi