

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

I. BACKGROUND

In 2025, the implementation of the 15th and 16th Regional Travel Fair will feature Region II and Region IVB.

The RTF will feature 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.

This will also highlight the one-day on-site Business-to-Business (B2B) session, a platform for the Sellers and Buyers to renew and expand their business network and have opportunities to innovate and develop travel-related business operations aligned with the government's health and safety guidelines and protocols.

A pre/post tour for the buyers/sellers/exhibitors will be part of the program for them to be updated on the new destination circuits offered by the regions.

Furthermore, RTF will highlight and feature the local artisans particularly the Philippine Weaves, aimed at promoting their local products and the community-based tourism enterprises in the regions.

The upcoming 15th and 16th Regional Travel Fair (RTF) will be held in Region II and IVB, showcasing the Cagayan Valley Provinces and MIMAROPA on August 14-18, 2024, and November 7-10, 2024, respectively.

II. OBJECTIVES:

1. Generate domestic travel and spur local economy.
2. Promote the Philippines as a safe, uniquely diverse, and fun destinations.
3. To improve the products and income of or operated tourism enterprises.
4. To improve the representation of women and men as stakeholders of tourism development.
5. More active promotion of gender equality, respect for human rights, and economic empowerment of women in tourism through more gender-sensitive tourism-related establishments.
6. To build up a destination image of emerging and potential destinations from different parts of the country.
7. Promote new products and change potential visitor's image of the destination.
8. Provide facts about the tourism products of each region in the Philippines

COMPONENTS OF REGIONAL TRAVEL FAIR PER RUN

A. Travel Exchange (TRAVEX)/(B2B) ON-SITE

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

B. Business-to-Consumer (B2C)

It is a two-day 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.

C. Pre/Post Tour Activities of the RTF Sellers and Buyers

These is activities to educate the travel trade with new tourism destinations and to expand tour package offerings in the country.

Proposed Venue and Schedule of Activities: * subject to change

COMPONENTS	TARGET NUMBERS OF PARTICIPANTS PER RUN OF RTF
Onsite Business to Business Session (B2B) Whole day	60 Seller/Exhibitor Companies / 50 Buyers Companies
Business to Consumer Session (B2C) Two-day	60 Seller/ Exhibitor Companies
Buyers Pre/Post-Tour Activities	60 Buyer Companies

III. SCOPE OF SERVICES AND DELIVERABLES:

<p>A. SCOPE OF SERVICES</p> <p>1. Design and content update of the website based on the specification.</p> <ul style="list-style-type: none"> a. Enhance the layout and design of the existing website /microsite b. Technically optimized and mobile-friendly website. c. SEO Optimization <p>2. Management and Maintenance of the Website</p> <ul style="list-style-type: none"> a. Research and Content Management System b. Grouping information for a smooth user experience e.g. site map etc. c. Support Email Blast for an announcement of the event. d. Training and transfer of technology
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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.

- i. Provision of Back-end Access (minimum)
- ii. Uploads of the said website portal
- iii. Printable/PDF version of applications and reports
- iv. Provide website user guidelines and documentation.
- v. Provide training to TPB personnel on how to upload, update, and revise website content.
- e. Provide the online Registration System for Regional Travel Fair Event
- f. Back-up and Recovery

3. Technical Support

- a. Provide 24/7 technical support – 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.
- b. Submit an incident report to MIS Department within the day in case the website is compromised by a third-party.

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

- i. The site must be dynamic and interactive and should allow easy information update; the update process should not require specialized skills in web development.
- ii. 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.
- iii. 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:

- i. Simple and reliable navigation.
- ii. Achievement of faster browsing speed.
- iii. Appropriate branding; consistency of appearance of graphics and text for aestheticism and professional appeal.

- iv. Dynamic content, which may include animation.
- v. Ensure browser compatibility, especially with Firefox, Internet Explorer, Chrome, and other browsers.

c. Management and Maintenance of the Website

- i. Research and Content for The Website
- ii. Sitemap (minimum requirement)
 - Home – VISUALS
 - Online 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

- i. The Website should be developed with a user-friendly content management system.
- ii. Access to the content and management system should be provided to appropriate TPB personnel.

e. Backups and Security

- i. Hosting agreements for the Website should include an appropriate Service Level Agreement (SLA) to ensure minimal downtime.
- ii. Monthly maintenance of the Website and Database, include monthly regular backups.
- iii. Appropriate security measures shall be taken to secure the Web host and all social media properties against unauthorized intrusion.

f. Ownership

- i. The website, content, assets, and its source codes are owned by TPB. Source codes and applications must be turned over to TPB and installed in the TPB server at the end of the contract. Suppliers must provide assistance in migration during the turn-over of the system.

g. Enhance the Current Search Engine Optimization (SEO)

- i. Techniques adopted for search engine optimization and ensuring favorable website ranking in search engines. (kindly identify the preferable ranking)
- ii. Submit the identified keywords to search engines, including but not limited to Google, Yahoo, and Bing.
- iii. 6 keywords for SEO relative to Regional Travel Fair
 - Regional Travel Fair
 - Travel Fair
 - Regional
 - Fair
 - TPB
 - Tourism
- iv. Bidders to submit a proposal for keyword tagging.
- v. Easy accessibility of website by most if not all search engines.
- vi. Exchange links with identified websites for creating affiliations.

h. Databases

- i. Maintenance of list of participants and databases
- ii. Development of automatic archives option for items such as reports, training programs, etc. by year.
- iii. Export of reports and database

i. SMS/Email

- i. Option for forwarding updates through email/SMS blasts to the participants if requested.
- ii. Creation of three (3) G Suite accounts with a 1-year validity.
- iii. Email/SMS Services (kindly be consistent on the required number of SMS loads)
 - Provide ten-thousand (10,000) SMS load. An unconsumed SMS load can be carried over the following year.
 - Customized Email/SMS notification for approved applications and accounts.
 - Email/SMS notification for new posts/content to participants.
 - Email/SMS notification to the back0end for all applications received.
 - Provides a platform for email/SMS services and access to TPB personnel (EDM/Newsletter platform).

j. Registration Forms

- i. Design and development of interactive contact forms that are easy to fill in for website visitors.
- ii. Design and develop accessible forms and survey creation tools to send the form to identified email addresses.

k. Reporting

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

- i. Monthly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.
- ii. Analytics / Interpretation Report on the Visitor Statistics and provide recommendations
- iii. Outpost performance using available tools
- iv. Monthly Accomplishment Report
- v. Creating easy-to-print versions of documents.

C. WEB HOSTING

1. The Website 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"> ● ON A CDN (Content Delivery Network) ● 2 CPU CORES @ 3.1 GHZ ● 8 GB MEMORY ● 5 TB STORAGE ● 3 DEDICATED IPS ● UNMETERED BANDWIDTH ● FREE 3-YEAR SSL CERTIFICATE ● APPROPRIATE DATA SECURITY ● Stack for Virtual Platform ● Guaranteed 99.99% uptime ● 90% Page speed Insight result

2. Provide appropriate security measures to secure the web host against unauthorized intrusion and ensure minimal downtime of the website.
3. Coordination with the existing website provider on the transfer of the credentials and domain website and hosting.

	<p>D. OTHER REQUIREMENTS</p> <ol style="list-style-type: none"> 1. Bidder must undertake a technical dry-run at least 10 calendar days prior to the implementation of the event. 2. The bidder shall shoulder all necessary travel expenses, and other logistic requirements needed for the said event, if applicable. 3. Assign key personnel with relevant experience to this project. 4. Willingness to respond to immediate/unforeseen changes in specifications on the website content. 										
<p>V.</p>	<p>QUALIFICATION OF BIDDER</p>										
	<ol style="list-style-type: none"> A. The supplier must have been in business operation and experience services in ICT and Web Development for at least three (3) years or more. B. List of all its ongoing and completed government and private contracts within the past three (3) years, similar to the requirements. 										
<p>VI.</p>	<p>PROJECT IMPLEMENTATION SCHEDULE</p> <ol style="list-style-type: none"> A. RTF Website Design not later than 15 April 2025 B. Available on live website not later than 15 May 2025 C. Actual dates of implementation of the project: <ul style="list-style-type: none"> • Region II: Tuguegarao City, Cagayan 14-18 August 2025 • Region VI: Roxas City, Capiz, 07-10 November 2025 										
<p>VII.</p>	<p>APPROVED BUDGET FOR THE CONTRACT (ABC) The ABC is Five Hundred Thousand Pesos (PhP500,000.00) inclusive of all applicable taxes and fees.</p>										
<p>VIII.</p>	<p>TERMS OF PAYMENT Payment will be on send-bill arrangement. Supplier is encouraged to have a Landbank account. Payment will be made through an LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.</p> <table border="1" data-bbox="370 1398 1382 1713"> <thead> <tr> <th data-bbox="370 1398 915 1440">PARTICULARS/PER EVENT</th> <th data-bbox="915 1398 1382 1440">TERMS OF PAYMENT</th> </tr> </thead> <tbody> <tr> <td data-bbox="370 1440 915 1514">Acceptance and approval of website content and design</td> <td data-bbox="915 1440 1382 1514">15% of the total contract price</td> </tr> <tr> <td data-bbox="370 1514 915 1556">Availability of website offline</td> <td data-bbox="915 1514 1382 1556">35% of the total contract price</td> </tr> <tr> <td data-bbox="370 1556 915 1629">Availability of website on live and maintenance</td> <td data-bbox="915 1556 1382 1629">40% of the total contract price</td> </tr> <tr> <td data-bbox="370 1629 915 1713">Submission of Terminal Report and Certification of Project Completion</td> <td data-bbox="915 1629 1382 1713">10% of the total contract price</td> </tr> </tbody> </table>	PARTICULARS/PER EVENT	TERMS OF PAYMENT	Acceptance and approval of website content and design	15% of the total contract price	Availability of website offline	35% of the total contract price	Availability of website on live and maintenance	40% of the total contract price	Submission of Terminal Report and Certification of Project Completion	10% of the total contract price
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<p>IX.</p>	<p>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.</p>										

X.

PROJECT OFFICER/S

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