



**Part B: - SCOPE OF WORK - SAT Tender SAT 229/23 - DIGITAL & TECHNOLOGY PANEL OF SERVICE PROVIDERS**

Bid Description	
<p style="text-align: center;"><b>Digital &amp; Technology Panel of Service Providers</b></p> <p style="text-align: center;">for</p> <p style="text-align: center;"><b>South African Tourism</b></p>	
<b>Bidder Name:</b>	
<b>CSD MAA number</b>	MAAA
<b>Tender Number:</b>	SAT Tender Number SAT 229/23
<b>Closing Time:</b>	<u>12:00 pm</u>
<b>Closing Date:</b>	<u>31 January 2024</u>  (No late submission will be accepted)
<b>Non-Compulsory Briefing Session:</b>	Yes
<b>Meeting link for Non-compulsory briefing Session:</b>	Non-Compulsory Briefing Link:  <a href="https://meet.google.com/cmk-uufn-pae?authuser=0">https://meet.google.com/cmk-uufn-pae?authuser=0</a>
<b>Date and Time:</b> 23 January 2024 at 11:00 AM (South African Time)	
<b>Contact Person</b>	Thembelihle Nyide
<b>Bid Submission Address</b>	<p><a href="https://e-procurement.southafrica.net">https://e-procurement.southafrica.net</a></p> <p>Should bidders encounter any issues, queries must be directed in writing to <a href="mailto:tenders@southafrica.net">tenders@southafrica.net</a></p>

	<b>No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered</b>
<b>Contact Person</b>	Thembelihle Nyide
<b>Email Address</b>	<a href="mailto:tenders@southafrica.net">tenders@southafrica.net</a>

**ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)**

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT

## 1 CLOSING DATE

The closing date for submitting proposals is 31 January 2024 at 12:00 pm. No late submissions will be accepted.

## 2 TENDER SUBMISSION LINK

### 2.1 TENDER SUBMISSION LINK

South African Tourism have developed and implemented an online e-procurement Portal, enabling bidders to respond to procurement opportunities as and when they are issued by South African Tourism.

The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system to RSVP to tender briefings, and to submit tender responses on the portal.

The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox, and Safari. Interested bidders should, with immediate effect, consider registering and submitting their bid proposals on the portal, which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>.

All bidders should, therefore, take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address are no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments about this tender before due dates.

Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires, and specifications in all respects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.
- 2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

### **3 CONTACT AND COMMUNICATION**

- 3.1 A nominated official of the bidder(s) can make enquiries in writing to the specified person, Thembelihle Nyide, via email at [tenders@southafrica.net](mailto:tenders@southafrica.net). Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing no later than 23 January 2024 @12h00pm.

All responses (addendum with Questions and Answers) will be communicated with all attendees of the Non-compulsory briefing sessions on or before 24 January 2024.

#### **3.3. VALIDITY PERIOD**

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the contract period.

#### **3.4. DURATION OF THE CONTRACT**

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidders who form part of the panel of service providers. The individual contracts will also be subject to a periodic performance evaluation on agreed terms and conditions with each successful bidder unless the parties agree otherwise.

#### 4 GENERAL OVERVIEW

The role of a Destination Marketing Organization (DMO) is increasingly shifting with the ever-changing consumer and sector demands. The global pandemic has accelerated digital adoption and technology transformation, with users needing to resort to online, digital, and technology to access products and services they would otherwise purchase physically.

South African Tourism wants to appoint a panel of service providers to assist with technological and digital solutions to promote South Africa. The panel will further deliver on the organization's digital innovation and transformation needs.

The panel will play an active role in implementing the digital transformation roadmap, delivering the business tech innovation requirements and special projects as they arise, and providing hands-on delivery of solutions that require specialized tech and digital skill that does not already exist in either the organization or amongst the existing service providers.

#### 5. SCOPE OF WORK

SA Tourism requires a panel of service providers to support delivering the organization's unusual business and transformation needs that require technology and digital expertise.

The business's unusual and transformative needs are guided by the following 4 guiding principles set to assure the organization's relevancy and future state and champion the digital outlook for the sector:

##### 5.1. Purpose-Driven

- Facilitating travel and driving tourism quality across the full value chain;
- Contributing to economic growth and enabling the dispersion of high-value visitors across South Africa.

##### 5.2. Collaborative

- Improving tourism seasonality and dispersion beyond traditional tourism assets and gateways;
- Growing tourism revenue share through visitor yield, length of stay and repeat visitation;
- Delivering messages and content across the full customer journey.

##### 5.3. Data-Driven

- Leveraging evidence-based information, data and research from disparate sourced, utilizing new technologies and methodologies for improved real-time decision making based on the understanding of consumer shifts and performance of marketing activities.

#### **5.4. Agile and Efficient**

- Creating a variable cost model that is responsive to external market changes and adjustments;

- Shedding inefficient legacy operations to become more agile, innovative and efficient.

SA Tourism recognises that it is currently suffering from several operational constraints that impact delivering the envisioned future state and limit its current performance as a DMO. These include, but are not limited to:

- Process inefficiencies;
- Lack of data and analytics processing to drive decision-making;
- Fragmented applications and system environment;
- Non-digital mindset and ways of working.

Beyond remediating these critical foundational issues, SA Tourism also seeks to reimagine itself as a new digital organisation that can transform and excel in its mandate and champion the digital outlook for the sector.

To achieve the future state, the scope of work for the panel of service providers involves both internal and external needs as follows:

- Perform a readiness assessment with regards to digitalisation for SA Tourism;
- Model the future state of an SA Tourism digital transformation;
- Map out organisational frameworks (Digital and Technology) and processes that should be implemented for SA Tourism digitalisation;
- Develop and implement a digital transformation journey.

The digitalisation assessment is an initial step in the organisation's digital transformation vision. This assessment will benchmark the organisation's current digital and technology maturity, the appropriate operating model enablement for the future state, a comprehensive transformation roadmap, and a supporting project implementation plan.

In this context, SA Tourism is looking for a panel of service providers that can deliver 360 technology and digital solutions comprising of but not limited to:

- Digital and Technology Assessment
- Digital and Technology Framework Design

- Complete tourism value chain tracking across all audience segments;
- Data storage and management framework
- Provide technology to provide a near-real-time view of product availability in South Africa across all product categories;
- Data Management (ETL or ELT), data syndication between SA Tourism and 3rd party platforms and big data acquisition capabilities;
- Market Research, Primary and secondary data collection and analysis, Econometrics modelling (measuring/estimating the impact on GDP);
- Digital business modeling;
  
- Training and upskilling;
- Practical applications of data in real-time;
- Cyber-security, advanced online security measures and intervention in cyber-attacks;
- Internet of Things (IoT) infrastructure set-up and growth path;
- Advanced hands-on coding capability and Artificial Intelligence (AI) algorithm building;
- Full-stack development capability, inclusive of Virtual Reality (VR) and Augmented Reality (AR) building and implementation;
- Predictability model building;
- Data privacy policies, locally and globally, adhered to in all solutions proposed;
- Legal requirements and elements in place across all solutions proposed and implemented locally and globally (POPIA, GDPR or similar dependent to county of service);
- Tourism Blockchain of verification related to COVID (ex: vaccine passport) - provide a good visitor experience based on a verified profile;
- Technology and digital transformation roadmap
- Software Licenses, Subscriptions and Application development (Migration and modernization)

The above is the principle of data as a core strategic asset, enabling the organisation to become data-driven, more agile and gain greater speed to market products and experiences against SA Tourism target audience needs, despite its challenging compliance environment.

Further, by leveraging digital technology, SA Tourism seeks to adopt new and enhanced ways of working to foster a productive, collaborative and innovative culture that collectively succeeds in operationalising the organisation's strategy.

Services must be delivered quickly, effectively, professionally, independently, and responsible on request. Services need to be rendered for local and regional (SADC) office requirements.

The successful bidders will form part of the panel of suppliers to provide the 360 digital and technology services to SA Tourism as and when needed on a project basis. Being on the panel doesn't mean a service provider will be guaranteed a specific project/s, as objective criteria will apply to each project related to particular project needs and requirements, i.e. expertise, experience, turn-around-time, pricing, etc.

Bidders appointed to the panel will be required to compete for the projects through a Request for Quote (RFQ) competitive method and subject to a fair system. For the first project, an RFQ will be sent to all service providers on the panel.

## 6. PROPOSALS.

SA Tourism is extending an invitation to full-service technology companies to provide detailed proposals that demonstrate their capacity and capability to perform the specified functions as part of a panel of expert service providers, inclusive of:

- 6.1. A comprehensive and 360 technology service package that covers the full scope of work including, but not limited to: Tools; Resources; Systems; Subscriptions; Events; Seminars, and Training.
- 6.2. The project methodology that will be used with SA Tourism to deliver on the project requests, inclusive of project management and workflow management tools.
- 6.3. A profile overview of the resources and skills available to SA Tourism on the panel;
- 6.4. Rate card itemised view of individual services and solutions.

## 7. PANEL UTILISATION GUIDELINE.

- 7.1. The panel will consist of firms that reach 70% threshold on functionality, Phase 2B
- 7.2. The selection of service providers from the panel for the RFQ process will be rotational or guided by the specific service required.
- 7.3. The contracting of service providers for a specific work assignment will be facilitated by the Supply Chain Management (SCM)
- 7.4. There is no guarantee that a service provider on the panel will be contracted for specific work assignments during the tenure of this contract.
- 7.5. Assignments will be structured as work packages that clearly define the scope and objective of work, proposed timeframes, qualifying criteria, qualification requirements, expected duration (hours), and expected deliverables, amongst others.

- 7.6. Bidders shall be required to be competent and experienced in all aspects related to a specific area of specialization unless SA Tourism in its sole discretion, deems it necessary to deviate from this requirement.
- 7.7. Bidders will be notified of their appointment to the Panel for the area(s) of specialization as specified, by means of an official letter of appointment issued by SA TOURISM's Supply Chain Management Department. No other communication in any form from any other official shall constitute a valid appointment to the Panel.
- 7.8. Bidders will be notified of a brief to render services for a particular scope/matter falling within the area(s) of specialization, by means of an official brief/appointment issued by SA Tourism's Key Personnel together with a reference number confirmed by SA Tourism 's Supply Chain Department. No other communication in any form from any other official shall constitute a valid brief.
- 7.9. This is a non-exclusive panel and SA Tourism may at its sole discretion, source service outside the panel.

**7.10. The objective criteria may be utilised:**

- 7.10.1. in case of rotation of suppliers from the panel that may at times results not all bidders receiving briefs or not appointing the highest scorer provided that such conditions will be pre-determined as part of the RFQ process.
- 7.10.2. Poor performance from bidder's past assignment supported with documentary evidence, may result on the bidder's Passover to the next highest scoring bidder.

END.