TERMS OF REFERENCE
SUPPLY, ENHANCEMENT, INSTALLATION, CONFIGURATION, TESTING, AND COMMISSIONING of DOT CORPORATE AND MARKETING WEBSITES

I. Background

Guided by the National Tourism Development Plan (NTDP) 2023 to 2028 goals, one of which is to establish a Cohesive and Comprehensive Digitalization and Connectivity, the Department of Tourism's (DOT) current corporate (*www.tourism.gov.ph)* and marketing microsites (*philippines.travel and 7641islands.ph*) are platforms for the Department to provide timely and pertinent information, resources, and updates concerning the Philippine tourism sector that are relevant for the public and its respective stakeholders. These keep the public informed of current guidelines, news, and events, as well as provide information about Philippine destinations, activities, accommodations, while facilitating business opportunities and investments in the country's tourism industry.

The websites typically feature visually appealing and engaging content, including images, videos, and narratives, to showcase the country's natural wonders, cultural heritage, and unique attractions. These have sections dedicated to various aspects of tourism, such as popular destinations, travel tips, cultural festivals, adventure activities, and sustainable tourism practices. Additionally, the websites provide information about tourism policies, regulations, and initiatives undertaken by the Department of Tourism to promote responsible and sustainable tourism practices.

While these sites have provided value to the Department and its goals, the age and appeal are reflective of a less current era as these were developed prior to the onset of the global pandemic under previous marketing campaigns of the Department. As such, these are not as responsive to trends emerging as the world moves from pandemic restrictions to normalized activity. The DOT needs to make these platforms more adaptable, offering a new and contemporary user experience, and improved overall performance of the DOT websites, using more current technologies considered as either best practice or industry standard.

Of equal importance, as the official presence of the Department within the cyber realm, these sites must remain able to engage the Department's desired audiences as it adopts marketing strategies it deems advantageous at any point in time. Therefore, the design and functionalities of the websites, and the respective administration tools, must be able to cope with rapidly changing marketing needs. By capacitating the websites accordingly, these Web channels shall remain relevant and usable within the perceived medium term.

II. Objectives

By procuring the services of an information technology service provider ("**Provider**") experienced in web development, the DOT can ensure the continuous relevance and appeal of its corporate and marketing microsites. Further, this shall facilitate an accurate translation of whatever branding or marketing strategy the Department employs to the websites being maintained. This shall assure that helpful resources are constantly accessible to enable tourists, travel professionals, and the general public to plan and fully enjoy their travel experiences. Additionally, this facilitates business opportunities and encourages investments in the country. The expertise of the Provider ensures that the concerned websites remain a comprehensive and reliable source of information, catering to the diverse needs of its users.

1. Improved User Experience
   a. Evaluate all current DOT website/microsites (as defined above) in terms of design and user experience, versus compliance with international standards such as those outlined by the World Wide Web Consortium (WC3), or similar organization.
   b. Update all pages and their corresponding menus to improve user navigation and overall user experience.
   c. Monitor the sites' performance so as to gain insights on how the site(s) can be optimized in terms of loading speed and overall performance.
   d. Provide a ground-up customized design that overcomes the limitations inherent to using templated website solutions based on Content Management Systems (CMS).
   e. The proposed web/microsite(s)' design should incorporate AI-capable tools to improve search engine optimization through practices like keyword research, meta tag optimization, and improving website structure to lead to higher search engine rankings.
2. Accurate and Up-to-Date Information
   a. Keep all covered DOT web/microsites contents current by including an Administration Module that shall allow authorized Department users to add new posts and update relevant information. Such content shall come from the Department. This Module shall help the Department ensure that all uploaded information is relevant and accurate.
   b. The Administration Module shall allow authorized users to add/edit/delete content in sections of the website design that are agreed to as editable based on approved design.
3. Creation of a New Microsite
   a. The Department shall create a micro site for the Philippine Experience – a new promotional project promoting the country's rich heritage, arts, and culture through a series of caravans.

    b. The design and content for the Philippine Experience micro site shall come from the Department.

4. Capable of integration to other systems/database via API
5. Enhanced Security
    a. The Administration Module shall have a User Management function to define and assign permissions to authorized Department users.
    b. Provider shall regularly update the web/microsites' source code(s), plugins, and database, and implement security measures deemed industry standard or best practice.
    c. Provider shall ensure implementation of cybersecurity measures to minimize the impact of security breaches, if any.
6. Accessibility Compliance
    a. Provider shall ensure the mobile responsiveness of web/microsites.
    b. Provider shall provision accessibility features to ensure inclusiveness of access to all users, at par with global standards.
7. Data-Driven Decision Making
    a. The Provider shall implement comprehensive analytics and tracking tools of web/microsite performance and visitor traffic.

III. Scope of Work

a. The Project shall cover three existing DOT websites namely the corporate website (tourism.gov.ph) and two marketing microsites (philippines.travel and 7641.islands.ph).

b. Included in the Project's scope is the creation of one (1) microsite for the Philippine Experience. The Department shall provide the concept and materials for the microsite with the service provider executing such as a microsite consistent with the Department's desired look and feel.

c. The service provider shall upon deployment perform maintenance work via standard changes requested by the Department in order to assure the proper health, performance, and desired appearance of the web/microsites covered under this project.

Standard changes are requests that may fall under service requests or incident requests and are described as follows:

Service Requests – are small, low-risk changes of existing functionalities, report formats, and aesthetics. Examples of these include:
    1. Navigation change requests
    2. Updates of labels and controls
    3. Modification of reports with the presence of data requirements

4. Additional Report(s) provided the data requirements for such are available
5. Modification of validation rules
6. Additional validation rules
7. Changes in existing features/functionalities for compliance with regulators' directives

Incident Requests – are quick responses or fixes to the following incidents:
1. Disruptions to the operations, services, or functions that were previously functioning normally.
2. Restoration of normal functionality of affected processes.

This project shall include standard changes affecting the areas of concern listed in **Annex A** to this document.

IV. Project Duration and Payment Method

a. The Approved Budget for the Contract (ABC) is Twenty Million Pesos (P20,000,000.00).
b. The project shall be for a period of six (6) months from the Provider's receipt of the Notice to Proceed (NTP);
c. Payment shall be made according to the following schedule:

MILESTONES	PAYMENT
Approval of submitted detailed maintenance and enhancement plan for the Corporate and Marketing Website.	40%
Submission of monthly accomplishment report of implemented maintenance and enhancement of the corporate and marketing websites on the 1st month of implementation upon signed approval of end-user.	10%
Submission of monthly accomplishment report of implemented maintenance and enhancement of the corporate and marketing websites on the 2nd month upon signed approval of end-user.	10%
Submission of monthly accomplishment report of implemented maintenance and enhancement of the corporate and marketing websites on the 3rd month upon signed approval of end-user.	10%
Submission of monthly accomplishment report of implemented maintenance and enhancement of the corporate and marketing websites on the 4th month upon signed approval of end-user.	10%
Submission of monthly accomplishment report of implemented maintenance and enhancement of the corporate and marketing websites on the 5th month upon signed approval of end-user.	10%

Submission of terminal report including turnover of source codes.	10%

V. Qualifications

    a. The Provider must have been existing and operating in accordance with the laws of the Republic of the Philippines for at least five (5) years.

    b. The Provider must have completed at least one (1) project involving website design and development in the last three (3) years with total project amounting to at least 25% of the ABC.

    c. The Provider is to assign manpower appropriate for the proper execution of the Project during its term. At the very minimum, the service provider is expected to assign resources with the following skills and experience levels :

REQUIRED PERSONNEL	MINIMUM YEARS OF EXPERIENCE
Project Manager	5 Years
Web Designer	5 Years
Full Stack Web Developer	5 Years
UX/UI Designer	5 Years
Quality Assurance (QA) Specialist	5 Years
Analytics Specialist	5 Years
Database Administrator	5 Years
Service Delivery Manager	5 Years

    d. Other Provider qualifications mandated by R.A. 9184 (otherwise known as the Government Procurement Reform Act) are stated in the Bid Data Sheet (BDS).

VI. Bid Evaluation Process & Criteria for Rating

Stage 1 - Submission of eligibility documents to the Department.

Stage 2 - Shortlisted bidders shall submit brief credentials and their proposed budget breakdown and design.

1. Shortlisted bidders who are declared compliant with the technical requirements during the opening of bids may be required to present their proposed project to the members of the Bids and Awards Committee (BAC), and the Technical Working Group (TWG), DOT officials, and other such stakeholders that the DOT may invite.
2. Should a presentation be required, a maximum of thirty minutes (30 minutes) will be given to each service provider for their presentation, excluding the question-and-answer portion with BAC and TWG Members and other such individuals to be invited by the DOT.
3. The presentation will be rated by TWG members individually, and ratings will be averaged to arrive at a final score per service provider. Rating will be done based on the scores.

A. Eligibility Check, Shortlisting Criteria, and Rating (80% passing score)

I.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	Appropriateness of the service provider for the assignment	15%
	Enterprise Solutions IT Company with Website and Web Portal Development projects	15
	Website development IT Company	10
	Others	5
B.	Extent of service provider's experience	15%
	Has completed projects with a National Government Agency/GOCC	15
	Has completed projects with a Local Government Unit	10
C.	Similar Projects Handled in last 3 years	10%
	At least 3 web design and development projects	10
	1 to 2 web design and development projects	5
	No web design and development projects	0
D.	Years in existence as web design and development service provider	10%
	5 years and above	10
	Below 5 years	5
E.	Contract cost of completed projects in the last 3 years	10%
	Two (2) or more projects that each had a contract cost equal or greater than PHP5 Million	10
	At least one (1) project with a contract cost equal or greater than PHP5 Million	5
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Committed personnel exceeds the minimum headcount by at least five (5) additional personnel. Additional personnel meet the required experience level of at least 5 years in their role or specialization.	20
	Committed personnel meet the minimum headcount and experience requirements.	15
III.	CURRENT WORKLOAD OF TEAM RELATIVE TO CAPACITY	20%
	1-2 projects that each have a contract cost equal or greater than PHP5 million	20
	3 or more projects that each have a contract cost equal or greater than PHP5 million	15
	No projects amounting to PHP5 million each but with sum total of all on- going projects equal or greater than PHP5 million	10
	No projects amounting to PHP 5 million each and with sum total of all on- going projects is less than PHP 5 million	5

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

	CRITERIA	RATING
I.	QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT	20%
	For Project Manager, Web Designer, Full Stack Developer, UX/UI Designer, and Database Administrator - Must have handled at least two (2) website development projects in the last three (3) years and with relevant education and trainings.	10
	For Quality Assurance Specialist, Analytics Specialist, Service Delivery Manager - Must have worked on at least two (2) website design and maintenance projects in the last three (3) years and with relevant education and trainings.	10
II.	EXPERTISE AND CAPABILITY OF THE FIRM	30%
	Quality of the Web Design and Development projects with the National Government or Local Government Units completed in the past three (3) years National Government Agencies or Local Government Units.	10
	The entity must be proficient in open-source programming and languages, including but not limited to C#, Angular, TypeScript, JavaScript, HTML, and CSS, as well as expertise in developing online systems	10
	The Entity must have an Enterprise IT Certification	10
III.	PLAN OF APPROACH AND METHODOLOGY	50%
	Familiarity on the status and needs of the current website. Provider must outline their understanding of the strengths and weaknesses of the tourism website, and present recommendations as to what is necessary to be developed or revamped.	20
	Refreshed Website Design and Concept Proposal. Provider must be able to create a refreshed design and concept based on their appreciation of the Department's needs vis a vis this Project.	10
	Innovation and Functionalities. What features and functionalities of the proposed website design address the Department's pain points with the current website(s)?	10
	Hosting and Availability *How does the Provider plan to host the websites? What availability is committed to? What redundancies are envisioned to ensure that the sites remain accessible?*	10

IX. **Other Terms and Conditions**

1. All content and materials formulated and designed in conjunction with this project shall be owned exclusively by DOT, with full and exclusive rights. This includes future use of such both whether in foreign or domestic territories and states;

2. The Provider shall further covenant that they shall retain no such materials, raw or finished, at the conclusion of the Project. The Department may request provider to furnish formal notice that any and all such materials have been turned over or destroyed, as the case may be.

3. The selected service provider shall neither disclose nor reproduce, in part or whole, any information gained or received from the Department in the course of implementing this project, without the Department's expressed written consent;

4. The DOT reserves the right to at any time during the term of the project, change, suspend, or discontinue the contract should the DOT deem the service provider incapable of fulfilling the project deliverables, subject to the termination guidelines issued by the Government Procurement Policy Board (GPPB).

5. The materials produced by the winning bidder should be original and aligned with the DOT's advocacies, including but not limited to Gender and Development and barrier-free tourism. In addition, materials should be inclusive and consistent with the DOT's key objectives and principles and aligned to the 'Love the Philippines' slogan.

6. The Consultant shall only use original materials in all of its deliverables except for assets provided by the Procuring Entity and only upon its written consent. Non-compliance shall render the output void and the Consultant shall be liable for a sum equivalent to the cost of the asset/s produced with the non-original material as liquidated damages, without the need for demand or to prove damages. This is without prejudice to other liabilities and claims for damages as embodied in this contract, RA 9184 and its IRR, and other applicable laws.

END

ANNEX "A"

DOT Corporate Website (tourism.gov.ph)

The Provider shall improve ease of navigation of the dropdown menu sections, considering the range of menu options, with room for further additions.

Home section

- 'Explore by Interest' section should be presented geographically.

Philippine Tourism section

- Update the General Info page to be mobile responsive.

- Revise the Culture and Arts, as well as the People and Religion page to include an overview and instructions guiding visitors to the marketing page (Philippines.travel) for more detailed information. All the required digital assets and copy will come from the Department.

Industries, Investments, and Events

- Ensure that Promotional Fairs and Events page are kept up to date with accurate and correct information. All the required digital assets and copy shall come from the Department.

Policies, Regulations and Statistics section

- Update the 'Doing Business' page to be mobile responsive. All required digital assets and copy shall come from the Department.

Accreditations section

- Ensure that the website is linked to the Online Accreditation Portal.

- Accreditation requirements in the downloadable files section of the website should be updated. The downloadable files will come from DOT.

Newsroom and Media section

- Make the News and Updates page mobile responsive. Announcements should be on the same page.

Contact section

- Reorganize the contacts to improve ease of navigation.

Data migration from old to new corporate website

Organization of data

- Ensure clear and intuitive menu structures, with logical categories and subcategories.

- Organize all the data including, but not limited to, Tourism Statistics, Bids and Awards, and Transparency Seal to make it easier for users to find what they are looking for.

Optimization of Search tab

- Optimize the search functionality on the website to facilitate ease of navigation.

Website Cloud Hosting

- The Provider is responsible for providing cloud hosting services for all the DOT web/microsites covered by this Project for a duration of two (2) years. The following specifications, at a bare minimum, are desired:

  - CPU: 4 x vCPU @ 3.6GHz
  - Memory: minimum of 8GB
  - Network bandwidth: up to 10Gbps
  - OS: Linux
  - Database: MySQL
  - Storage: minimum of 1TB
  - Back-up: minimum of 1TB

Website Maintenance

- Update the design, layout, and imagery and use high-quality and relevant visuals that align with the brand and attract the target audience. All required digital assets and copy shall come from the Department.

- Addition of Domain at no cost

- Development and Production environment: provide production environment and a separate development/staging environment, allowing DOT to freely perform code updates without affecting the live website.

Cybersecurity

- Enhance the cybersecurity of all covered DOT web/microsites to ensure comprehensive protection.

Methodology

- The Provider should adopt an agile methodology for all DOT websites to enhance efficiency and responsiveness.

SSL Certificate

- The SSL certificates for all DOT web/microsites covered by this project shall have a validity period of six (6) years.

Transparency Seal section

Existing microsites (philippines.travel and 7641.islands.ph)

Maintain the marketing websites including, but not limited to the following:

- Loading speed and overall performance.

- Provide Administration Module to allow Department users to add new posts, update information, so as to ensure that information is accurate and current. The contents will come from DOT.

- Ensure ease of navigation and mobile responsiveness.

- Provide AI-powered tools within the Administration Module to optimize uploaded posts for search engine hits.

- Implement cybersecurity measures to mitigate impact of security breaches, if any.

- Ensure inclusiveness of access by a variety of users.

- Audit links. Remove broken links.

- Integrate social media buttons linking users to the official social media channels of the Department.

- Implement analytics and tracking tools to gather data on user behavior and traffic sources.

Cybersecurity

- Enhance the cybersecurity of all covered DOT web/microsites to ensure comprehensive protection.

Methodology

- The Provider should adopt an agile methodology for all DOT websites to enhance efficiency and responsiveness.