



Part B: - SCOPE OF WORK - SAT Tender 194/22 - TECHNOLOGY & DIGITAL PANEL OF SERVICE PROVIDERS

Bid Description	
Technology and Digital Panel Of Service Providers for South African Tourism	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 194/22
Closing Time:	13h00 pm
Closing Date:	16 March 2022 (No late submission will be accepted)
Compulsory Briefing Session:	Yes
Meeting link for compulsory briefing Session:	<u>Compulsory briefing for Tender 194/22</u> <u>Monday, 28 February 2022 · 11:30 am</u> <u>Google Meet joining info</u> <u>Video call link: https://meet.google.com/bhq-cajx-zqm</u> <u>Or dial: (ZA) +27 10 823 1013 PIN: 166 319 157#</u> <u>More phone numbers: https://tel.meet/bhq-cajx-zqm?pin=1839998598057</u>
Date and Time:	28 February 2022 at 11:30
Contact Person	Raymond Mabuella
Bid Submission Address	https://forms.gle/CUTeMbA1TiBDVeHA8 Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net

	<p>Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.</p> <p>No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.</p>
Contact Person	Raymond Mabuela
Email Address	tenders@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 THE CONTRACT

Index **Page**

1	CLOSING DATE	3
2	TENDER SUBMISSION LINK	3
3	CONTACT AND COMMUNICATION	4
4	GENERAL OVERVIEW	4
5	SCOPE OF WORK	5
6	PROPOSALS	6

1 CLOSING DATE

The closing date for submitting proposals is **16 March 2022 at 13:00 pm**. No late submissions will be accepted.

2 TENDER SUBMISSION LINK

2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/CUTeMbA1TiBDVeHA8>

Should bidders encounter any issues with the submission link, queries must be directed in writing to tenders@southafrica.net

Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.

No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.

2.2 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.

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

2.4 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.

3 CONTACT AND COMMUNICATION

3.1 A nominated official of the bidder(s) can make enquiries in writing to the specified person, Raymond Mabela, via email at tenders@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

3.2 Bidders are to communicate any technical enquiries through the nominated official in writing no later than **02 March 2022 @13h00pm**.

All responses (addendum with Questions and Answers) will be communicated with all attendees of the compulsory briefing sessions on or before **07 March 2022**.

3.3. 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 contract period.

3.4. DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract with the successful bidders who form part of the panel of service providers. The individual contracts will also be subject to a periodic performance evaluation on agreed terms and conditions with each successful bidder unless the parties agree otherwise.

4 GENERAL OVERVIEW

The role of a Destination Marketing Organization (DMO) is increasingly shifting with the ever-changing consumer and sector demands. The global pandemic has accelerated digital adoption and technology transformation, with users needing to resort to online, digital, and technology to access products and services they would otherwise purchase physically.

South African Tourism wants to appoint a panel of service providers to assist with technological and digital solutions to promote South Africa. The panel will further deliver on the organisation's digital innovation and transformation needs.

The panel will play an active role in implementing the digital transformation roadmap, delivering the business tech innovation requirements and special projects as they arise, and providing hands-on delivery of solutions that require specialised tech and digital skill that does not already exist in either the organisation or amongst the existing service providers.

5. SCOPE OF WORK

SA Tourism requires a panel of service providers to support the delivery of the organisation's business unusual and transformation needs that require technology and digital expertise.

The business's unusual and transformative needs are guided by the following 4 guiding principles set to assure the organisation's relevancy and future state and champion the digital outlook for the sector:

5.1. Purpose-Driven

- Facilitating travel and driving tourism quality across the full value chain;
- Contributing to economic growth and enabling dispersion of high-value visitors across South Africa.

5.2. Collaborative

- Improving tourism seasonality and dispersion beyond traditional tourism assets and gateways;
- Growing tourism revenue share through visitor yield, length of stay and repeat visitation;
- Delivering messages and content across the full customer journey.

5.3. Data-Driven

- Leveraging evidence-based information, data and research from disparate sourced, utilizing new technologies and methodologies for improved real-time decision making based on the understanding of consumer shifts and performance of marketing activities.

5.4. Agile and Efficient

- Creating a variable cost model that is responsive to external market changes and adjustments;
- Shedding inefficient legacy operations to become more agile, innovative and efficient.

SA Tourism recognises that it is currently suffering from several operational constraints that impact delivering the envisioned future state and limit its current performance as a DMO. These include, but are not limited to:

- Process inefficiencies;
- Lack of data and analytics processing to drive decision-making;
- Fragmented applications and system environment;
- Non-digital mindset and ways of working.

Beyond remediating these critical foundational issues, SA Tourism also seeks to reimagine itself as a new digital organisation that can transform and excel in its mandate and champion the digital outlook for the sector.

To achieve the future state, the scope of work for the panel of service providers involves both internal and external needs as follows:

- Perform a readiness assessment with regards to digitalisation for SA Tourism;
- Model the future state of an SA Tourism digital transformation;
- Map out organisational frameworks (Digital and Technology) and processes that should be implemented for SA Tourism digitalisation;
- Develop and implement a digital transformation journey.

The digitalisation assessment is an initial step in the organisation's digital transformation vision. This assessment will benchmark the organisation's current digital and technology maturity, the appropriate operating model enablement for the future state, a comprehensive transformation roadmap, and a supporting project implementation plan.

In this context, SA Tourism is looking for a panel of service providers that can deliver 360 technology and digital solutions comprising of but not limited to:

- Digital and Technology Assessment
- Digital and Technology Framework Design
 - Complete tourism value chain tracking across all audience segments;
 - Data storage and management framework
 - Provide technology to provide a near-real-time view of product availability in South Africa across all product categories;
 - Data Management, data syndication between SA Tourism and 3rd party platforms and big data acquisition capabilities;
 - Digital business modeling;
 - Training and upskilling;
 - Practical applications of data in real-time;
 - Cyber-security, advanced online security measures and intervention on cyber-attacks;
 - Internet of Things (IoT) infrastructure set-up and growth path;
 - Advanced hands-on coding capability and Artificial Intelligence (AI) algorithm building;
 - Full-stack development capability, inclusive of Virtual Reality (VR) and Augmented Reality (AR) building and implementation;
 - Predictability model building;
 - Data privacy policies, locally and globally, adhered to in all solutions proposed;
 - Legal requirements and elements in place across all solutions proposed and implemented locally and globally;

- Tourism Blockchain of verification related to COVID (ex: vaccine passport) - provide a good visitor experience based on a verified profile;
- Technology and digital transformation roadmap

The above is the principle of data as a core strategic asset, enabling the organisation to become data-driven, more agile and gain greater speed to market products and experiences against SA Tourism target audience needs, despite its challenging compliance environment.

Further, by leveraging digital technology, SA Tourism seeks to adopt new and enhanced ways of working to foster a productive, collaborative and innovative culture that collectively succeeds in operationalising the organisation's strategy.

Services must be delivered quickly, effectively, professionally, independently, and responsible on request. Services need to be rendered for local and regional (SADC) office requirements.

The successful bidders will form part of the panel of suppliers to provide the 360 digital and technology services to SA Tourism as and when needed on a project basis. Being on the panel doesn't mean a service provider will be guaranteed a specific project/s, as objective criteria will apply to each project related to particular project needs and requirements, i.e. expertise, experience, turn-around-time, pricing, etc.

Bidders appointed to the panel will be required to compete for the projects through a Request for Quote (RFQ) competitive method and subject to a fair system. For the first project, an RFQ will be sent to all service providers on the panel.

6. PROPOSALS.

SA Tourism is extending an invitation to full-service technology companies to provide detailed proposals that demonstrate their capacity and capability to perform the specified functions as part of a panel of expert service providers, inclusive of:

- 6.1. A comprehensive and 360 technology service package that covers the full scope of work including, but not limited to: Tools; Resources; Systems; Subscriptions; Events; Seminars, and Training.
- 6.2. The project methodology that will be used with SA Tourism to deliver on the project requests, inclusive of project management and workflow management tools.
- 6.3. A profile overview of the resources and skills available to SA Tourism on the panel;
- 6.4. Rate card itemised view of individual services and solutions.

7. PANEL UTILISATION GUIDELINE.

- 7.1. The panel will consist of the preferred bidders that reach the qualifying threshold.
- 7.2. The appointment of work to the service providers in the panel is done following an RFQ process which is guided by specific scope of work and evaluation criteria (where applicable, functionality scoring may be utilised).
- 7.3. The formal approval of a specific work assignment will be facilitated by the Supply Chain Management (SCM) and formalised with a signed service level agreement in response to the scope of work and Purchase Order (PO).
- 7.4. There is no guarantee that a service provider on the panel will be assigned work/projects tasks or other during the tenure of this contract. Assignment of work is done following the RFQ process as stated in 7.2.

- 7.5. Assignments will be requested in a form of a brief and the RFQ template that clearly define the scope and objective of work, proposed timeframes, qualifying criteria, qualification requirements, expected duration (hours) and expected deliverables amongst others. This will be done by SA Tourism's from SCM and no other communication in any form from any other official shall constitute a valid brief.
- 7.6. All Service providers on the panel shall be required to be competent and experienced in all aspects related to a specific area of specialization unless SA Tourism in its sole discretion deems it necessary to deviate from this requirement.
- 7.7. This is a non-exclusive panel and SA Tourism may at its sole discretion, source services outside the panel.