

# ANNEX A: SCOPE OF WORKS AND TECHNICAL SPECIFICATIONS

**SERVICE PROVIDER FOR THE MANAGEMENT AND  
MAINTENANCE OF THE REGIONAL TRAVEL FAIR (RTF) WEBSITE AND VIRTUAL PLATFORM  
7<sup>th</sup> and 8<sup>th</sup> REGIONAL TRAVEL FAIR  
25-27 June 2021 (Region VIII) Eastern Visayas  
06-08 November 2021 (Region IX) Zamboanga Peninsula**

## **I. BACKGROUND**

Following the successful implementation of last year's virtual edition of Regional Travel Fair (RTF), the Tourism Promotions Board (TPB) will stage two separate hybrid Regional Travel Fairs in 2021 featuring Eastern Visayas and the Zamboanga Peninsula regions in June and November, respectively. This is an excellent opportunity for the host regions to showcase their respective tourism offerings in strategic partnership with LGUs and private local industry players.

This event will feature a two-day hybrid selling to the public/consumer of discounted domestic tour packages, airline tickets, accommodation, and other tourism-related products and services. RTF will also feature a whole-day hybrid Business-to-Business session (B2B), a platform for the Sellers and Buyers to renew and expand their business network and have opportunities to innovatively develop travel-related business operations aligned with the government's health and safety guidelines and protocols. A webinar on best practices on tourism operation open to all tourism stakeholders is also part of the fair.

## **I. OBJECTIVES:**

The event aims to regain the consumer's public interest to travel domestically following the new norms in travel and help the tourism industry bounce back from the impact of the COVID-19 pandemic.

## **II. COMPONENTS OF REGIONAL TRAVEL FAIR (VIRTUAL EDITION)**

### **A. Tourism Forum (Webinar)**

The Tourism Forum is focused on educating at least 500 tourism stakeholders, which aim to update the knowledge and enhance the understanding of the participants on the following topics:

*Proposed Topic*

- *Eastern Visayas: Philippine Weave*
- *Zamboanga Peninsula: Philippine Halal Food*
- *Gender Trends in Tourism Destination*
- *Regional Tourism Updates: The Eastern Visayas and the Zamboanga Peninsula*

**B. Travel Exchange (TRAVEX)/(B2B)**

TPB will conduct a Business-to-Business hybrid meeting between participating Buyers and Sellers. The B2B is expected to generate direct sales and business leads, renew business deals, and give them the opportunity to network and meet new business partners.

**C. Business-to-Consumer (B2C)**

It is a 2-day online selling of discounted domestic tour packages to the consumers to be participated in by exhibitors from the host regions composed of domestic travel tour operators and travel agents, domestic hotels and resorts, destination management companies, domestic airlines, etc.

**D. Proposed Venue and Schedule of Activities *\*\*subject to change***

<b>PARTICULARS</b>	<b>Eastern Visayas</b>	<b>ZAMBOANGA PENINSULA</b>
Webinar and Technical Orientation	22 June 2021	29 October 2021
Business to Business Session (B2B)	25 June 2021	06 November 2021
Business to Consumer Session (B2C)	26-27 June 2021	07-08 November 2021

**SCOPE OF WORKS AND TECHNICAL SPECIFICATIONS FOR THE WEBSITE AND VIRTUAL EVENT PLATFORM**

---

<b>Technical Specification</b>	
<b>I. RTF Website</b>	
A.	Update and maintain pages of existing website in accordance with the agreed content structure for the following: <ol style="list-style-type: none"><li>1. News, articles, pictures, and infomercials.</li><li>2. Schedule of activities</li></ol>

- 3. List of Registered Sellers (exhibitors) and their profile including a maximum of three (3) tour packages or offerings per sellers to be posted on the web page
  - 4. List of Approved Buyers
- B. Provide the on-line Registration System for Tourism Webinar, Buyer and Seller delegates.
- C. Manage automatic email reminders and send invites and registration forms one (1) week prior to the schedule of the event.
- D. Manage sending of email blasts to participants to inform the participants for an announcement of the event.

**II. WEB HOSTING**

- A. Free value-added services for one (1) year of web hosting and maintenance.
- B. The Web site and database must be hosted on a dedicated stand-alone high-capacity server with the following minimum specifications:

Specifications of Dedicated Server
<ul style="list-style-type: none"> <li>● ON A CDN (Content Delivery Network)</li> <li>● 2 CPU CORES @ 3.1 GHZ</li> <li>● 8 GB MEMORY</li> <li>● 5 TB STORAGE</li> <li>● 3 DEDICATED IPS</li> <li>● UNMETERED BANDWIDTH</li> <li>● FREE 3-YEAR SSL CERTIFICATE</li> <li>● APPROPRIATE DATA SECURITY</li> <li>● Stack for Virtual Platform</li> <li>● Guaranteed 99.99% uptime</li> <li>● 90% Pagespeed Insight result</li> </ul>

- C. RTF website and its database must be regularly backed-up.
- D. Provide appropriate security measures to secure the web host against unauthorized intrusion and ensure minimal downtime of the web site.
- E. Provide 24/7 technical support
- F. Documentation – appropriate system documents to quickly guide users through specific tasks
- G. TPB personnel training on how to upload / update / revise content information
- H. The RTF Website and its source codes are owned by TPB. Source codes, applications, and databases must be turned over to TPB and installed in the TPB server on or before the end of the contract.
- I. Creation of Three (3) G suite accounts with a 1-year validity

	J. Coordination with the existing website provider on the transfer of the credentials and domain website and hosting.
--	---

<b>III. REGIONAL TRAVEL FAIR VIRTUAL PLATFORM</b>	
	<p>A. Provide a virtual platform that can host and manage the online version of an event at which goods and services for a specific industry are exhibited and demonstrated. The format can be as simple as a basic online directory or as complex as a virtual 3D world that includes the following virtual space.</p> <ol style="list-style-type: none"> <li>1. Home Plaza/ Web Landing Page link to the RTF website</li> <li>2. A custom lobby with a show greeting and navigation to other show locations and enables easy navigation for attendees on the following activities: <ol style="list-style-type: none"> <li>a. Business to Consumer (B2C) RTF Show</li> <li>b. Business to Business (B2B)</li> <li>c. Tourism Forum Webinar</li> <li>d. Virtual space to promote sponsors with banners as needed</li> </ol> </li> <li>3. Auditorium Page/Virtual Conference Hall <ol style="list-style-type: none"> <li>a. Attendees can view the scheduled live and on-demand presentations within the virtual show. No downloads. No pop-ups. It comes with tools to search and bookmark</li> <li>b. To show and record the Tourism Forum (Webinar) and other activities of the event.</li> <li>c. Easy-to-use Webinar Portal</li> <li>d. Monitor the entire event, registration, attendees, send automated follow-up emails, distribute recordings, and easily accessible demand.</li> <li>e. Large-capacity webinar room with at least 500 attendees, content and screen sharing, polls and surveys, live chat, and interactive Q&amp;A.</li> <li>f. Analytics and reports on email, registration, attendance, and engagement.</li> <li>g. E-Certificate of Exhibitors shall be provided once they fill-out the survey questionnaire. The design will be provided by TPB.</li> <li>h. The Tourism Webinar shall be broadcasted on any available social media platform. The recorded webinar shall be played or link via zoom.</li> </ol> </li> <li>4. Exhibit Hall/Virtual Travel Fair (Business to Consumer (B2C) - Duration: Two (2) days <ol style="list-style-type: none"> <li>a. Custom exhibitor booths can accommodate at least 50 to 70 Sellers exhibitors.</li> </ol> </li> </ol>

- b. Custom booth or identified corner at the lobby of local artisans(weavers) for two (2) Eastern Visayas and two (2) Zamboanga Peninsula.
  - c. Booths can be chosen from the template library or designed from existing sketches. Booths can offer white papers, product collateral, demos, rich media content, surveys, polls, and giveaways to visitors. Group and individual live chats are available for engaging with booth visitors.
  - d. Visit exhibitor booths, chat with representatives, download literature, watch videos, take a survey, register for a prize, etc.
  - e. Provide access and upload documents for the virtual booth design
  - f. Direct on-line selling in the Platform (c/o banking system of the Exhibitors)
  - g. Exhibitors, in this case, can receive notifications of booth visits, queries, and purchases while organizers can continue to promote the event using emails and social media in order to continue its activity.
  - h. Exhibit Hall can be shown on FB Live and YouTube Channel.
5. Resource Center - central repository of all show content –presentations, demos, documents, and presentations with search and bookmark tools
  6. Provide a networking/ Communications Center to find best matches for attendees, message board forums, message center to send/receive messages, and individual or group chat area.
  7. To enhance and manage 2-3 interactive games for the engagement of consumers and attendees.

**IV. HYBRID BUSINESS TO BUSINESS (B2B) NETWORKING FEATURES**

- A. To generate B2B session to the approved RTF Buyers and Sellers breakdown as follows:

PARTICULARS	ESTEARN VISAYAS	ZAMBOANGA PENINSULA
<b>Buyers</b> (Local Tour Operators, Travel Agents, and MICE Operators/Organizers)	100	100
<b>Sellers</b> (hotel/resort, Local Tour operators and Travel Agents, MICE facilities, transport and airline companies as well as destination management companies and DOT-Regional Offices)	50	50

	<ol style="list-style-type: none"> <li>1. Attendees can chat with each other and share business cards.</li> <li>2. Provide the pre-scheduled appointments wherein the Buyers and Sellers Meet for the B2B component</li> <li>3. Attendees can virtually exchange their products and offerings.</li> <li>4. Provide a minimum of 15 Business Appointments from 9:00 a.m. to 6:00 p.m.</li> <li>5. Provide a mechanism of daily monitoring of Sales Leads and Evaluation Survey (questionnaire to be provided by TPB)</li> </ol>
<p><b>III. MONITORING AND REPORTING</b></p>	
	<ol style="list-style-type: none"> <li>1. Generate performance reports for all components;</li> <li>2. Prepare analysis performance reports for all components;</li> <li>3. Generate report on final reach, values, and mileage earned for all components for the duration of the engagement.</li> </ol>
<p><b>IV. OTHER REQUIREMENTS</b></p>	
	<ol style="list-style-type: none"> <li>1. Provide website user guidelines and documentation;</li> <li>2. Provide content and source codes of the website to the project officer upon project completion</li> <li>3. Bidder must undertake a technical dry-run at least 10 calendar days prior to the implementation of the Event.</li> <li>4. Bidder shall coordinate with the RTF Virtual Technical Team Committee.</li> <li>5. The bidder shall shoulder all necessary travel expenses, required health protocol and other logistic requirements needed for the said event.</li> <li>6. Assign key personnel with relevant experience to the position. <ul style="list-style-type: none"> <li>● Project Manager (1) at least 3 years</li> <li>● Content Manager (1) at least 1 year</li> <li>● Graphic Designer (1) at least 1 year</li> <li>● Platform Developer (2) at least 1 year</li> <li>● Technical Support Team (2) at least 1 year</li> </ul> </li> </ol>

**XIV. QUALIFICATION OF BIDDER**

1. The supplier must be an ICT, Web Developer or Virtual Platform Service Provider which must have been in business operation for at least three (3) years;
2. Preferably a website developer, content management or handled other online/virtual platform for at least (3) years

XV. The approved Budget for the Contract is in the amount of **Three Million Five Hundred Thousand Pesos Only (Php3,500,000.00)** inclusive of all applicable taxes.

**XVI. Terms of Payment**

1. Approved Timeline and Gantt Chart (approved by TPB) 2. Approved Mock-up (based on the approved theme) for a. Virtual Event Platform b. Website 3. Approved proposed virtual event platform and website	15% of the total contract price
4. Full completion of deliverables for with corresponding terminal reports with analytics and Project Completion of the Eastern Visayas	35% of the total contract price
5. Approved proposed virtual event platform and website for Zamboanga Peninsula	40% of the total contract price
6. Submission of Terminal Report with analytics and Certification of Project Completion	10% of the total contract price

**XVII. SCHEDULE OF REQUIREMENTS:**

<b>PARTICULARS</b>	<b>CALABARZON</b>	<b>ZAMBOANGA PENINSULA</b>
Webinar and Technical Orientation	22 June 2021	29 October 2021
Business to Business Session (B2B)	25 June 2021	06 November 2021
Business to Consumer Session (B2C)	26-27 June 2021	07-08 November 2021

<b>REQUIREMENTS PER EVENT</b>	<b>DURATION</b>
A. RTF Website: 1. The website layout and pages are in accordance with the agreed content structure. 2. Online Registration System of participants 3. Send Email Blast	10-15 days before the event
B. Seamless Virtual Platform Log-in on the following activities 1. Tourism Webinar 2. Business to Business Session (B2B) 3. Business to Consumer (B2C)	10-15 days before the event
C. Technical rehearsal and walkthrough	10 days before the event
D. Business Appointment Matching Buyers and Sellers	10 days before the event
E. Website Traffic and Lead Generation Report	During and after the Event
F. Terminal Report of 4-day Activities	5 to 7 days after the event

**XVIII. PROJECT OFFICERS/CONTACT PERSONS**

**CESAR R. VILLANUEVA**

Acting Head, Sales Division

Domestic Promotions Department

Email address: cesar\_villanueva@tpb.gov.ph

**MICHELLE S. ALCANTARA**

Project Officer, Regional Travel Fair 2020

Email address: michelle\_alcantara@tpb.gov.ph

**MARK NICOLE EVANGELISTA /KARIZZA ZAPATA or ARIELLE YAMBOT**

Project Officers

Email address: nicole\_evangelista@tpb.gov.ph/ karizza\_zapata@tpb.gov.ph /  
arielle\_yambot@tpb.gov.ph