

## **TECHNICAL SPECIFICATIONS**

### **SERVICE PROVIDER TO MANAGE THE REBRANDING, UPDATING, HOSTING, AND MAINTENANCE OF THE EXISTING DOT KOREA WEBSITE AND SOCIAL MEDIA ACCOUNTS**

*8-month engagement in 2025-2026*

#### **I. BACKGROUND**

Given that South Korea is the top source of international market handled by TPB, and its status as one of the most digitally connected countries, PDOT Korea has strategically enhanced its online promotions through its website and digital channels. This approach has proven to be a cost-effective way to reach the tech-savvy Korean travel market. Additionally has proven to be a cost-effective way to reach the tech-savvy Korean, the website is designed to be user-friendly for Koreans and has played a key role in disseminating information about the eTravel requirements for traveling to the Philippines. However, our contract with the previous service provider ended last 31 May 2024, and since then, our website has not been actively maintained.

With this, TPB, through the International Promotions Department, is proposing the procurement of the services of a web and online marketing agency abroad to provide strategic support in enhancing the online perception of Philippine tourism through various promotional and digital initiatives. Given the absence of a PR agency specifically handling Korea market, it is crucial to strengthen our digital presence and initiate the procurement process for selecting a new service provider.

The website and mobile customization are to be utilized by TPB through PDOT-Korea to market the Philippines and complement its promotion and communication strategies in South Korea. PDOT needs to continuously update and develop the database and contents for effective online marketing. The use of social media channels and online marketing partners will be maximized to reach out to wider segment of the tourism market for the Philippines.

#### **II. OBJECTIVES**

- To enhance the Philippines' digital presence in South Korea and promote various tourist destinations and activities using different online platforms (e.g., web/mobile site, and social media, etc.)
- To reinforce effective media coverage to raise the competitiveness of the Philippines as a tourist destination in South Korea and to emphasize safe travelling in the Philippines

- To ensure immediate PR response whenever negative reports on the Philippines arise and assist in building a positive image for the country

### **III. SCOPE OF WORK/DELIVERABLES**

Below outlines the responsibilities and deliverables of the web/online marketing company during an eight-month contract.

#### **A. Website Management, and Hosting**

- Design, layout of contents and special features
- Translate website contents in Korean language (maximum 70 pages excluding downloadable materials to be provided by DOT and TPB)
- Website maintenance and update
- Domain Registration
- Website is accessible and responsive design on smartphones.
- Scanning and conversion of materials to pdf for downloading.
- Web and Database Hosting
- Email hosting with corresponding storage space as required by DOT-Korea and TPB
- Chatbot maintenance

#### **B. Content Updating of Web and Mobile Site**

- Tourist Spot Directory - showcase popular tourist destinations with descriptions, activities, contact information, map and other relevant information.
- E-brochures for viewing and download

#### **C. Social Media Pages: Content creation/posting, monitoring, and management of the following DOT Korea Social Media Accounts:**

- Facebook
- Twitter
- Naver Cafe and Naver Blog
- YouTube
- Instagram
- Other forms of social media sites that may become popular to Koreans and deemed necessary by DOT

#### **D. Website Content Update and Development**

- Ensure that the DOT- Korea website is being updated on time.
- Develop new contents to be pre-approved by TPB and/or DOT- Korea

- E. Establish partnerships and recommend business implementations from identified DOT-Korea travel stakeholders.
- F. Daily answering of inquiries received in email and social media pages of DOT Korea.
- G. Posting of events/content on DOT- Korea social media pages and websites. Create and manage rich content that attracts visitors to DOT-Korea social media pages
- H. Issue and Crisis monitoring in social media pages and websites managed and controlled by DOT Korea
- I. Identify trends and insights, and optimize performance based on the insights.
- J. E-mail dispatch of Philippine tourism updates to subscribers of DOT Korea social media accounts
- K. Output and report generation - provide accurate and detailed performance reports with professional analysis

The above services will be delivered by the following timeline, subject to finalization with the winning bidder before contract signing:

<b>ACTIVITY</b>	<b>SUGGESTED TIMELINE</b>
a. Website Management, Enhancement, Hosting, and Renewal of Domain	Whole Duration of the Contract
b. Content Updating of Mobile Site	Monthly
c. Social Media Pages: Content creation/posting, and management of the following PDOT Korea social media accounts	Weekly
d. Website Content Update and Management	Monthly
e. Answering of inquiries received in email and social media pages of PDOT Korea	As necessary
f. Posting of events/content on PDOT Korea social media pages and website – create and manage rich content that	As necessary

attract visitors to PDOT Korea's social media pages	
g. Issue and crisis monitoring social media pages and website managed and controlled by DOT	As necessary
h. Identify trends and insights and optimize performance based on the insights	Monthly
i. Email dispatch of Philippine tourism updates to members	Monthly
j. Output and report generation	Monthly and upon request

### General Specifications

- The target market is the Korean internet and smartphone users (85% of the population are smartphone users)
- Media formats utilized should be available in Korea. The target includes desktop, android, and iOS users.
- The site should be user-friendly and mobile responsive with a simple site map. Site contents should follow the DOT Korea sitemap.
- The developer may utilize DOT/TPB photo archives and in the event of usage of non- DOT/TPB photos, the developer will be responsible for acquiring the copyrights and corresponding fee.
- All assets to be used must undergo vetting and receive prior approval from TPB and DOT. In cases where non-TPB/DOT assets are utilized, the developer shall be solely responsible for securing the necessary copyrights and ensuring proper usage rights.
- The website design should be aligned with DOT branding campaign guidelines.
- Interactive, social networking and community-based applications popularized in Korea are encouraged.
- Webpage should be available in the Korean language; however, the internet event participation will be limited to Korean (South) residents.
- Web page should have a monitoring mechanism, one for the general visitors and visitor traffic.
- Translation will be limited to only web content and does not include downloadable materials.
- The developer is encouraged to recommend other IT applications to spruce up the website, particularly if the said format is highly popular in Korea.
- Cost does not include equipment for video streaming server and related equipment.
- The team must comprise a Korean technical and marketing team assigned permanently for this project.

- The following key personnel must have at least three years of relevant experience to the assigned role for the project
  - Project Manager (must be Korean and fluent in English)
  - Web Developer (must be Korean)
  - Writer (must be Korean)
  - Graphic Designer (must be Korean)
  - Technical Support (must be Korean)

*\*Bidders may recommend additional personnel deemed fit for the Team.*

- Promote the Philippines and its events to the Korean population.
- Update and enhance the current website structure in line with DOT's current tourism campaign.
- The service provider shall support any new branding or campaign that will be developed and launched by the Department of Tourism and Tourism Promotions Board

#### **IV. QUALIFICATIONS OF THE SERVICE PROVIDER**

##### Eligibility Criteria

The Service Provider shall have at least five (5) years of experience in preparing and executing web/mobile design and development and online marketing projects specifically in the tourism industry. An agency with previous experience in handling website development and maintenance and web/mobile design and online marketing for the travel industry is an advantage. Agency/company to bid must be based in South Korea.

##### Technical Requirements

- 5-year record on marketing webpage and mobile app development preferably tourism industry.
- 5-year experience with online projects servicing the Korean market
- Composition of team members, particularly the designation of an individual who will administer and manage the web/mobile site and social media pages.
- Submission of at least one (1) web concept and online event.

### Documentary Requirements

The web/online marketing company is required to submit the Proposed Digital Marketing Strategy and Plan for eight months from the date of execution of the contract and a detailed company profile that should include the following:

- a. description of the company
- b. past clients and referrals
- c. past engagements and achievements
- d. organizational structure
- e. qualifications and experience of employees to be assigned to the team to handle the DOT Korea website and social media accounts
- f. proof of business operation issued by the Korean Government (business permit/business registration or tax registration certificate)
- g. Audited financial statements or its equivalent
- h. list of ongoing and completed projects (similar/not similar in nature) for the last five years

### **V. PAYMENT TERMS**

Payment of services will be issued quarterly, after submission of invoice and outputs and after TPB has certified that all deliverables and supporting documents for the preceding month are met.

### **VI. APPROVED BUDGET FOR THE CONTRACT (ABC)**

The Approved Budget for the Contract (ABC) is **FIVE MILLION PESOS only (PHP 5,000,000.00)**, currently estimated at **EIGHTY SEVEN THOUSAND SEVEN HUNDRED NINETEEN AND 30/100 US DOLLARS (USD 87,719.30)**, inclusive of all applicable taxes and fees.

*Note: The exchange rate shall be based on the effective exchange rate bulletin of the Bangko Sentral ng Pilipinas at the time of opening of bids.*

*However, the winning bidder shall be based on **LOWEST CALCULATED AND RESPONSIVE BID QUOTATION** provided that the bid amount does not exceed the above total budget.*

**VII. CONTRACT DURATION**

Eight (8) months which shall commence from the date of the receipt of the Notice to Proceed.

**VIII. CONTACT INFORMATION**

**For clarification and submissions, please contact:**

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