

**TECHNICAL SPECIFICATION
SERVICE PROVIDER FOR THE MANAGEMENT AND
MAINTENANCE OF THE REGIONAL TRAVEL FAIR (RTF) WEBSITE**

I. BACKGROUND

The 4-day RTF will feature the whole-day onsite Business-to-Business (B2B), and a two-day Business-to-Consumer (B2C) online/onsite selling to the public/consumer of discounted domestic tour packages, airline tickets, accommodation, and other tourism-related products and services being offered by the regions.

The on-site Business-to-Business (B2B) session to be participated by at least fifty (50) Buyers and 70 Sellers/Exhibitors nationwide. This aims 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.

The event is opened to onsite/online consumers will be feature product demonstrations of artisans, cuisines and other tourism offerings and live selling and interviews will be held here. Post tours for the Sellers and Buyers is also part of the travel fair.

II. OBJECTIVES:

- A. Generate domestic travel and spur local economy;
- B. Promote the Philippines as a safe, uniquely diverse, and fun destinations;
- C. To improve the products and income of man and woman-owned or operated tourism enterprises;
- D. To improve the representation of women and men as stakeholders of tourism development;
- E. More active promotion of gender equality, respect for human rights, and economic empowerment of women in tourism through more gender-sensitive tourism-related establishments.
- F. To build up a destination image from emerging and potential destination from different parts of the country;
- G. Educate new products and change potential visitor's destination image; and
- H. Provide facts about the tourism products of each region in the Philippines.

III. SCOPE OF WORKS AND DELIVERABLES:

- A. Scope of Services
 - 1. Design and content update of the website based on the specification.
 - a. Creating the basic lay-out and design of the website /microsite
 - b. Technically optimized and mobile-friendly website.
 - 2. Management and Maintenance of the Website
 - a. Research and Content Management System
 - b. Grouping information for a smooth user experience e.g. site map etc.
 - c. Support Email Blast and SMS messaging for an announcement of the event.
 - d. Training and transfer of technology
- Documentation and Training: The bidder will develop electronic and hardcopy documentation for all aspects of the administration of the RTF 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)
 - Uploads of the said website portal
 - Printable/PDF version of applications and reports
 - Email notification on every application received.
 - Export of data
- e. Provide the on-line Registration System for Regional Travel Fair Event
- f. Back-up and Recovery

B. General Specifications and Deliverables

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

1. Website/Microsite

- a. The site will be under the domain name of tpb.gov.ph
- The site must be dynamic and interactive and should allow easy information update; the update process should not require specialized skills in web development.
 - 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.
 - The website must have a web interface for the following:
 - 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. RTF Website should have a responsive web design adaptable to all screens and mobile devices. 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.
- c. Management and Maintenance of the Website
- Research and Content for The Website
 - Sitemap (minimum requirement)
 - Home – VISUALS
 - On-line registration system (activity-based)
 - Press releases, videos, news, newsletters, and articles
 - Riders’ Photo Corner to feature per month
 - Calendar of Activities
 - Featured Destinations and Itineraries
 - Automated Chat
 - Quick Search
 - Auto reminder on upcoming activities
 - Automated email marketing
 - Automated SMS marketing
 - Photo gallery
- d. Content Management System

- The Web site should be developed with a user-friendly content management system.
 - Access to the content and management system should be provided to appropriate TPB personnel.
- e. Backups and Security
- Hosting agreements for the Web site should include an appropriate service level agreement (SLA) to ensure minimal downtime.
 - Monthly maintenance of the Web site and Database, include regular backups.
 - Appropriate security measures shall be taken to secure the Web host and all social media properties against unauthorized intrusion.
- f. 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.
- g. SEO
- Techniques adopted for search engine optimization and ensuring favorable website ranking in search engines. (kindly identify preferable ranking)
 - Submit the identified keywords to search engines, including but not limited to Google, Yahoo, and Bing.
 - 6 key words for SEO relative to Regional Travel Fair
 - Regional Travel Fair
 - Travel Fair
 - Regional
 - Fair
 - TPB
 - Tourism
 - Bidders to submit a proposal for keywords tagging.
 - Easy accessibility of website by most if not all search engines.
 - Exchange links with identified websites for creating affiliations.
- h. Databases
- Maintenance of list of participants and databases
 - Option for forwarding updates thru email/SMS blasts to the participants if requested.
 - Design and development of interactive contact forms that are easy to fill in by website visitors.
 - Design and development of interactive Registration forms
 - Design and develop accessible forms and survey creation tools to send the form to identified email addresses.
 - Development of automatic archives option for items such as reports, training programs, etc. by year.
 - Export of reports and database

C. Web Hosting

1. 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
 - a. ON A CDN (Content Delivery Network)
 - b. 2 CPU CORES @ 3.1 GHZ

- c. 8 GB MEMORY
 - d. 5 TB STORAGE
 - e. 3 DEDICATED IPS
 - f. UNMETERED BANDWIDTH
 - g. FREE 3-YEAR SSL CERTIFICATE
 - h. APPROPRIATE DATA SECURITY
 - i. Stack for Virtual Platform
 - j. Guaranteed 99.99% uptime
 - k. 90% Pagespeed Insight result
2. RTF website and its database must be regularly backed-up.
 3. Provide appropriate security measures to secure the web host against unauthorized intrusion and ensure minimal downtime of the web site.
 4. Provide 24/7 technical support
 5. Documentation – appropriate system documents to quickly guide users through specific tasks
 6. TPB personnel training on how to upload / update / revise content information
 7. 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.
 8. Creation of Three (3) G suite accounts with a 1-year validity
 9. Coordination with the existing website provider on the transfer of the credentials and domain website and hosting.
 10. E-mail /SMS Services (kindly be consistent on the required number of SMS loads)
 - 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 participants.
 - 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).

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. The bidder shall shoulder all necessary travel expenses, and other logistic requirements needed for the said event.
5. Assign key personnel with relevant experience to the position.
 - a. Project Manager (1) at least 3 years
 - b. Content Manager (1) at least 1 year
 - c. Graphic Designer (1) at least 1 year
 - d. Technical Support Team (2) at least 1 year

IV. PROJECT IMPLEMENTATION SCHEDULE

Indicative Dates

Region XII: General Santos City, 28 – 30 June 2023

Region VI: Roxas City, Capiz, 11 – 13 October 2023

V. ADDITIONAL TECHNICAL REQUIREMENTS

- A. The supplier must have been in business operation and experience services in ICT and Web Developer for at least three (3) years or more.
- B. List of ongoing and completed government and private contracts within the past three (3) years, whether similar or not related to the requirements

VI. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for the Contract (ABC) is **FIVE HUNDRED THOUSAND PESOS ONLY (PHP500,000.00)** inclusive of all applicable taxes and fees.

VII. TERMS OF PAYMENT

Payment will be on a send-bill arrangement. Supplier is encouraged to have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

VIII. CONTRACT DURATION

The contract shall be valid for twelve (12) months. The contract shall commence from the date of the receipt of Notice to Proceed until the full completion of deliverables.

IX. PROJECT OFFICERS CONTACT INFORMATION

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