



MEDUSA

Development of Mediterranean Adventure Web Portal





Web port Tender – Q&A
Ref. No. WP5.SS.PP3.90099

1. Online payment: You mention in the RFP that users can book a tour package but without online payment, so can we assume that the process will continue offline when the operator calls the user by phone/email/etc.?

Yes, this is correct. Any payment or final booking will be concluded between the buyer and seller directly whether online or offline, it will be through channels outside of the existing platforms.
2. Is there any integration with 3rd party for data content, booking system, packages?

Some tour operators/service providers who will be featured on the platform may have their own platforms or booking systems, others may offer simple packages, many may have their own channels with existing booking systems too, and some may not. We would like to hear your suggestions on best solutions in this regard to give equal and fair opportunity to all. In regard to data content, the project is in the process of adapting/developing social media platforms as part of its marketing strategy, so any possible integration of data from these or other platforms is a welcome idea too. The project has also provision for SEO and SEA which is currently part of the responsibilities given to the branding company, who will be somewhat involved with the web developer when the time comes.
3. Is the content creation part of the vendor offer? Or will it be responsibility of the client?

Content creation is part of the vendor offer. We understand that many web companies may not necessarily engage in content creation, so we encourage cooperation with tourism specialized content writers. Kindly keep in mind that content language is envisioned to be English, so high command of the English language is compulsory and previous work of content writers should be presented as part of the proposal.
4. If the client is responsible for the content, can we get sample data (content) that helps in building the needed structure?

As mentioned in question 4 above, the content is the responsibility of the vendor, however most of the necessary base data is already available through the various reports conducted by the project for the 5 destinations. These reports can be viewed through this link:
<https://www.enicbcmmed.eu/projects/medusa> → Library → Documents. Here you will find 5 country reports for each of the MEDUSA destinations, called “MEDUSA Destination Review in Jordan”, “Destination Review in Puglia”, etc. You will also find 5 other country reports that are more detailed for each destination called “MEDUSA Attractions, Inventory and Mapping for Adventure Tourism in Catalonia”, “MEDUSA Attractions, Inventory and Mapping for Adventure Tourism in Tunisia”, etc.



5. The selected vendor is not expected to do any digital marketing activities on social media. Please confirm.

Correct. However if the vendor has recommendations in this regard for the project to consider, please share them.

6. Is there a brand for the initiative which will be for the website/portal and affect its theme? If yes, please provide it if possible in PNG format or AI (Adobe Illustrator) Format (even if guidelines not ready) ASAP in order for us to asses.

Kindly note that the below brand logo has been approved. Different forms and guidelines are in the development process and will be available at the start time of the web portal contract.



7. Is there a need to integrate with Google Analytics? Is there any specific need if any?

Yes, please make sure to include it. If your company works with other analytical tools then please feel free to suggest those as well.

8. Its indicated the lifetime of this initiative will be 12-14 months, how things will be maintained afterward? What are your expectations from the vendor after that period?

We are currently working on this sustainability element from the project part. One mid term solution for us will be through a sister project that has one extra year of life to that of the MEDUSA project. Simultaneously we are working on a marketing alliance structure that will involve DMOs from our partner countries and will be presenting this to them for discussion and possible other solutions. This why we requested that the contract should include 3 years of maintenance fees in the price offer so that the vendor is covered for that time. We will have discussions on this after the award, however any recommendations and solutions from the vendor will be regarded for extra points.

Having said this, we would like to see the portal designed in a manner that requires minimal maintenance in the future. We want to allow access for listed tour operators and service providers so they can update their offering and any information pertaining to their products and activities through an individualized password that would be generated automatically. At the launch period and at the end all companies involved will have to go through a simple training that will allow them to do these changes themselves. In the beginning we might suggest having a 2-step process where any changes would be approved by the MEDUSA project team, to ensure



conformity with project requirements. In the future this step may be dropped for ease of process and once the portal is running smoothly. In addition, the site should have instructions for future possible companies that will want to join (provided they conform with site registration criteria) which will have to learn on their own how to upload and adjust any needed content. Ideally these instructions should be done a written and possibly simple toon video format. The rest of the information (destination information) we anticipate will not need to be updated very often. We also want to include a photo gallery for the 5 destinations that can be used by registered companies and also to serve as a base for automatic periodic update of the visual content on the portal.

It is also necessary to ensure that listed companies are able to upload content as well as their own photos (the size and capacity of which should be regulated by the portal system).

9. Its indicated that the domain is needed, do you have any preference? Do you have any current one?
We do not have the domain but would like to have it as such: MediterraneanAdventures.XXX or Mediterranean-Adventures.XXX .
10. How B2B is expected to operate differently than B2C in the website/portal? Means, B2C (listing of packages including period, activities included and price) can be publicly listed. While B2B is not recommended to do so. It might be more or less listing of providers with contact information. Please let us know what expected in this matter.
We don't have a current preference in this regard and will rely on the vendor expertise to provide best practice solutions.
11. Its mentioned "Portal might include an interactive part linked to select hiking trails in the respective destinations (This is contingent to another project activity and should be quoted separately) ", what do you mean by "interactive part"? please explain.
The project is planning to create a hiking guide, which originally was planned in a printed format. As we are maturing, some suggestions included that this guided is done in a digital format as well. Such format may be as simple as a PDF document uploaded to the website (there will be five guides – one for each partner destination with potentially 10 hiking trails in each). Alternatively, this may be done in the format of an interactive map that is linked to a Google or other GPS. The first scenario we anticipate will fall within the existing budget and should be accounted for in all cases. The second – interactive scenario – if too complex may not fit within the existing budget, in which case we would like companies to propose it as a separate budget item for project consideration.



12. If the bid is open to an international technology consulting company headquartered in India?

Yes it is.

13. Is there any domestic or international travel required for vendor team members for this project?

No

14. Do you have any preference for tech stack?

We don't have a specific preference, however taken that the project does link 5 countries we need to take into consideration any possible tech restrictions in such cases. Otherwise, our primary goal is to have a portal that is as friendly as possible and required least amount of maintenance in the future.

15. Shall we suggest open-source technology?

Yes, sure.

16. What user roles are to be supported (like Admin, Tour Operators, Travellers, etc.)?

Admin, listed Tour Operators and Service Providers.

17. Any compliances such as GDPR etc required?

Yes, EU General Data Protection Regulation applies.

18. Could you confirm that the vendor is not expected to modify or rewrite any content?

On the contrary, the vendor is responsible for content as mentioned in point 4 above.

19. Do you want us to integrate any specific booking engine or do you want us to develop one?

We do not envision a direct booking engine as part of this platform, but we welcome ideas of integration.

20. Once the tender is awarded, how will the payment be made? by whom and with what timing?

The contractual party for this activity is the Rene Moawad Foundation – MEDUSA partner in Lebanon.

As for the payments it was mentioned in the RFP under the contract example as follows:

The contracting authority will pay to the contractor the services in the amount indicated in the Article 2 of this contract document. The payments will be issued by the following time schedule.

Month	<EUR/UAH/BYN>
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1	Initial pre-financing payment to secure content developer	<30% of the contract value>
2	Interim payment – Upon Design approval	<30% of the contract value>
3	Balance payment	<40% of the contract value>
Total		<Total contract value>

20. how many words will the website be expected to have and the copyrighter generate?
 We don't have answer to this question. It will depend on how we finally agree to map the site (see Q. 25).
21. how much of the content will be given to be copyrighted?
 All content will include copywrite to ENI CBC Med program, but will be open for use with reference.
22. how much of the content has to be generated from scratch and researched?
 Kindly note that we do not have a specific answer to your questions, however you may find answers to Q3 & Q4 in the attached document helpful
23. When you say “Booking platform”, does this mean that users need to do the booking, availability checking and the payment on our website? Or is this just a link to an external site of the 3rd party booking operator website and the booking occurs there?
 Yes, it is a link to 3rd party. The website itself will not offer direct payment. Your suggestions on linkages to partners websites or other booking platforms where partners are present will be needed.
24. What is the difference between B2C and B2B in the context of this website?
 B2B will link the TOs working with the project with others that we are targeting in the 5 primary target markets – an internal forum perhaps or other ideas. B2C will include the information given on the site for travelers to book the offers that are featured here.
25. Can you elaborate why the pages are 6 main pages and 5 sub-pages exactly?



This will be subject to discussion further – the concept will be either to have a main general page and then 5 pages on activities which further segregate into countries...or main page + 5 countries under which each will segregate further into 5 activities.

26. Should we price the part related to the hiking track separately in this proposal? If yes, please provide more details on the requirements

No need to price it. The RFP will be out separately.

27. Can we clearly quantify the number of content pages required to be fully written and delivered from our end within the project scope?

We do not have that information, but you can make an estimate based on the information above.

28. Can we bid for only the website part of the project?

No. We need a holistic offer. You can partner with specialized content developers to bid.