

## **TERMS OF REFERENCE**

### **WEB DEVELOPMENT AND MANAGEMENT AND OF TOURISM PROMOTIONS BOARD PHILIPPINE MOTORCYCLE TOURISM PROGRAM: WEB HOSTING, MAINTENANCE AND EMAIL/SMS SERVICES**

as of 13 April 2023

#### **I. OVERVIEW**

Philippine Motorcycle Tourism is one of the fast-growing niche market in the country with registered motorcycle vehicles 5,864,356 as of December 2020 (Annual Report of Land Transportation Office) . Major islands in our country are being explored by motorcycle riders – the unspoiled landscapes, beautiful and serene coasts, green forest wildlife, and natural splendors. This is one of the special habits of “riders” that encourage domestic travel accessible by motor bikes. Motorcycle tourism is an excellent example of the unusual and marginal nature of travel.

Following this, the Tourism Promotions Board (TPB) Philippines have collaborated and partnered with the Department of Tourism (DOT) and various motorcycle rider clubs and associations in the Philippines to develop a cohesive promotional plan to boost awareness on this niche market, to help jumpstart domestic travel.

Part of the plan is the development of an online platform specific to Motorcycle Tourism to include maximizing the use of social media, to reach motor riders nationwide as well as provide important information on travel safety protocols, how to get to hidden gems, among others. This platform will also encourage domestic travel through the engagement, of identified Key Opinion Leaders (KOLs) influencers and delivering measurable results and giving clear insight into campaigns.

#### **II. OBJECTIVES**

1. To help rebuild the traveling public’s confidence to travel domestically and eventually for the tourism industry to bounce back from the negative impact of the recent COVID-19 pandemic crisis.
2. To encourage more motorcycle sports enthusiasts to engage in a motor-sports tourism activity as a potential niche tourist product.
3. To tap motorcycle riders as domestic tourism ambassadors who will help promote the Philippines as a fun and diverse experience.
4. To instill a culture of tourism and pride of place among the ride and advocate responsible and sustainable tourism.

5. To promote road safety travel among the participants and adapt the government's safety guidelines and protocols in the hospitality industry as a new normal.

### **III. SCOPE OF WORKS AND DELIVERABLES:**

#### **A. Management and Maintenance of the Website**

1. Update and maintain pages of existing website in accordance with the agreed content structure for the following:
  - News, articles, pictures, and infomercials.
  - Schedule of activities
2. Research and Content Management System
3. Grouping information for a smooth user experience e.g. site map etc.
4. Support Email Blast and SMS messaging for an announcement of the event.
5. Training and transfer of technology
6. Provide the on-line Registration System for TPB project initiatives
7. Back-up and Recovery

#### **B. Free value-added services for one (1) year of web hosting and maintenance.**

### **IV. GENERAL SPECIFICATIONS AND DELIVERABLES:**

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

#### **A. WEBSITE / MICROSITE**

1. The site will be under the domain name of tpb.gov.ph
2. The site must be dynamic and interactive and should allow easy information update; the update process should not require specialized skills in web development.
3. The layout and pages are in accordance with an agreed content structure and approved by TPB– and will provide easy maintenance capability to update news, articles, pictures, featured destinations, itineraries, and infomercials.
4. The website must have a web interface for the following:

- a. Maintenance of the home page and other sections. The interface will allow for deletion, addition, or editing of new content on the home page or other pages.
  - b. Online Registration System for motorcycle riders for TPB initiated projects and newsletters.
5. Philippine Motorcycle Website should have a responsive web design adaptable to all screens and mobile devices.
- a. Enhanced usability through:
    - Simple and reliable navigation.
    - Achievement of faster browsing speed.
    - Appropriate branding; consistency of appearance of graphics and text for aestheticism and professional appeal.
    - Dynamic content, which may include animation.
    - Ensure browser compatibility, especially with Firefox, Internet Explorer, Chrome, and other browsers.

B. Management and Maintenance of the Website

1. Research and Content for The Website

- Sitemap (minimum requirement)
  - a. Home – VISUALS
  - b. On-line registration system (activity-based)
  - c. Press releases, videos, news, newsletters and articles
  - d. Riders' Photo Corner to feature per month
  - e. Calendar of Activities
  - f. Featured Destinations and Itineraries
  - g. Automated Chat
  - h. Quick Search
  - i. Auto reminder on upcoming activities
  - j. Automated email marketing
  - k. Automated SMS marketing
  - l. Photo gallery

2. Training / Technology transfer

Documentation and Training: The bidder will develop electronic and hardcopy documentation for all aspects of the administration of the Philippine Motorcycle Tourism website and provide appropriate training to relevant TPB personnel. 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.

Provision of Back-end Access (minimum)

- a. Uploads of the said website portal
- b. Printable/PDF version of applications and reports
- c. Email notification on every application received
- d. Export of data

3. Content Management System

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

4. Backups and Security

- a. Hosting agreements for the Web site should include an appropriate service level agreement (SLA) to ensure minimal downtime.
- b. Monthly maintenance of the Web site and Database, include regular backups.
- c. Appropriate security measures shall be taken to secure the Web host and all social media properties against unauthorized intrusion.

5. Ownership

The 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 the contract.

6. E-mail /SMS Services

- a. Provide 10,000 SMS load. Unconsumed SMS load can be carried over the following year.
- b. Customized Email/SMS notification for approved application and account activation
- c. Email/SMS notification for new posts/content to Riders.
- d. Email/SMS notification to the back-end for all applications received.
- e. Provides a platform for the E-mail / SMS services and access to TPB personnel (EDM/Newsletter platform).

7. Reporting

The winning bidder should provide a report on the site covering the following:

- a. Monthly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.
- b. Analytics / Interpretation Report on the Visitor Statistics and provide recommendations
- c. Outpost performance using available tools
- d. Monthly Accomplishment Report
- e. Creating easy to print versions of documents.

8. Pagespeed

Should meet the minimum page speed of 90% for both desktop and mobile access to the Membership website

9. SEO

- a. Techniques adopted for search engine optimization and ensuring favorable website ranking in search engines.
- b. Submit the identified keywords to search engines, including but not limited to Google, Yahoo, and Bing.
- c. 6 key words for SEO relative to motorcycles tourism
  - Motorcycle
  - Motor
  - Motorcycle Tourism
  - Rides
  - Hidden gems
  - TPB
- d. Bidders to submit a proposal for keywords tagging
- e. Easy accessibility of website by most if not all search engines.
- f. Exchange links with identified websites for creating affiliations.

10. Databases

- a. Maintenance of members list and other databases
- b. Option for forwarding updates thru email/SMS blasts to riders if requested.
- c. Design and development of interactive contact forms that are easy to fill in by website visitors.
- d. Design and development of interactive Registration forms

- e. Design and develop accessible forms and survey creation tools to send the form to identified email addresses.
- f. Development of automatic archives option for items such as reports, training programs, etc. by year.
- g. Export of reports and database

C. Dedicated Website Hosting and Maintenance. High-capacity dedicated server to have the following minimum specifications:

**SPECIFICATIONS OF DEDICATED SERVER**

- 4 CPU CORES @3.1 GHZ
- 8 GB MEMORY
- 2 TB STORAGE
- 3 DEDICATED IPs
- UNMETERED BANDWIDTH
- FREE 1-YEAR SSL CERTIFICATE
- APPROPRIATE DATA SECURITY
- CentOS 6 (or any other OpenSource system)
- With Cpanel
- Patching
- Security
- CDN technology

D. OTHER REQUIREMENTS:

1. Provide website user guidelines and documentation;
2. Provide content and source codes of the website to the project officer upon project completion
3. Bidder must undertake a technical dry-run at least 10 calendar days prior to the implementation of the Event.
4. Assign key personnel with relevant experience to the position. CV to be submitted.
  - Project Manager (1) at least 3 years
  - Content Manager (1) at least 1 year
  - Graphic Designer (1) at least 1 year
  - Technical Support Team (2) at least 1 year

**E. QUALIFICATION OF BIDDER**

1. The supplier must have been in business operation and experience services in ICT and Web Developer at least three (3) years or more which for at least two (2) years.
2. List of all its ongoing and completed government and private contracts within the past five (5) years, whether similar or not related to the requirements

**F. CONTRACT DURATION**

The contract shall be valid for twelve (12) months. The delivery of the services shall commence from the date of the receipt of Notice to Proceed.

**G. APPROVED BUDGET FOR THE CONTRACT (ABC)**

Three Hundred Thousand Pesos (Php300,000.00) inclusive of all applicable taxes and fees.

**H. PROJECT OFFICER/S**

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