



SOUTH AFRICAN TOURISM

Delivered by email

RFQ-001-DOM-21

Date: 06 December 2021

Dear Bidder

**Subject Matter: Request for Quotation - Domestic Tourism Trade Educational and Development.**

South African Tourism Board (SA Tourism) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of SA Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors. It is common cause that tourism is a key strategic industry in terms of The National Tourism Sector Strategy documents as it supports governments' objectives of alleviating the triple challenges of unemployment, poverty and inequality.

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive and cost-effective and also confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.

As a schedule 3A public entity, SA Tourism complies with the Framework for Strategic Plans and Annual Performance Plans (2010) which was recently revised by the Department of Planning, Monitoring and Evaluation. This framework provides the principles for short and medium-term planning as well as the alignment to medium and long-term government priorities.

South African Tourism currently runs the Sho't Left campaign which is aimed at encouraging South Africans to explore their own country. There is a continuous effort to showcase the wide range of product and experiences available in South Africa which includes our 3 main interest areas of Bush, Berg and Beach.

Through our Sho't Left platforms we aim to prioritize the distribution channel to build their knowledge and familiarity of South African leisure experiences through reinvented tools and platforms that are in line with the evolution of the consumer. To enable them to drive, promote and sell local travel effectively.

The domestic travel market has been reclassified into three primary segments, based on the degree of holiday-taking culture across the population:

**Build Segment:**

This group primarily travels to visit their friends & families and for them they consider this a holiday.

**Convert Segment:**

This group prefers to plan their trip beforehand and whenever they are on holiday they do not prefer to stay with family. They are also weary of the expenses around traveling

**Defend Segment:**

Adults already travelling for holiday purposes and are mature in terms of holiday travel. They tend to travel regularly including overseas trips, and are looking for new and exciting places to visit in South Africa

In line with the Tourism Sector Recovery Plan there are three strategic themes that are central to South Africa's recovery: Re-Igniting Demand, Rejuvenating Supply and Strengthening Enabling Capability. With this in mind, this project aims to enable and empower local travel and tourism trade through training and industry engagement so they have the ability to sell South Africa to South Africans. The project will focus on highlighting the importance of domestic travel and the impact it has on our local economy by showcasing a wide range of local product and experiencing to travel agents and tour operators.

SA Tourism invites prospective bidders for the following:

- A National Tour Operator, required to fulfil a training programme that should include first-hand experience of our destination and face to face engagement with suppliers and product owners, to encourage an environment that will contribute to growing businesses in the sector.
- The National Tour Operator will be required to provide development opportunities for travel agents and smaller tour operators with a specific element focussing on SMME development.
- The National Tour Operator will be required to execute a minimum of 2 Tours with a maximum of 20 agents/operators per tour, training elements for travel agents and tour operators, to be completed by 31 March 2022
- The National Tour Operator will be required to have an extensive database of local travel and tourism trade, including small, medium and large companies

**Key Objectives:**

- To focus on some of the less visited areas and showcase small business owned properties and experiences around the country (small dorpies, villages and rural locations).
- Consider Bush, Berg and Beach elements when planning itineraries to align with the South African Tourism Domestic Strategy

- Offer a variety of products and experiences that align with the Domestic market that would encourage local travellers to explore beyond their own Province
- Should include a variety of accommodation types ranging from affordable luxury, budget including outdoor options e.g. camping/glamping in line with the latest domestic traveller trends.
- Ensure the participating product owners, agents, tour operators, suppliers meet the necessary criteria in line with COVID-19 protocols
- To grow the current database of travel agents and tour operators selling South Africa to South Africans

#### **Proposal Inclusions:**

- Deliverables to include:
  - Planning and implementation of training programmes by facilitating all relevant arrangements including but not limited to creating and sending invitations, receiving and consolidating RSVPs/attendance
  - Training platforms and their related elements e.g., Digital material, printed material etc
  - Marketing and collateral support provided to agents and tour operators to sell South Africa including but not limited to social media elements, brochures, all marketing collateral etc
  - All travel costs including accommodation, activities and experiences, meals (dinner, bed and breakfast), refreshments and transport/transfers
  - For physical training engagement costs including but not limited to invitations, venue, snacks, refreshments, content, marketing collateral, AV requirements, promotional material
  - Management and consolidation of the related database for reporting and submission
  - Proposed Measurement and reporting format

#### **Measurement:**

All participating agents and tour operators to report on the bookings and enquiries post participation in this project which needs to be consolidated by the National Tour Operator selected for this project. Measurement to include the below elements:

- Number of participating product, agents and tour operators

#### **Suggested Dates:**

- Mid-February 2022 - Mpumalanga
- Mid-March 2022 - KZN

#### **1. Format of proposals**

Bidders must complete and return all the necessary standard bidding documents (SBD's) attached to this request for technical and functionality proposals.

Bidders are advised that their proposals should be concise, written in plain English and simply presented in the same order as indicated below: -

- (a) A cover letter introducing your firm and credentials, capacity, capability and experience for this assignment;
- (b) National Treasury Centralized Supplier Database (CSD) registration summary report (<https://secure.csd.gov.za>) with a valid tax status;
- (c) Valid certified copy of B-BBEE certificate;
- (d) Bidders must have specific experience and submit at least three recent references (in a form of written proof(s) on their client's letterhead including relevant contact person(s), office telephone & fax number, website and email address) where similar work was undertaken.
- (e) Overview of the methodology your firm uses to facilitate the development of implementation plans;
- (f) Outline of the qualifications and related experience of the proposed candidate who will be assigned to the matter;
- (g) Financial proposal to deliver the assignment, i.e. your firm's daily rate for facilitation services, including any other cost SA Tourism should be aware for the successful completion of the assignment;

### Evaluation Method

The evaluation process of bids will comprise of the following phases:

Phase 1	Phase 2	Phase 3
Administration and Mandatory bid requirements	Functionality	Price and B-BBEE
Compliance with administration and mandatory bid requirements	Bids will be evaluated in terms of functionality	The bidders that have successfully progressed through to Phase 2 will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act,  80 points will be awarded for price while 20 points will be allocated for preference points for BBBEE as prescribed in the regulations.

### Points awarded for functionality:

EVALUATION CRITERIA	Rating					Weight
	1	2	3	4	5	
The Bids will be evaluated on a scale of 1 - 5 in accordance with the criteria below. The rating will be as follows: 1 = Very poor, 2 = Poor, 3 = Good, 4 = Very good, 5 = Excellent						

1. Detailed execution plan including proposed itineraries, experiences/activities, training platforms including all related content, participating agents/tour operators and/or agencies	40
2. Experience in organizing similar projects. The bidder must supply a portfolio of evidence for previous projects of this nature. Evidence must include: <ul style="list-style-type: none"> <li>• Report to showcase proof of bookings based on training and educational support provided</li> <li>• Previous client reference letter/recommendation letter/endorsement letter</li> </ul>	30
3. Assigned manager's credentials and experience relevant to the scope of work under this RFQ: (CVs of management responsible required)	20
4. Feasibility of schedule to fulfil exercise with timelines	10
<b>TOTAL POINTS FOR FUNCTIONALITY</b>	<b>100</b>
A threshold of 70% is applicable	

“Functionality” means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder.

- I. Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- II. Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements. The official responsible for scoring the respective bids will evaluate and score all bids based on bid submissions and the information provided.
- III. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria.
- IV. The points for functionality and the points for B-BBEE level of contribution will be added together and the proposal from the bidder which meets the highest score will be deemed the preferred proposal.

#### **Awarding of Points for Price and Broad-Based Black Economic Empowerment**

The bidders that have successfully progressed through to Phase 3 (bidders who meet the minimum threshold for the functionality of 70%) will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations of 2017.

80 points will be awarded for a price while 20 points will be allocated for preference points for BBBEE as prescribed in the regulations.

Points for B-BBEE level of contribution will be awarded in accordance with the below table: -

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

### **Adjudication and Final Award of Bid**

The successful bidder will usually be the service provider scoring the highest number of points for comparative price and BBEE level of contribution or it may be a lower scoring bid on justifiable grounds or no award at all.

### **National Treasury Centralized Supplier Registration and B-BBEE Certificates**

All bid submissions must include a copy of successful registration on National Treasury's Centralized Supplier Database (CSD) with a valid tax clearance status and an original or certified copy of a B-BBEE verification certificate (if you have been assessed).

Proposals which does not include these documents will not be considered.

### **Deadline for submission**

All proposals must be emailed, in PDF format, to [quotes@southafrica.net](mailto:quotes@southafrica.net) and copy [evah@southafrica.net](mailto:evah@southafrica.net) by the 13 December 2021 at 14h00 and should remain valid for at least 1 month after the closing date.

### **Confidentiality**

The request for a technical and cost proposal and all related information shall be held in strict confidence by bidders and usage of such information shall be limited to the preparation of the bid. All bidders are bound by a confidentiality agreement preventing the unauthorized disclosure of any information regarding SA Tourism or of its activities to any other organization or individual. The bidders may not disclose any information, documentation or products to other clients without the written approval of SA Tourism.

## **Terms of engagement**

Prior to commencing with the assignment, the successful bidder will be required to meet with the project leader to align the final statement of work (SOW) and criteria for approval.

## **Payments**

No advance payments will be made in respect of this assignment. Payments shall be made in terms of the deliverables as agreed upon and shall be made strictly in accordance with the prescripts of the PFMA (Public Finance Management Act, 1999. Act 1 of 1999).

The successful bidder shall after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful bidder unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to SA Tourism.

Payment shall be made into the bidder's bank account normally 30 days after receipt of an acceptable, valid invoice.

## **Non-compliance with delivery terms**

The successful bidder must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the bidder that they will not be able to deliver the services within the delivery period and/or against the quoted price and/or as specified, SA Tourism's Sourcing Specialist must be given immediate written notice to this effect.

## **Retention**

Upon completion of the assignment and / or termination of the agreement, the successful bidder shall on demand hand over to the project leader all documentation, information, etc. relevant to the assignment without the right of retention.

## **Cost**

The bidder will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the bidder will be borne by SA Tourism.

Cancellation of the request for a technical and cost proposal

SA Tourism may, prior to the award of the bid, have the right to cancel the bid if:

- (a) Due to changed circumstances, there is no longer a need for the service; or
- (b) Funds are no longer available to cover the part and/or total envisaged expenditure; or (c) No acceptable bids are received.

SA Tourism reserves the right to withdraw this request for technical and cost proposals, to amend the term or to postpone this work by email notice to all parties who have received this request.

#### **Clarification**

Any clarification required by a bidder regarding the meaning or interpretation of the Terms of Reference, or any other aspect concerning this request for technical and cost proposals, is to be requested in writing from the Sourcing Specialist.

Thanking you and looking forward to your proposal in this regard.

Yours in Tourism

Evah Mkwanazi

Sourcing Specialist

Email: [evah@southafrica.net](mailto:evah@southafrica.net)