



GOVERNMENT  
OF KHYBER  
PAKHTUNKHWA

KHYBER PAKHTUNKHWA  
**INTEGRATED TOURISM  
DEVELOPMENT PROJECT (KITE)**  
PROJECT MANAGEMENT UNIT (DoT)

---

Department of Tourism, Culture, Sports, Archaeology, Museums & Youth Affairs

## **Terms of reference for Hiring of Communication Firm for Department of Tourism Khyber Pakhtunkhwa**

### **KHYBER PAKHTUNKHWA INTEGRATED TOURISM DEVELOPMENT (KITE) PROJECT**

**DEPARTMENT OF TOURISM, SPORTS, ARCHAEOLOGY,  
MUSEUMS, SPORTS & YOUTH AFFAIRS**



## Contents

Introduction: .....	1
Consultancy Rationale: .....	1
Tasks and Responsibilities: .....	1
A. Brand Communication Strategy, Content Development and Firm Services:.....	1
B. Marketing Campaigns: .....	3
C. Communication Strategy:.....	4
D. Social Media and Digital Strategy & Management: .....	5
Team Composition: .....	6
Working Arrangements: .....	8
Duration:.....	8
Selection Method: .....	8
Qualification and Experience: .....	8



### Introduction:

Khyber Pakhtunkhwa Integrated Tourism Development Project (KITE) has been conceived under IDA assistance to enable the development of an inclusive and sustainable tourism sector in Khyber Pakhtunkhwa. An IDA Loan of US\$ 70 Million has been earmarked by the World Bank for strengthening institutional capacity, increasing private sector participation, and improving destination infrastructure in support of the tourism ecosystem in KP.

The Department of Tourism (DoT) plans to promote to high-end tourists globally, bringing together local and international stakeholders to promote the vast potential of tourism in KP and its rich history, and to attract investment as well as local and international bloggers, faith based and adventure tourists to the province.

### Consultancy Rationale:

For standardization and centralization of all promotional activities for KITE project and also for different directorates of DoT, the services of a Communication Firm are to be employed to successfully plan, curate and execute the communication strategy and promotion plan.

### Tasks and Responsibilities:

The selected firms will help with the overall planning and execution of the communication strategy and will provide services related to DoT strategic communications needs for items including design, graphics, animation, videos as well as management of all digital and social media platforms.

Specific tasks will include, amongst others:

#### A. Brand Communication Strategy, Content Development and Firm Services:

1. Define the overarching communications strategy for KITE project, DoT, its attached directorates and authorities including Directorate of Archaeology, and ensure the overall communications and offline strategies.
2. Develop a strong brand and position Khyber Pakhtunkhwa Tourism Sector as a viable option for domestic and international segments of the tourists.



3. Provide the desired and customized support to on the content development for Buddhist Trail branding, Museums and similar archaeological activities including those being supported through KITE project.
4. Develop creative briefs, upon receipt of input document from Client, for each activity that describe the strategy, specific goals and message of each activity.
5. Contribute to and advise Client on the development and implementation of communication plans, including marketing communications, advertising, strategy and account planning.
6. As requested by Client in writing, create, prepare, and submit for Client approval, communications plans, marketing campaigns and advertising concepts for all mediums i.e., print, electronic and digital, rough layouts, and plans for the development and execution thereof.
7. Execute and implement marketing communications and advertising in finished form, in accordance with Client's timely prior written approval, and estimate approval, and forward same to production and media with proper instructions.
8. Develop a detailed, phased and time-bound plan to implement the communications strategy in the form of dates, activities, milestones and associated costs.
9. Manage overall relationship with Client.
10. Develop and share comprehensive performance metrics against which DoT/ PMU KITE will assess effectiveness and impact the Communications and Marketing Campaign.
11. Develop strategy to encourage entrepreneurship and private sector investment to support tourism in province, facilitating the objectives of the DoT, by organizing up to four tourism investment promotion conference(s) and road shows.
12. Development of 3D models of KITE project activities including but not limited to washrooms, tourist centers, museums, art galleries, pedestrian walk ways and pedestrian bridges and so on. These models will be used to sensitize the market about the requirements of the PMU-KITE and will be developed while considering protection of eco-system, use of alternate sources of energy and climate change.



## B. Marketing Campaigns:

Firm will provide marketing campaigns based on the overarching campaign for:

1. KITE project, DoT, its attached directorates and authorities, through design, development and production of relevant content.
2. Seasonal promotions, as follows:
  - a) Summer,
  - b) Winter,
  - c) Year-round continuity campaign targeted to national and international audience.
3. The Firm will evaluate and make any recommendations to provide updated or new campaign that will support:
  - a) international platform,
  - b) Multi-brand and single brand messaging,
  - c) Program and promotional messaging, which may or may not include marketing partners,
  - d) Consumer, customer and development target audiences,
  - e) Extension to regional and local market.
4. In addition to producing new material, the firm may build upon the existing communications material developed under DoT and its directorates including newsletter, brochure, website and social media.
5. Develop promotional material including but not limited to Coffee Table Book, Video Documentaries, Brochures, catalogues, Video – logs (v-logs), Digital marketing and virtual tour solutions for different tourist attractions.
6. Produce high quality outreach and marketing material for print, electronic, social media and information products for tourist information centers stationed at project sites.
7. Identification of the communication products and activities based on social, cultural and gender aspects. Communication products (Training & IEC materials) and activities should be clearly described and linked to theoretical determinants and communication objectives



8. With each campaign, Firm will work closely with Client's digital team to ensure that all campaigns are consistent across all platforms/ pages.

### C. Communication Strategy:

1. Bridge information gaps at the service delivery level, ensuring effective engagement of target audience and communities (residing in close vicinity of project sites) with the tourism service providers and tourism industries in Khyber Pakhtunkhwa, e.g. ensuring awareness and visibility of tourist infrastructure, security, hospitality facilities and women-friendly amenities particularly with respect to the flagship tourism sites.
2. Develop, plan and budget a series of high-profile conferences and workshops at Pakistani Embassies and foreign institutions, in conjunction with the private sector, biannually (two events per year in different locations abroad in line with International Calendar of Events) to highlight and celebrate province cultural heritage through knowledge-sharing and deliberative exchange methodologies.
3. Develop a detailed implementation plan with clearly defined roles, responsibilities and potential costs associated with implementation of the Communications, Marketing and Outreach Strategy for effective monitoring and evaluation by PMU-KITE.
4. Develop a Public Relations (PR) strategy to showcase province's cultural, ecological and heritage tourism assets through travel blogs, in-flight travel magazines, digital means and engagement of travel journalists' community.
5. Develop templates and actual reports and infographs for highlighting the achievements of the KITE project including on-site videography and high-resolution pictures to show 'before' and 'after' situation of for example, stupas, roads, museums and other beneficiary sites. This will bring out the impact of project investments. The consultant firm will collect pictures, stills and videos of the agreed sites using its own resources. There will be zero tolerance towards plagiarism, including text, pictures and videos collected from secondary published and electronic media sources except those provided by the PMU KITE.



6. All the material produced by the firm including the pictures, videos, data, text and similar content will be the sole property of the Government of Punjab and should not be reproduced or shared by the firm without prior written permission from the PMU KITE.

#### D. Social Media and Digital Strategy & Management:

##### I. Social Media

1. Identifying the relevant and popular social media platforms where the key target audience is present.
2. Developing effective strategies for engaging audiences on each respective platform.
3. Planning & executing regular engagement campaigns.
4. Preparing extensive content strategies and calendars for individual platforms.
5. Maintaining community health by moderating comments/queries from audiences present on each platform.
6. Timely reporting and analysis of social media communities and suggestions around improvements on an on-going basis.
7. Standardization of digital content and artwork via the use of templates and digital branding guidelines

##### II. Paid Media

1. Devising comprehensive media strategies and plan.
2. Buying ad spaces on major social media sites, Google Display Network & local publishing websites.
3. Optimizing & monitoring the campaigns for maximizing results.
4. Reporting results & sharing learnings based on performance levels.

#### Deliverables:

The following deliverables are included but not limited to:

S. No.	Deliverable
1	Inception Report including timelines, work plan and communication strategy
2	Content development in the form of Coffee Table Book, Video Documentaries, Brochures, catalogues, Video – logs (v-logs) for Buddhist



	Trail branding, Museums and similar archaeological activities including those being supported through KITE project.
3	Development and implementation of communication plan and communication strategy in the form of dates, activities, milestones and associated costs, including marketing communications, advertising, strategy and account planning for Department of Tourism and its Directorates.
4	Marketing campaigns and advertising concepts for all mediums i.e., print, electronic and digital, rough layouts, and plans for the development and execution thereof.
5	Plan a series of high-profile conferences, e-conferences, workshops and investment road shows in collaboration with Pakistani Embassies and foreign institutions, in conjunction with the private sector.
6	Prepare and refine communications material developed under DoT and its directorates including newsletter, brochure, website and social media. Develop promotional material including but not limited to Coffee Table Book, Video Documentaries, Brochures, catalogues, Video – logs (v-logs) <sup>1</sup> for tourist destinations in KP, Digital marketing and virtual tour solutions for different tourist attractions.
7	Develop an exclusive Digital 3D Map of tourism attractions in Khyber Pakhtunkhwa
8	Develop templates and actual reports and info graphs for highlighting the achievements of the KITE project including on-site videography and high-resolution pictures to show 'before' and 'after' situation of for example, stupas, roads, museums and other beneficiary sites.
9	develop 1 documentary on each newly merged districts in Khyber Pakhtunkhwa to highlight their tourism potential and soft image.
9	Design and execution of (2-3) Laser and Light Shows for Archaeology, DoT/KP CTA, etc,

#### Team Composition:

- i. Team Lead - A Postgraduate degree in Mass Communications/Business Administration/Tourism/Social Sciences/ Development Sciences/ from a recognized University duly approved by Higher Education Commission of Pakistan; Communication and behavior change program design and evaluation; demonstrated experience in tourism/hospitality and digital communication technologies is essential. At least 10 years of relevant work experience is required.

<sup>1</sup> Firms will have to provide exact names, costs and credential of vloggers/ travel bloggers which will be then taken in to account during firm evaluation.





- ii. Research Associate – A Postgraduate degree in social sciences/tourism/Statistics; or other relevant disciplines from a recognized University duly approved by Higher Education Commission of Pakistan. Demonstrated experience in working on qualitative and quantitative research projects with strong grasp of both data analytic methods; strong writing skills are preferred. At least 5 years of relevant work experience is required.
- iii. Event Manager and Workshop Facilitator – A Postgraduate degree from a recognized University duly approved by Higher Education Commission of Pakistan. Demonstrated experience in conducting participatory planning workshops with diverse stakeholders. At least 5 years of relevant work experience is required.
- iv. Communication Design Specialist – Postgraduate degree in Communication/Graphic Design from a recognized University duly approved by Higher Education Commission of Pakistan; Relevant experience in designing communication campaigns; strong skills in design software such as Adobe Illustrator; Adobe Photoshop; Corel Draw, etc. At least 5 years of relevant work experience is required.
- v. Digital Media Specialist – A Bachelor's degree in related field from a recognized University duly approved by Higher Education Commission of Pakistan. At least 3 years of relevant work experience in digital media is required.
- vi. Public Relations Specialist and Content Writer - A Postgraduate degree in Journalism or related field and excellent report writing skills in English languages. The work of this expert will be reviewed by the PMU at the stage of evaluation.
- vii. Graphic Expert: a post-graduate degree in animation, designing, creative illustration and ability to produce 3D models of the various infrastructure and facilities using latest technology and global best practices. At least 3 years' experience of creative work and practical designing is required.
- viii. Laser and Lights Artist



#### Working Arrangements:

The Consultant will work under the direct supervision of the Project Director KITE. The products to be published, broadcasted, etc., will be pre-approved by DoT/ KITE. The Firm will present monthly activity report after each event or significant activity, including quantities of products, etc.

The DoT shall carry out evaluation of deliverables in both qualitative and quantitative terms, based on the performance metrics developed and submitted by the firm.

#### Duration:

The firm will be hired for the duration of 3 years. The performance of the firm shall be monitored during the first 6 months to continue the execution for the rest of contract duration. The firm shall provide complete cost for rendering services and providing the requisite deliverables for the period of 3 years.

#### Selection Method:

Selection will be made in accordance with the QCBS method set out in the World Bank Procurement Regulations (Procurement in Investment Project Financing, Works, Non-Consulting and Consulting Services. July 2016 Revised November 2017 and August 2018).

#### Qualification and Experience:

- i. Knowledge of Tourism landscape in Khyber Pakhtunkhwa to carry out research and employ it to develop communication and marketing content.
- ii. The firm shall have at least 10 years' experience of successful and verifiable relevant work, preferably in the design and development of high-profile tourism marketing campaigns with experience of working with tourism industry or a closely related industry.
- iii. Demonstrable capacity to understand target audiences and develop effective communication plans.
- iv. Availability of appropriate skills and staff which may include creative concept and content generation, branding, design and delivery of high-profile communication material and campaigns for a diverse local, national and international audience to demonstrate that the company is qualified to perform the services.



- v. Ability to work with multiple stakeholders from the government, private and development sector.
  - vi. Availability of technical facilities and equipment to carry out relevant communications and marketing tasks in print, laser and light show equipment, electronic equipment, including Information and Communications Technology i.e., digital communication.
  - vii. Sound technical capacity in the design and implementation of communications and marketing campaigns for diverse target audience; international experience is preferable.
  - viii. Documented experience in planning and management of high-profile events and conferences.
  - ix. Excellent content generation, copy writing and report writing skills/capacity.
  - x. Documented expertise in media management, media linkages and PR.
-



**Annex-I**

**List of Potential Tourism Destinations**

S. No.	District	Destination	
1.	Swat	<ul style="list-style-type: none"> <li>○ Shingardar Stupa</li> <li>○ Malam Jabba (Ski Resort)</li> <li>○ Gabeen Jabba (Camping Pods)</li> <li>○ Kalam</li> <li>○ Amlukdara Stupa</li> <li>○ Jehanabad Seated Buddha (Najigram) Tokar Dara Stupa &amp; Monastery</li> <li>○ Gumbatuna Stupa</li> <li>○ Bishigram Dand Lake</li> <li>○ Daral Dand (Lake)</li> <li>○ Mahudand</li> <li>○ Ushu (Glacier)</li> </ul>	<ul style="list-style-type: none"> <li>○ Saidgai Dand (Lake)</li> <li>○ Kundal Dand (Lake)</li> <li>○ Izmis Dand (Lake)</li> <li>○ Pari/Khapiro (Fairy) Lake –1</li> <li>○ Pari / Khapiro (Fairy) Lake –2</li> <li>○ Godar Lake</li> <li>○ Spin Khwar (White Stream) Lake</li> <li>○ Neelsar Lake</li> <li>○ Shingrai Waterfall</li> <li>○ Jarogo Waterfall</li> </ul>
2.	Chitral District (Lower & Upper)	<ul style="list-style-type: none"> <li>● Lawari Tunnel</li> <li>● Nagar Fort</li> <li>● Chitral Fort</li> <li>● Chitral Museum</li> <li>● Shahi Masjid</li> <li>● Birmughlasht</li> <li>● Garam Chashma (Hot spring)</li> <li>● Tushi (Markhore Point)</li> <li>● Kalash Valley (Bamburate, Rambur &amp; Birir)</li> </ul>	<ul style="list-style-type: none"> <li>● Kalash Culture Centre (Kalasha Museum)</li> <li>● Shandur Polo</li> <li>● Goleen</li> <li>● Shandur Lake</li> <li>● Karambar Lake</li> <li>● Bashkargol Lake Chitral</li> <li>● Bahuk the Sacred Lake (Kalash valley)</li> <li>● Dhoku chatt Lake</li> </ul>
3.	Dir (Upper & Lower)	<ul style="list-style-type: none"> <li>● Dir Museum Chakdara</li> <li>● Chakdara Fort</li> <li>● Churchill piquet</li> <li>● Lamchar Waterfall</li> <li>● Jahaz Banda Waterfall (Kumrat)</li> <li>● Katora Lake (Kumrat)</li> <li>● 7. Saidgai Lake</li> </ul>	
4.	Haripur	<ul style="list-style-type: none"> <li>● Khanpur Dam</li> <li>● Noori Waterfall</li> <li>● Chajian Waterfall</li> <li>● Jaulian monastery</li> </ul>	



		<ul style="list-style-type: none"><li>• Buddhist Complex Bhamala</li><li>• Hari Singh Fort</li></ul>	
5.	Abbottabad	<ul style="list-style-type: none"><li>• NathiaGali</li><li>• 2. Miranjani Top</li><li>• Mukeshpuri (Mushkpuri) Top</li><li>• Thandiani</li><li>• Harnoi River</li><li>• Sajikot Waterfall</li><li>• St.luke's Church</li><li>• Umbrella Waterfall</li><li>• Samunder Khata Lake</li></ul>	
6.	Mansehra	<ul style="list-style-type: none"><li>• Ashoka Rock</li><li>• 2. Sharan (Camping Pods)</li><li>• Shogran</li><li>• Sir Paye</li><li>• Naran Bazar</li><li>• Saif ul Maluk Lake</li><li>• Maheen Lake (Supat Valley)</li><li>• Dudipat sar Lake</li><li>• Lulusar Lake</li><li>• Sambaksar Lake</li><li>• Babusar Pass</li></ul>	
7.	Battagram	<ul style="list-style-type: none"><li>• Allai (Camping Pods)</li></ul>	
8.	Kohistan Upper (Dasu)	<ul style="list-style-type: none"><li>• Maheen Lake (Supat Valley)</li><li>• Sar Khata Lake</li></ul>	