TERMS OF REFERENCE

PROJECT: ENHANCEMENT, WEB HOSTING AND MAINTENANCE OF THE 2021 TOURISM PROMOTIONS BOARD (TPB) CORPORATE SITE

OBJECTIVES:

- Maintain TPB's profile through digital presence
- Build a very responsive, interactive and effective tool to facilitate better transparency and information exchange and communication processes among stakeholders
- Serve as a future revenue source for the corporation with online payment facility

DURATION OF TASK: One year upon issuance of the notice to proceed

GENERAL SPECIFICATIONS:

Specifically included as major requirements for this project are the following, to wit:

A. WEBSITE

1. The site must be dynamic and interactive and should allow easy information update; the update process should not require specialized skills on web development.

2. The site must be secured and does not include JavaScript libraries with known security vulnerabilities that can be exploited.

3. Minification of JavaScript to reduce payload sizes and script parse time.

4. Improvement of the site's SEO by including high-quality, unique meta descriptions to increase search traffic.

5. The layout and pages are in accordance with an agreed content structure – and will provide easy maintenance capability to update news, articles, and pictures.

6. The website must have a web interface for the following:

   i. Maintenance of the home page and other sections. The interface will allow for deletion, addition or editing of new programs on the home page or other pages.

   ii. On-line Registration System for programs, trainings, seminars, conferences, and events.

      The web interface should:
      - Allow users to fill in pre-defined registration form suitable for trainings / seminar / conference as applicable

      - Allow users to purchase online using gateway payment facility

      - The web interface should be adaptable to all forms of mobile devices allowing users access to information of each event.

      - Provide the client with a protected web page for viewing registered participants.

      - Advertise banner ads/pop-up messages for promotional campaign

   iii. Back-end management support for the PH Travel RT-PCR Subsidy for Qualified Domestic Travel Project and other TPB projects that may be incorporated in the TPB Corporate Website

7. Content – Sitemap

    A. Home - VISUALS
    B. About Tourism Promotions Board
       1. COO's Corner
       2. Mandate
       3. Mission and Vision
       4. Core Values
       5. Organizational Chart
       6. Key Officials
       7. Board of Directors
       8. Tourism Act of 2009
       9. Annual Reports
       10. Accolades
    C. Tourism Branding Campaign
    D. Travel Trade
    E. Meetings, Incentives, Conventions and Exhibitions
    F. Business Investments
    G. Business Ventures
    H. One Stop Shop (Merchandising with payment facility)
    I. Online Payment
    J. Business Tourism Activities and Events
    K. Media Releases / Publications
    L. Invitation to Bid
    M. Citizen's Charter
    N. Transparency Seal
    O. GCG Requirements
    P. Corporate Governance Seal
    Q. Career Opportunities
    R. Freedom of Information (FOI)
    S. FAQs
    T. Useful Links
    U. E-newsletter
    V. Contact Us
    W. Feedback
    X. Visitor Counter
    Y. Sitemap

    Note: Content of the Site Map may be revised by TPB if deemed
    necessary

B. Training / Technology transfer

Documentation and Training: The Consultant will develop electronic and hardcopy documentation for all aspects of the administration of the TPB Corporate website and provide appropriate training to relevant MIS stakeholders. This will include on-the-job support and handholding (including in-person, telephone and on-line support), as well as formal courses at regular intervals throughout this assignment.

C. Dedicated Website Hosting and Maintenance for a period of <u>1 year.</u> High-capacity dedicated server to have the following minimum specifications:

SPECIFICATIONS OF DEDICATED SERVER
4 CPU CORES @3.1 GHZ   16 GB MEMORY   2 TB STORAGE   3 DEDICATED IPs   - UNMETERED BANDWIDTH   - FREE 1-YEAR SSL CERTIFICATE   - APPROPRIATE DATA SECURITY   - CentOS 6 only   - With Cpanel   - Patching   - Security

D.   Content Management System

1. The Web site should be developed with a user-friendly content management system at the back-end.
2. Access to the content management system should be provided to appropriate TPB personnel.

E.   Backups and Security

1. Hosting agreements for the Web site should include an appropriate service level agreement to ensure minimal downtime.

2. Monthly maintenance of the Web site, Database, Payment facility, and Image Bank should include regular backups.
3. Appropriate security measures shall be taken to secure the Web host and all social media properties against unauthorized intrusion.

F.   Ownership

The TPB website and its source codes are owned by TPB. Source codes and applications must be clearly defined by the client. Source codes and applications must be turned over to TPB and installed in the TPB server at the end of contract

G.   SMS (Short Message Service) and Credits

The winning supplier shall manage the sending of SMS as well as provide the SMS credits amounting to 80,000 text credits. All unused SMS credits for CY 2021 will be carried over the next year.

H.   Reporting

The winning supplier should provide a Quarterly report on the site covering the following:
1. Quarterly Visitor statistics – count of unique visits, pages/visits, average visit, duration, percentage of new visits, etc.
2. Analytics / Interpretation Report on the Visitor Statistics and provide recommendations
3. Outpost performance using available tools
4. Monthly Accomplishment Report

O.   Other Features

TPB Website should have a responsive web design adaptable to all screens and mobile devices.

DELIVERABLES

The successful proponent must be able to deliver the following:

- Operational website based on agreed upon concept and specifications: main Web site and Database, Payment facility and Image Bank.

  Web enhancement with appropriate programming ensuring:
  1. Enhanced usability through:
     - Simple and reliable navigation.
     - Achievement of faster browsing speed.
  2. Appropriate branding; consistency of appearance of graphics and text for aestheticism and professional appeal.
  3. Active content which may include animation.
  4. Ensure browser compatibility especially with Firefox, Internet Explorer, Chrome and other browsers.
  5. Creation of databases
     - Maintenance of databases
     - Design and development of interactive contact forms that is easy to fill in by website visitors.
     - Design and development of easy forms and survey creation tools with the ability to send the form to identified email addresses.
     - Notification system for projects with the ability to send to identified email addresses
     - Development of automatic archives option for items such as reports, training programmes etc. by year.
  6. Provision for remaining, over-writing or deleting old files completely as and when required.
  7. Creating easy to print versions of documents.
  8. Techniques adopted for search engine optimization and ensuring favorable website ranking in search engines.
  9. Submit the website to search engines including Google, Yahoo and Bing.
     - Easy accessibility of website by most if not all search engines.
     - Exchange links with identified websites for creating affiliations.

- Documentation – appropriate system documents to quickly guide users through specific tasks

- Staff training

- Flexibity to adopt new technology and upgrade if applicable within the period of the contract

- Any upgrade in the requirement of the Department of Information Communication Technology (DICT) template for government websites

- Coordination with the existing website supplier on the transfer of the credentials and domain website and hosting

TECHNICAL ELIGIBILITY DOCUMENTS:

1. Supplier must be an authorized ICT company.
2. List of Government and Private Sector Clients for the last three (3) years
3. List of ongoing and completed projects within the past three (3) year similar or related to the requirements
4. List of personnel to be assigned to the project with their respective job description and work experience for the last three (3) years.

BUDGET COST : Php860,000.00

TERMS OF PAYMENT:

15% of the total contract price - Submission of the following:

	REQUIREMENTS
1.	Timeline & Gantt Chart
2.	Presentation of three (3) proposed concepts / designs for the website

Deliverable for one (1) year:

	DELIVERABLES
1.	Approval and implementation of concept / design (should TPB decide to change the look of the TPB Website)
2.	Coordination with the previous website supplier on the

	transfer of the credentials and domain website and hosting
3.	On-line Registration System for programs, trainings, seminars, conferences, and events which may include On-line payment requirement
4.	Back-end management support for the PH Travel RT-PCR Subsidy for Qualified Domestic Travel Project and other TPB projects that may be included in the TPB Corporate Website
5.	Monthly Accomplishment Report with Analytics/ Interpretation Report on the Visitor Statistics
6.	Quarterly Visitor statistics – count of unique visits, pages/visits, average duration, percentage of new visits, etc.
7.	Maintenance of the Web site, Database, Payment facility and Image Bank / SMS Facility

Payment per quarter will be as follows:

1st quarter	25% of the contract price
2nd quarter	20% of the contract price
3rd quarter	20% of the contract price
4th quarter	20% of the contract price

QUALIFICATION OF BIDDER:

1. Bidders must have at least five (5) years of experience in website development and maintenance, and well versed in SEO strategy.
2. Bidders must be knowledgeable in PHP java script, CMS and Wordpress.
3. Bidders must have been in the ICT industry for at least five (5) years.
4. Bidders must have had at least three (3) projects developed with web portal capabilities.
5. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:
   · Project Manager (1 personnel)
   · Content Manager (1)
   · Graphic Designer (1)

·   Web Developer (2)
·   SEO Specialist (1)
·   Technical Support Team (1)

Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.

ADDITIONAL REQUIREMENTS:

Bidders will be required to make a presentation (maximum of 10 minutes) of their Plan Approach for the project. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

The bidder shall be advised on the schedule of presentation.

RATING GUIDE FOR TECHNICAL PROPOSAL

Technical Bid/Proposal Criteria and Rating (85% passing score)

CRITERIA	RATING	
I. Qualification of Personnel who may be Assigned to the Project		**20%**
Required qualifications and experience of the following key personnel · Project Manager (1 personnel) · Graphic Designer (1) · Content Manager (1) · Web Developer (2) · SEO Specialist (1) · Technical Support Team (1) Covering the suitability of the key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff and similar projects handled by personnel *(based on submitted CVs)* Key personnel involved in the project must have **A. Project Manager** • With three (3) or more years of relevant experience **(4%)** • With less than three (3) years of relevant experience **(0%)**		

B. Graphic Designer • With three (3) or more years of relevant experience **(4%)** • With less than three (3) years of relevant experience **(0%)** **C. Content Manager** • With three (3) or more years of relevant experience **(3%)** • With less than three (3) years of relevant experience **(0%)** **D. Web Developer** • With three (3) or more years of relevant experience **(3%)** • With less than three (3) years of relevant experience **(0%)** **E. SEO Specialist** • With three (3) or more years of relevant experience **(3**%) • With less than three (3) years of relevant experience **(0%)** **F. Technical Support Team** • With three (3) or more years of relevant experience **(3%)** • With less than three (3) years of relevant experience **(0%)**		
II. Firm Experience and Capability		**30%**
1. Bidders must have been in the ICT industry for at least five (5) years. **(10%)** 2. Bidders must have at least five (5) years of experience in website development and maintenance, and well versed in SEO strategy. **(10%)** 3. Bidders must have had at least three (3) projects developed with web portal capabilities. **(10%)**		
III. Plan Approach and Methodology		**50%**

Functionality of the presented Website design based on the features stated on the Deliverables Bidder's proposal incorporates value-added features, components and strategies that can complement the requirements stated in section II. Scope of Services **(30%).** Bidder's proposal fully adheres to the requirements stated on the Deliverables. **(20%)** Bidders' proposal does not adhere to the requirement stated on the Deliverables **(0%)**		
TOTAL		**100 %**