

SHORTLISTING RATING SHEET
TOURISM DESTINATION MARKETING COMPANY
Lot # 1 Middle East

	Eligibility Check and Shortlisting Criteria and Rating	%	
1	Company background (20%)		
	PR and Marketing	20	
	Others (Non-PR / Marketing)	10	
	Travel Agency / Tour Operator	0	
2	Years in Existence (20%)		
	a) 10 years and above	20	
	b) 5 to 9 years	10	
	c) below 5 years	0	
3	Educational background of Personnel (30%)		
	Tourism, Marketing or Business Management Course	30	
	International Studies and Non-Business Management Related	20	
4	English Language Proficiency (10%)		
	At least 1 personnel with an English Language Proficiency certificate (IELTS, TOEFL, or similar)	10	
	No personnel with English Language proficiency certificate (IELTS, TOEFL, or similar)	0	
5	Current Workload Relative to Capacity (20%)		
	a) No on going projects	20	
	b) 1 to 3 on going projects	15	
	c) 4 or more on going projects	10	

Note: Passing Rate: 70%