



SOUTH AFRICAN TOURISM

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Date: 12 August 2021

Dear Bidder

**Subject Matter: Request for Proposal for the provision of Database Research for the Tourism Grading Council of South Africa (TGCSA).**

The South African Tourism Board (South African 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. SA 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 South African 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 strategic industry in terms of the National Tourism Sector Strategy as it supports government objectives of alleviating the triple challenges of unemployment, poverty and inequality.

The scope of South African Tourism's business includes four (4) distinct areas of business focus and delivery, with different target markets and segments:

- I. International Leisure and Domestic Leisure Tourism (travel trade and consumer),
- II. Business events through the delivery unit the South African National Convention Bureau (Meetings, Incentives, Conferences, Exhibitions);
- III. Quality assurance of the tourism sector/industry through the delivery of both Visitor Experience and the Tourism Grading Council of South Africa.
- IV. Corporate - enhancing the South African Tourism brand.

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.

The submission of proposals will be in terms of this document. All information requested, must be supplied and all annexures completed, whether such information or annexure refers to the eventual RFQ or not. This information will form part of the eventual RFQ and must therefore be completed, as there will not be an opportunity to do so later. Thus, it essential that the information supplied is both correct and true.

South African Tourism has a detailed evaluation methodology premised on Treasury Regulation 16A.3 promulgated under Section 76 of the Public Finance Management Act, 1999 (Act, No. 1 of 1999), the Preferential Procurement Policy Framework Act 2000 (Act, No.5 of 2000) read with Preferential Procurement Regulations 2017, and the Broad-Based Black Economic Empowerment Act, 2003 (Act, No. 53 of 2003).

Having regard for the aforementioned SA Tourism (SAT) invites reputable and experienced research service providers, with a good track record, to submit proposals that demonstrate their ability and capability to deliver services as required through the request for proposal.

## **BUSINESS CHALLENGE**

The Coronavirus (COVID-19) pandemic has affected life as we know it, from the work environment, to home life to entertainment and all facets of life. This pandemic has had a great impact on destinations; most travel products and trade were impacted adversely by this pandemic; many have closed their doors or ceased to trade while others minimized their cost or place their business on pause until the travel industry becomes viable again.

Currently, the grading database has no confirmation of the number of active businesses within the tourism grading council (TGCSA) database. In order to have an up to date understanding of its establishment database, TGCSA requires a census verification of its database, which is approximately 5000 establishments across South Africa.

What is needed is a census not a survey. The TGCSA needs to verify the status of each database member as far as possible. There are 3 main categories of establishments on the database at present:

- The establishments that are graded and have expressed the desire or intention to remain graded, have renewed their grading or are part of the grading relief program
- The establishments that have requested cancellation
- The establishments that have not done either of the above. These establishments and require a follow up to find out if they establishments are still operational, still intend to be graded if they are and seek ways to assist and persuade those who intend to cancel their grading.

In addition, to understand the impact of the COVID-19 Support program and gain an understanding of the levels of awareness, utilization, barriers to usage and possible enhancements to the program

There are 2 main objectives and methodology needs to be appropriate for each leg of the research:

- TGCSA Database of current and lapsed members; and
- COVID-19 Support Program evaluation.

## **WHAT IS NEEDED?**

Research design proposed needs to work towards full participation as far as possible through the use of an augment the approach:

- Not all establishments have access to emails and historic email engagements indicate that getting to full participation is not possible online alone. The methodology proposed must include telephonic, mobile or other innovative and cost-effective means to collect and verify the information gathered.
- Augmentation of other verified sources and methods will be advantageous.
- A quarterly feedback on the progress of the verification process

## **SCOPE OF WORK**

### **Key Deliverables**

- Quarterly Tourism Grading Stakeholder Landscape Update: This is a detailed update of the active and open businesses, the permanently or temporarily closed establishments and a full understanding on the graded accommodation supply side availability. The verification process is a census based process, where all the establishments need to be verified.
- Quarterly COVID-19 Support Program: Assessment of the awareness, utilization and feedback from participants. This assessment will also seek ways to improve and expand the sign up and benefits of the program to critical areas to help ease the burdens of maintaining supply while the travel industry remains vulnerable to the unpredictable effects and restrictions of the pandemic and government / global response. The COVID-19 Support Program evaluation is a

sample-based process, where the stratified sample will be drawn from the updated sampling framework from the verified establishments as above.

**Cost structure and project plan:**

Bidders must submit the total bid price for the assignment based on the skills, resources and time allocated to the project. Bidders should also propose innovation in their technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof. A cost for the proposal will be required - no proposal will be considered with out a cost valid quotation.

**1. Key Considerations when preparing proposals:**

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

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

- (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 with a valid tax status;
- (c) Bidders must submit proof of its BEE status level contributor as contemplated in the PPPFA 2017 Regulations.
- (d) Overview of the methodology your firm will apply for this assignment;
- (e) Project approach and plan which outlines the activities to be undertaken during the process bearing in mind that SA Tourism requires the entire process to be finalised as rapidly as possible;
- (f) Declaration of Interest - SBD 4;
- (g) Preference Point Claim Form - SBD 6.1;
- (h) Declaration of Bidder’s Past Supply Chain Management Practices - SBD 8; and
- (i) Independent Bid Determination - SBD 9.

**2. Evaluation Method:**

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

Phase 1 Evaluation Administrative Requirements	Phase 2 Functionality Evaluation Criteria	Phase 2 Price and B-BBEE Evaluation.
<p>Compliance with administration and mandatory requirements.</p> <p>Bidders must submit all documents to proceed to Phase 2.</p>	<p>Bidder(s) are required to achieve a minimum threshold 70% to proceed to Phase 3 (Price and B-BBEE).</p>	<p>Suppliers 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,2017</p> <p>80 points will be awarded for price while 20 points will be allocated for preference</p>

		points for BBEE as prescribed in the regulations.
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**2.1. 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						
Methodology (how clearly the methodology is presented; the soundness of the methodology judged in terms of research methodologies, analyses tools and presentation of data).						30
<p>Experience with online, telephonic and mobile research. Bidder to demonstrate its capacity, speed and quality assurance processes (number of projects of similar scale, scope and in South Africa - nationwide in all 9 provinces).</p> <p>Number of client references of a similar nationwide scope and include more than one methodology i.e. online only, or telephonic only or panel only is less relevant.</p> <p>0 letters = 0  1 letter = 5  2 letters = 10  3 letters = 15  4 letters = 20  5 letters = 25</p>						25
Bidder to demonstrate Innovation in data collection & Processes (processes in place to focus, monitor and check on quality; staff, facilities and technology resources to undertake this project).						15
<p>The bidder is required to provide three (3) contactable client reference letters. The Reference should be presented in a form of a written letter on an official letterhead from clients where similar services have been provided. The reference letter should clearly indicate the following areas:</p> <ul style="list-style-type: none"> <li>Research experience in hospitality, tourism research, market sizing, experience with census and ensuring 100% participation.</li> </ul> <p><b>NB:</b>  A letter on research project will count as 1 letter.  A letter on a research project in hospitality will count as 2 letters.  A letter from a research client where the requirement was 100% participation will count as 2 letters.</p> <p><b>NO APPOINTMENT LETTERS FROM CLIENTS WILL BE ACCEPTABLE.</b></p>						15

<p><b>Qualifications and experience of team members</b></p> <p>Proven experience of proposed personnel to be deployed to the project. Detailed CVs of proposed team must be submitted which must elaborate on areas that they were involved in.</p> <p>Number of years' experience of the proposed team member in similar assignments within tourism and demonstration of tourism or accommodation industry experience.</p> <p>1-3 years' experience = 5  3-5 years' experience = 15  5-10 years' experience =20  10 or more years' experience =25</p>	15
<p><b>TOTAL POINTS FOR FUNCTIONALITY</b></p>	100
<p><b>A minimum threshold of 70% is applicable</b></p>	

“**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;

- 2.1.1 Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- 2.1.2 Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as well as key considerations under section 1. The official responsible for scoring the respective bids will evaluate and score all bids based on their submissions and the information provided
- 2.1.3 The score for functionality will be calculated as in terms of the table below where the SAT official will rate each individual criterion on the score sheet using the following value scale:

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits. Above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential required services, with supporting evidence.	4
Acceptable	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods / services, with supporting evidence.	3

<b>Minor Reservations</b>	Satisfies the requirement with <b>minor reservations</b> . Some minor reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	<b>2</b>
<b>Serious Reservations</b>	Satisfies the requirement with <b>major reservations</b> . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	<b>1</b>
<b>Unacceptable</b>	<b>Does not meet the requirement</b> . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resource & quality measures required to provide the goods / services, with little or no supporting evidence.	<b>0</b>

2.1.4. 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.

2.1.5. The proposal from the bidder which meets the highest score for functionality will be deemed the preferred proposal.

2.2 Awarding of Points for Price and Broad-Based Black Economic Empowerment.

The bidders that have successfully progressed through to Phase 3 (bidders who meets the minimum threshold for 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 price while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

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

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

Bidders are required to submit proof of B-BBEE Status Level of contributor. Proof includes original and valid B-BBEE Status Level Verification Certificates issued by a SANAS credited agency or certified copies thereof together with their price quotations, to substantiate their B-BBEE rating claims.

In terms of the Generic Codes of Good Practice, an enterprise including a sole propriety with annual total revenue of R10 million or less qualifies as an EME. An EME is required to submit a sworn affidavit confirming their annual total revenue of R10 million or less and level of black ownership to claim points as prescribed by regulation 6 and 7 of the Preferential Procurement Regulations 2017.

The Codes define a QSE as any enterprise with annual total revenue of between R10 million and R50 million. A QSE is required to submit a sworn affidavit confirming their annual total revenue of between R10 million and R50 million and level of black ownership or a B-BBEE level verification certificate to claim points as prescribed by regulation 6 and 7 of the Preferential Procurement Regulations 2017.

Bidders who do not submit B-BBEE Status Level Verification Certificates or Sworn affidavits, in the case of EME's and QSE's, or who are non-compliant contributors to B-BBEE do not qualify for preference points for B-BBEE but will not be disqualified from the bidding process. They will score points out of 80 for price only and zero (0) points out of 20 for B-BBEE.

### **3. 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.**

### **4. Deadline for submission**

All proposals must be e-mailed, in PDF format, to [leratod@southafrica.net](mailto:leratod@southafrica.net) no later than **14h00 on Monday, 23 August 2021** and should remain valid for at least 1 month after the closing date.

**Proposals submitted after the closing date and time will be not considered.**

### **5. 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 confidentially 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 written approval of SA Tourism.

### **6. Terms of engagement**

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

### **7. 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. The bidder must ensure that their banking details are verified on the CSD report.

**8. 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' must be given immediate written notice to this effect.

**9. 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.

**10. 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.

**11. 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.

All clarifications must be emailed to [leratod@southafrica.net](mailto:leratod@southafrica.net). The Closing date for the submission of the clarification questions is on 18 August 2021.

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

Yours in Tourism

**Lerato Dlamini**

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**Telephone:**