

TERMS OF REFERENCES

Development of PTDC Online Reservation and Booking Web Portal

1.1. Introduction

The Pakistan Tourism Development Corporation (PTDC) invites firms to propose solutions for development of a comprehensive Web Portal solution. Where, it is envisioned that the web portal will include an online booking / reservation system for all motels, country wide, under the PTDC umbrella.

The clients, in their terms of reference have undertaken the initiative to effectively provide a single window solution to tourists, both international and local, to book rooms and manage their reservations online. The primary objectives of this project are highlighted below:

- Develop a robust web portal which would provide online room booking / reservation facility for 24 motel bookings (scalable to 32 motels), all across Pakistan.
- Provide a user-friendly layout with detailed room search and selection options
- Include an online payment module, to allow acceptance of Debit / Credit cards for room booking
- Seamless integration of booking systems of all motel within the web portal, to allow user to select destination of choice
- User data collection database to be developed
- Master Admin controls for PTDC Head Office for monitoring; booking / reservation of all 24 motels
- Web portal content development, in consultation with Client
- Robust security protocols Incorporated to ensure data protection at all levels

1.2. Scope of Work

The scope of work for developing a Reservation and Booking Web Portal for PTDC should include the following:

1.2 1. The developer will design a dynamic web portal which would allow users to make room bookings / reservations from a selection of 24 motels (scalable to 32). In doing so, each motel will be integrated in the search module, but will have a separate page for booking, where the user will be redirected from the search bar.

1.2.2. Content development of the web portal will also be designed by the developer, in consultation with the client, and will be optimized for Search Engines and not limited to text but will also include optimized visuals, graphics and videos etc.

1.2 3. Type of rooms and their corresponding rates will be displayed for each motel on its prescribed page, where the user will book/reserve rooms directly in real time. 1.2.4. The web portal will require user(s) to "Sign Up", where user details will be collected and saved in a dedicated Database.

1.2 4 1. The Database will be integrated to include data collected from all 24 motels.

1.2 4.2. The data collected in the Db will be available in graphical form to the senior management to conduct a detailed review and analysis of existing trends.

1.2.4.3. It is anticipated that the client will be able to send email campaigns to all registered users at various intervals.

1.2.5. Automated emails to be generated on each booking and sent to multiple sources, including confirmation emails to user.

1.2 6. Payment Module

1.2 6.1 The Web Portal will be enabled to accept all major Debit/Credit cards, with Bank Grade security enabled.

1 2 6.2 Additional option to pay via Bank Transfer to be enabled

1 2.6.3. In case of Bank Transfer option, booking will be held for [x] number of hours, after which time, failure to pay and confirm payment, will result in cancellation of reservation. Separate dashboards will be developed for managers of each motel. In addition, User Access Control will also be incorporated, to allow the client to determine authorization levels.

1.2.8. Dedicated discussions boards will also be developed, where users can rate their experience and discuss with other members.

1 2.8 1. These discussion boards and other elements will be safeguarded from spam with added protection provided against bots etc.

1.2 9. The web portal will be dynamic and will be fully accessible on mobile devices and tablets, irrespective of operating systems.

1 2.10. In order to safeguard data, the web portal will have a cloud backup for a minimum of 1 year.

1.2 11. Provision of web portal maintenance for a minimum of 3 months after the completion of the portal will also be required

1 2 12. Web portal User Manuals will also be provided to the Client. These manuals are expected to be detailed.

1 2.13. Training of staff on the functionality, trouble shooting and operations of the web portal will also be included.
