



Part B: - Scope of Work for The Development and Implementation of a South African Tourism Net Promoter Score and Improvement Plan.

Bid Description	
The Development and Implementation of a South African Tourism Net Promoter Score and Improvement Plan	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 185/21
Closing Time:	12h00
Closing Date:	20 September 2021 (No late submission will be accepted)
Compulsory Briefing Session:	No briefing session
Contact Person	Evah Mkwanazi
Bid Submission Address	https://e-procurement.southafrica.net
Envelope Addressing	<p>SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.</p> <p>The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.</p> <p>The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal.</p> <p>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.</p> <p>Bidders to use Microsoft recognised files such as PDF, Excel, and ZIP file as an exception as this is generated from a Microsoft Windows tool. The following files will be accepted on the e-procurement portal: .zip, .pdf, .doc, .docx, .tif, .tiff, .png, .jpeg, .jpg, .xls, .xlsx, .pptx and .dotx</p>

	<p>Bidders are encouraged to upload tender proposals way ahead of time to avoid any dis-appointments due system errors file size, wrong file types/unsupported files (RAF files) etc. SA Tourism will not accept late submissions for any reason.</p> <p>The supplier user manual can be viewed and downloaded on SA Tourism's website at https://www.southafrica.net/gl/en/corporate/page/tenders.</p> <p>All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address is no longer permitted.</p> <p>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 with regard to this tender, prior to due dates.</p> <p>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.</p> <p>Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.</p> <p>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.</p> <p>No tenders transmitted by telegram, hand delivery telex, facsimile, E-mail or similar apparatus will be considered.</p>
Section	Supply Chain Management
Contact Person	Evah Mkwanzazi
Email Address	evah@southafrica.net

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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

1 INTRODUCTION

The 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. SA Tourism is a Schedule 3A 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.

Tourism is a strategic industry in terms of the National Tourism Sector Strategy, 2016 to 2026, as it presents a vision for a “rapidly and inclusively growing tourism economy that leverages South Africa’s competitive edge in nature, culture and heritage, underpinned by Ubuntu and supported by innovation and service excellence”. This sector has demonstrated its ability as a key driver for economic growth, job creation and poverty alleviation.

However, COVID-19 and the related economic shutdown has had a severe impact on many economic sectors, including the tourism sector as one of the hardest hit, with many businesses struggling to recover from the various lockdowns implemented over the past year. In response, the Economic Reconstruction and Recovery Plan (ERRP) was published in late 2020, as the country’s plan for overall recovery of the economy post the impact of COVID-19. The ERRP identifies 8 priority interventions to drive the reconstruction and recovery of the South African economy including support for tourism recovery and growth.

Tourism industry consultations have surfaced critical business continuity risks across the tourism value chain. The fundamental consideration is the manner in which South Africa will protect its tourism sector and outcompete in a market where every destination is simultaneously chasing recovery. In response, the Tourism Sector Recovery Plan (TSRP) has been developed as a collaborative and iterative effort by key stakeholders in the tourism sector. The Plan acknowledges the need for targeted, coordinated action to mitigate the impacts of the crisis, and set the sector on the most optimal path to recovery, transformation and long-term sustainability.

The socio-economic costs of the COVID-19 pandemic will last for years to come. As a sector that facilitates mobility and human interaction, tourism has been amongst the hardest hit by the pandemic. Tourism revival in South Africa is critical, not just because of the jobs and businesses that it supports, but because, in its interconnectedness, its resilience and its ability to rebound swiftly, tourism can be a catalyst for a broader economic recovery.

Thus, in planning for the financial year 2021/22, SA Tourism reflected on its contribution to the Economic Reconstruction and Recovery Plan and the Tourism Sector Recovery Plan. For the next financial year, given the fast-changing dynamic of the COVID-19 pandemic and related uncertainty, the broader South African Tourism strategic focus is on domestic, regional and select global markets. In each market, a dual business and leisure focus will be adopted.

In line with this, and to give effect to the role of SA Tourism, in terms of the Transformation Strategy for the Tourism Sector, the SA Tourism Enterprise and Supplier Development Programme seeks to make South African tourism globally competitive as well as opening the benefits of tourism to previously disadvantaged individuals. This programme will support the South African Tourism’s Enterprise and Supplier Development Framework, which is our implementation instrument for transformation thus contributing towards inclusive growth.

To ensure that destination South Africa continuously improves its competitive advantage in the tourism space globally, the tourism sector should optimise its strengths and create opportunities and interventions to successfully develop its weaknesses. One such challenge, is the slow pace of transformation within the tourism ecosystem coupled with the sector's inability to successfully include the previously disadvantaged and marginalised in the total tourism value chain. Key then in relation to our problem statement is that of sector transformation and sustainability of this critically needed transformation. It is against this background that South African Tourism requires the expertise of a service provider to develop and implement a turnkey solution as the South African Tourism's Enterprise and Supplier Development Programme, within the context of our mandate and guiding policy, strategy and regulatory frameworks.

Insofar as procurement is concerned, 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 thus 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 tender or not. This information will form part of the eventual tender and must therefore be completed, as there will not be an opportunity to do so later. Thus, it is 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).

2 CLOSING DATE

The closing date for the submission of proposals is **20 September at 12h00**. No late submissions will be accepted.

Briefing Session Details (In applicable)

3 E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 3.1 SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.

The portal is the official portal for SA 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 and to RSVP to tender briefings and to submit tender responses on the portal.

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The supplier user manual can be viewed and downloaded on SA 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 SA Tourism's physical address is 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 with regard to this tender, prior to due dates.

- 3.2 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.
- 3.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 3.4 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.

4 CONTACT AND COMMUNICATION

- 4.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Evah Mkwazi via email evah@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 4.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 10 September 2021.

All responses will be published by the 16 September 2021 on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>; and

<https://e-procurement.southafrica.net>.

5 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 period of the contract.

6 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

7 SCOPE OF SERVICES

7.1 We are looking for a service provider to assist with the creation of a Net Promoter Score that can be tracked overtime. The target market are consumers from graded establishments, there are approximately 5000 establishments across South Africa.

- The Net Promoter Score is an index ranging from 0 to 100 that measures the willingness of customers or tourists, to recommend the property they visited including all the experiences associated with that visit, to others. It is used as a proxy for gauging our visitor's overall satisfaction with the establishments experience and/or service as well as the customer's loyalty to the property. One of the primary purposes of the Net Promoter Score lies in helping the Visitor Experience team track and maintain the relationship the property created with the visitor. The NPS eco-system needs to close the loop, meaning, that the property's owner and front-line employees need to be able to act upon real-time feedback and from insights from visitors and the rest of the organization. The data collected needs to be properly analysed, the power of the NPS lies in its simplicity but unless a business dissects the data and figures out the root causes of its visitors' experiences, this tool will not achieve our objectives. SA Tourism needs to constantly seek out the "whys" behind the data, act and allow the properties to use the data to adapt, grow and evolve accordingly, through a developed NPS improvement plan.

7.1.1 Objectives of NPS

- To measure the satisfaction levels of consumers who have visited graded establishments and to track it over time
- Establish an NPS baseline for graded establishments across each province and grading category

7.1.2 Overview of Basic Technical Functionalities:

- The method used to collect the data and deliver the NPS is expected to be recommended by the bidder.
- Data collected should be packaged and delivered in multiple formats such as, but not limited to Excel, PowerPoint, PDF as well as the possibility to integrate directly with visualisation dashboards
- Historic data to be stored in a SAT owned location
- A subject matter expert is expected to translate the numerical outcomes into insights and actionable items for the improvement plan.

Over and above the above-listed system requirements, the system may offer value add features, which are relevantly enhancing some hosting processes. Value-add should be in the form of cost and innovative processes or additional solutions relevant to hosting operation.

7.1.3 The preferred bidder, once appointed for this bid, will be required to:

- Deliver a NPS baseline that is representative of all Graded Establishments
- Share other relevant insightful outcomes obtained in the process of conducting the NPS
- Interpret the NPS into insightful findings and translate into actionable steps to improve the NPS
- Translate other insightful outcomes obtained into actionable steps to improve the NPS

- Train SAT employees on the understanding of NPS and the subsequent NPS baseline obtained for Graded Establishments
Conduct a new NPS every year, for a period of 3 years with a track record of the actions taken that improved the NPS
- Map the landscape and develop most appropriate NPS tool designed to deliver on our KPI
- Create an improvement plan designed to close the loop in implementation of this tool
- Project manage to ensure successful completion of the project objectives within specified timeframes and budget
- Ensure that the NPS tool and improvement plan is setup with backup systems in place
- Perform user testing to ensure proper functioning of the tool and improvement plan
- Provide written Documentation of the implemented preferred tool solution design and functionality.
- Provide local skills for system development and support.
- Provide support and maintenance for 3 years

7.2 COMPETITIVE BIDDING PROCEDURE

South African Tourism is issuing this tender through a competitive bidding procedure because there are sufficient suppliers/service providers in the market to afford the opportunity to be considered for the bid. As a schedule 3A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999, South African Tourism fully conforms and supports the obligatory transformation initiatives embedded in the Preferential Procurement Regulations, 2017, issued in terms of section 5 of the Preferential Procurement Policy Framework Act, Act Number 5 of 2000 (PPPFA) when procuring goods or services from suppliers.

South African Tourism, as far as practically possible, has taken every effort to prepare the best possible documentation of what is required and to ensure the specifications do not inhibit participation by Exempted Micro Enterprises (EMEs) and Qualifying Small Enterprise (QSE). South African Tourism therefore also encourages the establishment of consortia, to ensure that EMEs and QSEs can participate in the bid.

The recommended bidder will be required to use the EME and QSE for sub-contracting.

7.3 BID PROTOCOL AND PACKAGING OF BIDS

Bidders should take precaution to not contravene the provisions of Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, which prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).

An agreement to engage in a restrictive horizontal practice is presumed to exist between two or more firms if:

- a) any one of those firms owns a significant interest in the other, or they have at least one director or substantial shareholder in common;
- b) any combination of those firms engages in that restrictive horizontal practice;
- c) an agreement for co-operation between two or more competing businesses operating at the same level in the market; and/or
- d) Price fixing- an arrangement in which several competing businesses make a secret agreement to set prices for their products to prevent real competition.

South African Tourism requires bidder(s) to declare the following in the Bidder's Technical response. Confirm that the bidder(s) is to:

- a) Act honestly, fairly, and with due skill, care and diligence, in the interests of South African Tourism;
- b) Have and employ effectively the resources, procedures and appropriate technological systems for the proper performance of the services;
- c) Act with circumspection and treat South African Tourism fairly in a situation of conflicting interests;
- d) Comply with all applicable statutory or common law requirements applicable to the conduct of business;
- e) Make adequate disclosures of relevant material information including disclosures of actual or potential own interests, in relation to dealings with South African Tourism;
- f) Avoidance of fraudulent and misleading advertising, canvassing and marketing;
- g) To conduct their business activities with transparency and consistently uphold the interests and needs of South African Tourism as a client before any other consideration; and
- h) To ensure that any information acquired by the bidder(s) from South African Tourism will not be used or disclosed unless the written consent of the client has been obtained to do so.

7.3.1 Proposals are expected to be presented in one pack where the pack, however, should be noticeably **subdivided into 3 sections** under the following headings:

PART A: Legal and commercial information

This refers to documents and information relating to the vetting of legal and commercial information of all bidders where the below portfolio of evidence and supporting documents should be provided in sequential order (**This must include the sub-contractor information as well**):

- a) Cover letter introducing your company and any sub-contractor who will participate in the bid/contract;
- b) Bidder credentials (comprehensive company profile, ownership structure of the company, B-BBEE profile etc.);
- c) Confirmation of valid tax status (refer to paragraph 6.16 for acceptable method(s) of proof);
- d) Valid certified copy of B-BBEE certificate (if applicable);
- e) Copies of latest audited statement of financial position, statement of financial performance, cash flow statement and latest audit report (issued by independent auditors). Shortlisted bidders will be required to submit full set of latest financials upon request from South African Tourism;
- f) Certified copy of Companies and Intellectual Property Commission (CIPC) registration documents (if applicable);
- g) Certified copies of South African Identity Documents or Valid Passports of Members, Directors or owner (Copy with original stamp); and

- h) Certified copies of all latest share certificates, in case of a company (*Copy with original stamp*);

Part B: All documents and completed annexures of the Request for Proposal (RFP) in sequential order as they have been issued where bidders are required to:

- a) Initial each page of the Request for Proposal (RFP) to confirm that they have read and understood the contents of the bid; and
- b) Duly complete all Standard Bidding Documentations (SBDs) and Declarations.

Part C: Credentials against the proposed scope of services, any information which will demonstrate the bidder's response as per set functional criteria

End.