

TERMS OF REFERENCE

Tourism Website Enhancement, Development, and Maintenance
Full-Service Digital Communications and Technology Developing Agency

I. Project Description

Procurement of full-service digital communication and technology developing agency for the enhancement and content population of both corporate and marketing websites (www.tourism.gov.ph and www.philippines.travel) of the Department of Tourism.

II. Background

The DOT successfully deployed a new marketing website, www.philippines.travel, last 2019. Ever since its launch, the department has sustained a good number of page visits. A total of 1.8 million unique users visited the website from December 2019 to December 2020 along with 2.1 million sessions. Because of this, the corporate website has also been refreshed in hopes to increase page visits.

Both websites also played a huge role during the outbreak of COVID-19 in the Philippines. It was vital for a government entity to provide accurate and up-to-date information to people particularly during times of crisis and thus, the Department developed the subpage www.philippines.travel/safetrip (previously www.philippines.travel/safeph) to become an avenue of information for domestic and international travelers. Updates like travel restrictions, guidelines and protocols on safety, list of open destinations, and open accredited establishments are regularly updated on this page. The page has also been the most visited page on the website with a total of 524,648 visits from March 2020 to December 2020.

This year, with more people adopting a digital lifestyle and with the department gradually reopening more destinations for local travel, it is vital that the current websites innovate to meet the growing demand of the market. Also, this year, the DOT is spearheading a content creation campaign that will result in a compendium of information and multimedia spanning regions, provinces, destinations, attractions, activities, food, culture and products. The websites must allow for an organized, yet easy and accessible user experience for travelers when navigating its plethora of content.

Of course, a mere repository of content is not enough. The website must have functionalities and features that will aid this new market of tech savvy travelers in their journeys across the country. This project is set to replace the need for printed travel brochures in guiding our travelers. The websites, despite its massive content, should be easy and fun to navigate on the phone, tablet or laptop.

The DOT wants to know more about the profile of a post-pandemic traveler, and form a community around them. The website must create, through careful design, a space where travelers can share and exchange their experiences and recommendations and inspire others to explore and discover more fun adventures around the Philippines.

III. Objectives and Targeted Outcome

The procurement of the services of an experienced full-service digital communications and technology developing agency will enable DOT to maintain the presence of the Philippines as a tourist destination despite the pandemic through digital marketing. The Department of Tourism will still be able to saturate the top markets as well as the emerging and opportunity markets through the said digital medium.

1. Enhance User Experience of Websites
 - a. Create an easy navigation design to house a compendium of articles, photos and videos;
 - b. Develop new functionalities and innovations that can improve travelers' experience on the websites.
2. Strengthen Digital Presence of the Websites
 - a. Increase unique website visitors and page views and reduce bounce rate
3. Increase Domain Authority of the Websites

IV. Scope of Work and Deliverables

SCOPE OF WORK	DELIVERABLES
Status and Needs Analysis	<p>Marketing Website</p> <ul style="list-style-type: none"> ● Competitor Analysis ● Site Audit ● Business Strategy Proposal ● Statement of Works and Timelines ● KPIs <p>Corporate Website</p> <ul style="list-style-type: none"> ● Site Audit ● Business Strategy Proposal ● Statement of Works and Timelines ● KPIs
Refreshed Design and Concept	<p>Marketing Website</p> <ul style="list-style-type: none"> ● Creative Concept Design ● Proposed Sitemap, Wireframes, and Functional Specifications. Recommended pages/functions to be added: <ul style="list-style-type: none"> ○ Regions ○ Provinces ○ Destinations ○ Attractions (Sites, Activities) ○ Culture (Arts, Food, Festivals) ○ Accredited Establishments

	<ul style="list-style-type: none"> ○ Online booking, scheduling, and paying system, including e- wallet ○ Itinerary Maker ○ Lifestyle Article Section ○ Virtual Tours ○ User log-in system ○ Night mode ● Mockups and Copywriting
Website Development	<p>Corporate Website</p> <ul style="list-style-type: none"> ● Proposed Sitemap, Wireframes, and Functional Specifications. Recommended pages/functions to be added: <ul style="list-style-type: none"> ○ GAD ○ PCSSD ○ HCIP <p>Marketing Website</p> <p>Phase 1</p> <ul style="list-style-type: none"> ● Domain, SSL, Server, and Database Setup and Configuration ● Analytics Tagging ● User Acceptance Testing ● Deployment and File Migration to Live Testing ● Live Testing <p>Phase 2</p> <ul style="list-style-type: none"> ● Content Population. <i>Data will be coming from the Department of Tourism</i> ● Creation of at least 5 new campaign subpages <p>Corporate Website</p> <p>Phase 1</p> <ul style="list-style-type: none"> ● Content Population. <i>Data will be coming from the Department of Tourism</i> ● Creation of at least 5 new campaign subpages

<p>Transcreation and Translation of the Website. <i>Customize the website to cater the top twelve and emerging tourism markets of the Philippines respectively Korea, China, USA, Japan, Australia, Taiwan, Canada, United Kingdom, Singapore, Malaysia, India, Hongkong, Russia, Western Europe, Eastern Mediterranean Europe, Middle East and ASEAN countries.</i></p>	<p>Marketing Website</p> <ul style="list-style-type: none"> ● To propose a third-party agency for the transcreation and translation of the website, at least, in the following languages: <ul style="list-style-type: none"> a. Korean b. Mandarin Chinese c. Japanese d. Taiwanese e. Malay f. Hindi g. Arabic h. Russian i. German j. Spanish
<p>Web Maintenance and Technical Support</p>	<ul style="list-style-type: none"> ● Web maintenance ● Coaching ● Trainings ● Technical Support <p>Including but not limited to:</p> <ul style="list-style-type: none"> - Regular checking of corporate and marketing website for issues and mistakes and keeping it updated; - On-site or online assistance on corporate and marketing related inquiries from the department; - Bug fixing, problem reporting, and correction of broken scripts; - Offering consultation service or documentation for any prospective projects or improvements.

<p>Terminal Report</p> <p>The agency must submit a digital and printed copy of the terminal report, covering all aspects of the project from planning to execution.</p> <p>It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution.</p> <p>All the approved materials, files, data, and reports must also be submitted.</p>	<p>The agency must provide the following:</p> <ul style="list-style-type: none"> ● Submit a comprehensive terminal report including insights, analysis, recommendations, and evaluations of the project; ● Marketing workshop with at least 1 resource speaker nominated by the chosen agency; and at least 15 attendees from different offices of the department that would benefit from marketing insights and analytics (Branding, OPMD, OTDPRIM, and the likes); ● Technical workshop with at least 1 resource speaker nominated by the chosen agency; and at least 15 attendees from different offices of the department that would benefit from technical and maintenance trainings (IT); ● The Agency will shoulder all costs, including food, accommodation, transportation, honorarium, and other applicable logistical expenses, if need be.
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V. Project Duration and Budget Allocation

- a.** The campaign shall be for a period of six (6) months upon the receipt of Consultant of the Notice to Proceed (NTP);
- b.** The Approved Budget of Contract (ABC) is Twenty Million Philippine Pesos (Php20,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process;
 - i.** The compensation to be paid for the agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
- c.** The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone, the Awarded Agency will be required to submit (1) an accomplishment report; (2) Certification of Acceptance signed by DOT Project Proponent and Superior.

DELIVERABLES	MILESTONE	PAYMENT%
<p>Status and Needs Analysis</p>	<p>Approval and submission of:</p> <p>Marketing Website</p> <ul style="list-style-type: none"> ● Competitor Analysis ● Site Audit ● Business Strategy Proposal ● Statement of Works and Timelines ● KPIs <p>Corporate Website</p> <ul style="list-style-type: none"> ● Site Audit ● Business Strategy Proposal ● Statement of Works and Timelines ● KPIs 	<p>20%</p>
<p>Refreshed Design and Concept</p>	<p>Approval and submission of:</p> <p>Marketing Website</p> <ul style="list-style-type: none"> ● Creative Concept Design ● Proposed Sitemap, Wireframes, and Functional Specifications. 	<p>20%</p>

	Corporate Website <ul style="list-style-type: none"> Proposed Sitemap, Wireframes, and Functional Specifications. 	
Website Development	Approval and deployment of Marketing Website Phase 1 : <ul style="list-style-type: none"> Domain, Server, and Database Setup and Configuration Analytics Tagging User Acceptance Testing Deployment and File Migration to Live Testing Live Testing 	15%
Website Development	Approval and deployment of Marketing Website Phase 2 : <ul style="list-style-type: none"> Content Population. <i>Data will be coming from the Department of Tourism</i> Creation of at least 5 new campaign subpages Corporate Website Phase 1 <ul style="list-style-type: none"> Content Population. <i>Data will be coming from the Department of Tourism</i> Creation of at least 5 new campaign subpages 	15%
Transcreation and Translation of the Website	Approval and deployment of trans created and translated website	15%
Web Maintenance and Technical Support	Provision of warranty and operations and maintenance support for six (6) months after launch of website. <p>Including but not limited to:</p> <ul style="list-style-type: none"> - Regular checking of corporate and marketing website for issues and mistakes and keeping it updated; - On-site or online assistance on corporate and marketing related inquiries from the department; - Bug fixing, problem reporting, and correction of broken scripts; - Offering consultation service or documentation for any prospective projects or improvements. 	10%
Terminal Report	Submission of a comprehensive terminal report including insights, analysis, recommendations, and evaluations of the project.	10%

VI. Qualifications:

- a. The agency must have completed a project involving website design and development in the last three (3) years
- b. These following the minimum number of required personnel and years of experience in the same or similar field:

REQUIRED PERSONNEL	MINIMUM YEARS OF EXPERIENCE
Team Lead/Senior Developer	7 Years
Junior Developer	5 Years
Business Analyst	3 Years
Content Manager	3 Years
Network and Database Administrator	3 Years
Creative Director	7 Years
Senior Content Writer	5 Years
Junior Content Writer/Researcher	3 Years
Multimedia Artist	5 Years
Project Trainer	3 Years

Note: Bidders may recommend additional personnel deemed fit for the Team

- c. The agency must have been in existence for at least Five (5) years
- d. The agency must have completed a project with a budget amounting to 50% of this project's ABC or at least 10 million pesos in the last three (3) years
- e. Other qualifications of the required agency for this project are stated in the Bid Data Sheet (BDS).

VII. Criteria for Rating

Stage 1 - Submission of eligibility documents

Stage 2 - For short-listed bidders, submit brief credentials and the proposed budget breakdown and design

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaign to the members of the Bids and Awards Committee (BAC), and the Technical Working Group (TWG), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation if necessary.
2. Should a presentation be required, a maximum of thirty minutes (30 minutes) will be given for each agency for its presentation excluding the question-and-answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
3. The presentation will be rated by TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

A. Eligibility Check and Shortlisting Criteria and Rating (75% passing score)

I.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	Appropriateness of the agency for the assignment	15%
	Full-Service Digital Communications and Technology Developing Agency	15
	Full service creative agency	10
	Others	5
B.	Extent of partnered network of agency	15%
	Has dealt with international partners or suppliers for projects	15
	Has dealt with domestic partners or suppliers	10
C.	Similar Projects Handled in last 3 years	10%
	At least 4 web design and development projects	10
	1-3 web design and development projects	5
	No web design and development projects	0
D.	Years in existence as web design and development agency	10%
	10 years and above	10
	5-9 years	5
E.	Contract cost of completed projects in the last 3 years	10%
	Two (2) or more projects that each had a contract cost equal or greater than PHP10 Million	10
	At least one (1) project with a contract cost equal or greater than PHP10 Million	5
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel with minimum years exceed the minimum number by at least five (5) additional personnel with at least 5-years' experience	20
	Required number and positions of personnel with minimum years of experience is met	15
III.	CURRENT WORKLOAD OF TEAM RELATIVE TO CAPACITY	20%
	1-2 projects that each have a contract cost equal or greater than PHP10 million	20
	3 or more projects that each have a contract cost equal or greater than PHP10 million	15
	No projects amounting to PHP 10 million each but with sum total of all on-going projects equal or greater than PHP10 million	10
	No projects amounting to PHP 10 million each and with sum total of all on-going projects is less than PHP 10 million	5

B. Technical Bid/Proposal Criteria and Rating (80% passing score)

CRITERIA		RATING
I.	QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT	20%
	For Team Lead/Senior Developer, Junior Developer, Business Analyst, and Network and Database Administrator - Must have handled at least two (2) website development projects in the last year	10
	For Creative Director, Content Manager, Senior Content Writer, Junior Content Writer/Researcher. and Multimedia Artist - Must have worked on at least two (2) website design and maintenance projects in the last year	10
II.	EXPERTISE AND CAPABILITY OF THE FIRM	30%
	Web Design and Development projects completed in the past three (3) years	15
	At least one (1) international or local web design and development award in the last 3 years given by any award-giving body in existence for at least 10 years	15
III.	PLAN OF APPROACH AND METHODOLOGY	50%
	Familiarity on the status and needs of the current website. <i>Agency must be able determine the strengths and weaknesses of the tourism website to pinpoint what is necessary to be developed or revamped.</i>	10
	Refreshed Website Design and Concept Proposal. <i>Agency must be able to create a refreshed design and concept based on the current look of the website. The proposal must not veer away too much with the current design, it must only be refreshed to conform with current trends in design.</i>	10
	Innovation and Functionalities. <i>Aside from being a repository of content, what are the innovative features and functionalities of the proposed website may attract more users and may come in handy for the traveler</i>	10
	Additional Website Features. <i>With the aforementioned budget and deliverables, it will be best if the agency can propose additional services not stated in the TOR deliverables.</i>	10
	Staffing Plan <i>Identify the personnel needed to implement this project.</i>	10
TOTAL		100%

VIII. Other Terms and Conditions

1. Segment(s) or phase(s) of the project not implemented for whatever reason shall be revised/modified by the web design and development agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation;

2. The selected web design and development agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the campaign launched;
3. All digital content, creative concepts, and original materials (raw and edited) formulated and designed in conjunction with this project shall be owned by DOT, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally.
4. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the media campaign launched;
5. The firm shall submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables;
6. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project, subject to the termination guidelines issued by the Government, Procurement Policy Board (GPPB).

IX. Contact Person

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