Republic of the Philippines
Philippine Department of Tourism- ANZ

REQUEST FOR PROPOSAL (RFP)

Date: June 29, 2020

The Philippine Department of Tourism in Sydney (PDOT ANZ), is authorized to undertake procurement activities in accordance with prescribed procurement guidelines for overseas offices.

CONSULTING SERVICES OF A SYDNEY-BASED IT COMPANY TO DEVELOP THE WEBSITE OF THE PHILIPPINE DEPARTMENT OF TOURISM ANZ will be procured to develop a new website to provide reliable information to the Australian consumer and travel trade representatives through a comprehensive collection of Philippine travel information, generate more qualified sales leads by linking the consumers and travel trade representatives to PDOT partner airlines, hotels, and resorts, and tour operators, promote destination awareness to travel trade by providing training resources and expand audience engagement by linking them to PDOT's social media channels.

The details of the procurement are indicated below:

Details	Description	Approved Budget in Australian Dollars
CONSULTING SERVICES OF A SYDNEY-BASED IT COMPANY TO DEVELOP THE WEBSITE OF THE PHILIPPINE DEPARTMENT OF TOURISM ANZ	To develop the website of the Philippine Department of Tourism ANZ	AUD 22,000.00 plus GST

Eligible companies are invited to submit their signed proposals with financial offer/quotes not later than **July 2, 2020** subject to the Terms and Conditions provided in the attached Terms of Reference (TOR).

Proposals/costs may be submitted by email to info@morefuninthephilippines.com.au . Requests for any clarification may also be sent to this email.

PDOT ANZ reserves the right to reject any/all offers, as well as accept any offer it may consider as most advantageous to the Government of the Republic of the Philippines.

Norjamin Delos Reyes
Tourism Attaché, Philippine Department of Tourism

TERMS OF REFERENCE

**PROCUREMENT OF CONSULTING SERVICES OF A SYDNEY-BASED IT COMPANY
TO DEVELOP THE WEBSITE OF THE PHILIPPINE DEPARTMENT OF TOURISM ANZ**

I.   INTRODUCTION AND BACKGROUND INFORMATION

The Philippine Department of Tourism ANZ (PDOT ANZ) will create a new website to cater to the changing needs of the travel industry and its consumers. The current web assets of PDOT ANZ are:

- https://www.tourismphilippines.com.au/ is a static, brochure type website. It has 12 tabs: (1) About the Philippines; (2)Getting There; (3) Reasons to visit the Philippines; (4) Travel Info; (5) Book a Tour; (6) Adventure; (7) Backpacking, (8) Volunteer, (9) Unwinding; (10) Competition; (11) Travel Blog; and (12) Contact Us.
  This website acts as a one-stop platform for information on travel destinations in the Philippines. The website also includes links to the other digital media platforms of PDOT-ANZ and online articles written about the Philippines by various media outlets and social media influencers.

- http://www.funtravelexperts.com.au/
  The training portal is targeted towards travel and tourism companies and their representatives and agents. This portal includes free training modules on various Philippine destinations wherein users can go through reading materials and take quizzes on various festivals, experiences, food and other fun facts about Philippine locations.

II.   OBJECTIVES

The new website aims to:
- Provide reliable information to the Australian consumer and travel trade representatives through a comprehensive collection of Philippine travel information.
- Generate more qualified sales leads by linking the consumers and travel trade representatives to PDOT partner airlines, hotels and resorts, and tour operators
- Promote destination awareness to travel trade by providing training resources
- Expand audience engagement by linking them to PDOT's social media channels

III. SCOPE AND COVERAGE

a. Web hosting and domain name registration

b. Philippine Tourism Travel Trade website

The training portal is targeted towards travel trade representatives and agents. This portal includes free training modules on various Philippine destinations wherein users can go through reading materials and take quizzes on various festivals, experiences, food and other fun facts about Philippine locations.

The current training portal is http://www.funtravelexperts.com.au/.

c. New Philippine Tourism ANZ Website

The website serves as a one-stop platform for information on travel destinations in the Philippines. The website also includes links to the other digital media platforms of PDOT-ANZ and online articles written about the Philippines by various media outlets and social media influencers.

The current Tourism Philippines- ANZ Website https://www.tourismphilippines.com.au/ is a static, brochure type website. It has 12 tabs: (1) About the Philippines; (2)Getting There; (3) Reasons to visit the Philippines; (4) Travel Info; (5) Book a Tour; (6) Adventure; (7) Backpacking, (8) Volunteer, (9) Unwinding; (10) Competition; (11) Travel Blog; and (12) Contact Us.

d. Cultural microsite

This microsite contains information on various cultural resources of the Philippines, to include resources on the Philippine National Hero Jose P. Rizal, The microsite will also link to this

https://cultural.philembassy.org.au/

PDOT-ANZ shall provide the following:

a. Market research, information and visual content
b. Training modules for inclusion in the "Travel Trade" training portal.
c. Product information and other features
d. Relevant data and information concerning the Australia to Philippines tourism trends
e. Other data and information needed

IV.   DELIVERABLES

a.   Web hosting and domain name registration for: consumer website, travel trade website, and cultural microsite

b.   Travel Trade website:

1. Philippine Tourism ANZ Travel Agents' website named **Philippine Tourism ANZ Travel Trade** with the **domain name: www.traveltrade.philippinetourism.com.au**
    This website must protect the users and secure their personal and professional information. This website must likewise protect data from unauthorized access and data corruption throughout its lifecycle. Data security includes data encryption, hashing, tokenization, and key management practices that protect data across all applications and platforms.
2. Inclusion of a registration and sign in function on the Homepage
3. Provide and create the following details and functions on to the training portal: (*contents will be provided by PDOT)*
    (1) Home, (2) Resources, (3) Educational Tour, (4) Training and (5) News & Updates. The header of the website will also include the "It's more fun in the Philippines" logo. The following tabs will have a drop-down menu available with the relevant information. Each title inside the drop-down menu will be directed to a new page with the relevant information. Description of the following tabs:
    - **Home:** The Home page will contain a brief description of the Travel Trade website. A registration function must be available in the Home page.
    - **Resources**: The Resources page will contain detailed information about the Philippines and Philippine destinations. The resources page will contain the following titles as a subpage and will also be accessible through a drop-down menu. The following titles: Brochures, Itineraries, Product Presentation, Accredited Establishments, Transport & Accessibility, Partnered Airlines and Visa & Immigration.
        a. **Accredited Establishments**: This section will contain a google sheets link of the List of Accredited Establishments. This section will also contain a link to the DOT Head Office website: http://tourism.gov.ph/
        b. **Partner Hotels and Resorts:** This section will contain a list of hotels and resorts who have been part of ANZ Business Mission, and Philippine Tourism events in Australia and New Zealand.
        c. **Transport & Accessibility**: The Transport & Accessibility tab will contain relevant information on available transportation in the Philippines. (maybe include information from the product presentation)

d. **Partner Airlines:** This section will include information on our partnered airline companies and information of available flights between Australia to Philippines and New Zealand to Philippines. This section will also include a link to the booking website of our partnered airlines. List of partnered airlines: Philippine Airlines, Cebu Pacific, Qantas, Malaysia Airlines and Singapore Airlines.

e. **Visa & Immigration**: This section will include relevant information on Visa requirements and travel requirements to the Philippines. This section will also include links to the following websites: Philippine Embassy in Canberra, Philippine Consulate Sydney, and Philippine Embassy in New Zealand.

- **Educational Tour:** This subpage will include information about Educational Tour conducted by PDOT-ANZ. This section will include a few photos of previous Educational Tour.

- **Training:** The Training subpage will include an online training course and training resources for travel agents.

    a. **Brochures**: The brochure subpage will contain Philippine brochures which will be available as downloadable content. PDOT-ANZ will provide all the necessary content for this section.

    b. **Itineraries**: The itineraries subpage will contain information on Philippine itineraries and will be available as downloadable content similar to the Brochures subpage. PDOT-ANZ will provide all the necessary content for this section

    c. **Product Presentation**: The Product Presentation subpage will include a prezi presentation on the page as well as a downloadable PDF version of the presentation. PDOT-ANZ will provide the necessary link and content for this section.

    d. **FunTravelExpert Quiz:** Must contain multiple choice questions about the Philippines. This section will require a registration section where users can "register" or "sign in" to access the training course. Once a registered user has completed all the training courses, their details will be added to the list of **Certified FunTravelExpert.**
    An option to be listed as **Certified FunTravelExpert;** the travel agent must click consent button

- **News and Updates:** This section will contain updated Travel Industry News and Trends regarding the Philippines. This section will be constantly updated if any relevant news and information is released.

c. Consumer Website

1. Create a Philippine Tourism ANZ portal named Philippine Tourism in Australia and New Zealand, changing the domain name to **www.philippinetourism.com.au**. The old domain name will remain active and will be redirected to the new domain name.

2. Provide and create the following details and functions: (contents will be provided by PDOT)

   ● Home Page with a promo video which will automatically play and a paragraph description "About the Philippines"

   ● Inclusion, but not limited to, of the following titles as tabs for the header of the website: (1) Where to go, (2) Things to do, (3) Facts, (4) Plan Your Trip, (5) Travel Trade (6) Cultural Hub . The header of the website will also include the "It's more fun in the Philippines" logo.

   ● The following tabs will have a drop-down menu available with the relevant information. Each title inside the drop-down menu will be directed to a sub-page with the relevant information. Description of the following tabs:

       ○ **Where to go**: The "Where to go" page will have a map of the Philippines with marked places on the map of the available destinations in the Philippines. Below the map will be images of the Philippine destinations each leading to a new page with a description of all relevant information alongside supporting images. This section will include information and images of the following cities: Manila, Cebu, Palawan, Bohol and Boracay.

       ○ **Things to do:** The "Things to do" page will have a short description of available activities. Scrolling down the page will be images of the activities each leading to a new page with a description of all relevant information alongside supporting images. This section will include the following information of the following: Day Trips, Water Tours & Island Hopping, Shopping & Fashion, Diving & Surfing, History & Culture

       ○ **Facts:** The "Facts" section will include a travel guide description of the following: Currency, Visa Info, Transport, Weather and Climate, and Seasons. Each category will contain a paragraph of information.

       ○ **Plan your trip:** This section will include the following information of the following: itineraries, book with our partners and fly with our partners

       ○ Footer of the website must have the following, but not limited to, sections: (1) Contact us, (2) Facebook link, (3) Instagram link, (4) LinkedIn link (5) Department of Tourism, (6) Terms & Conditions, (7) Privacy Policy, (8) Bid Announcements. The following sections must have the relevant contact details

and links to the Philippine Tourism ANZ Facebook and Instagram accounts. *For reference please refer to the current Philippine Tourism ANZ website*

d. Cultural microsite

This microsite contains information on various cultural resources of the Philippines, to include resources on the Philippine National Hero Jose P. Rizal. Contents and design will be provided by PDOT.
The microsite will also link to this site: https://cultural.philembassy.org.au/

e. Additional provisions

1. Provide at least two (2) designs of the Philippines Tourism ANZ and Philippine Tourism travel Trade website for PDOT ANZ to choose from. The design of the website will incorporate a modern theme, clear and user-friendly navigation scheme to allow quick and efficient access of information for consumers and travel trade, and incorporate an aesthetically pleasing modern design.
2. Must allow at least 5 revisions of the work output for each website.
3. Allow additional functions to be added within the duration of the contract
4. Allow web compatibility across multiple devices.
   For reference of a similar website functionality, please refer to:
   https://www.newzealand.com/ie/
   https://traveltrade.newzealand.com/en-au/
   https://support5552.wixsite.com/mysite
   https://support5552.wixsite.com/mysite
   https://docs.google.com/spreadsheets/d/1uQfxk2Mwhgiy9FwPCWgyV6HBsdg3ab2Wwm-mh3q1d04/edit?usp=sharing

f. Maintenance

● Provide regular maintenance and troubleshooting of the website and training portal for 12 months

V. SUPPLIER QUALIFICATIONS

Minimum Qualifications of the Consultant:

1. Must be a digital IT consulting company based in Sydney which has been in business operations for at least 3 years
2. Must possess a deep understanding of social media tools utilizing them in the creation of strategic programs needed to achieve PDOT Sydney digital marketing objectives
3. Has deployed IT solutions for at least three (3) companies
   ● Design, development and deployment of web-based application systems
   ● Systems integration/interfacing of existing system with new system

VI. PROJECT CONSTRAINTS

The following constraints or requirements shall be noted:

1. Adherence to Australian workplace laws with regard to the hiring of project assistants
2. Adherence to Australian Privacy Act 1988
3. Ownership
    - All improvements, creative concepts, designs and original materials produced shall be owned by DOT with full and exclusive rights on future use thereof both in the Philippines and internationally
    - All passwords of all digital media assets shall be provided by PDOT Sydney and shall not be changed without approval
    - After the completion or termination of the Contract, all materials, processes, data, propriety information and other related data and information provided to the Consultant and which have been derived in relation to and as a consequence of the implementation of the Contract, shall be immediately turned-over to PDOT- Sydney without need of demand.
4. Confidentiality Clause
    - The Consultant shall hold and maintain confidential all materials, processes, data, propriety information and other related information which shall come into its possession, or knowledge in connection with the Contract or its performance, and not to make use thereof other than for the purpose of the Contract.
    - The Consultant undertakes that it shall make appropriate instructions to its employees, agents, and supplier/ service providers who need to have access to such materials, processes, data, propriety information and other related data and information to strictly observe the confidentiality of the said information. The obligation of the Consultant under this Article shall remain in effect even after the termination of this Contract.

VII. PROJECT DURATION

Four (4) months, to commence on the day of the contract signing between PDOT and the Consultant

Month 1-2	Completion of Travel Trade Website; Cultural microsite
Month 3-4	Completion of Consumer Website

VIII.   TERMS OF DELIVERY/ SCHEDULE OF PAYMENT

Upon signing of Contract and issuance of invoice	10% of total project cost
Upon completion of Travel Trade Website; Cultural microsite, acceptance of the deliverables by PDOT ANZ, and issuance of invoice	40% of total project cost
Upon completion of Travel Trade Website; Cultural microsite, acceptance of the deliverables by PDOT ANZ, and issuance of invoice	40% of total project cost
Retention fee (to be paid upon completion of the project and issuance of invoice)	10% of total project cost

IX.   PROJECT COST:

1. Tourism Philippines ANZ Website Update to include website hosting and domain name fees: **TOTAL: AUD 22,000 inclusive of GST**

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