

**PART B: SCOPE OF WORK****SA Tourism Tender Number SAT 242/24 GRADING CRITERIA REVIEW**

Bid Description	
GRADING CRITERIA REVIEW	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 242/24
Closing Time:	12h00
Closing Date:	01 April 2024 (No late submission will be accepted)
Non- Compulsory Briefing Session:	N/A
Contact Person	Thembelihle Nyide
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
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, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.

1 CLOSING DATE

The closing date for the submission of proposals is 01 April 2024 at 12h00. No late submissions will be accepted.

2. TENDER SUBMISSION LINK

South African Tourism have developed and implemented an online e-procurement Portal, enabling bidders to respond to procurement opportunities as and when they are issued by South African Tourism.

The portal is the official portal for South African 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 to RSVP to tender briefings, and to submit tender responses on the portal.

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.

The supplier user manual can be viewed and downloaded on South African 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 South African Tourism's physical address are 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 about this tender before due dates.

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.

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3 CONTACT AND COMMUNICATION

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

- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **20 March 2024 2024 at 12h00.**

All responses will be published by end of **22 March 2024 2024** on the following links:

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

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.

4 DURATION OF THE CONTRACT

South African Tourism intends to enter into a one year and six months contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

5 DETAILED SCOPE OF WORK

5.1 Background

South African Tourism (SAT) is a Schedule 3A Public Entity, listed in terms of the Public Finance Management, 1999 (Act No. 1 of 1999), and it is accountable to the Minister of Tourism. SAT is a public entity established in terms of section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the Tourism Act No 3 of 2014. In line with its mandate, SAT receives funding for its operations from the National Treasury.

- Chapter 3 of the Tourism Act, 2014 provides the following as functions of the SAT:
 - Market South Africa as a domestic and international tourist destination;
 - Market South African tourism products and facilities internationally and domestically;
 - Develop and implement a marketing strategy for tourism that promotes the objectives of the Act, and the National Tourism Sector Strategy;
 - Advise the Minister on any other matter relating to tourism marketing;
 - With the approval of the Minister, establish a National Convention Bureau to market South Africa as a destination for business events by:
 - Coordinating bidding for international conventions;
 - Liaising with other organs of state and suitable bodies to promote South Africa as a destination for business events; and
 - Reporting to the Minister on the work performance of the National Convention Bureau.

The Board of SAT must perform any function imposed on it, in accordance with a policy directive of the Minister, and not in conflict with the Act. Additionally, Chapter 4 of the Tourism Act, 2014 provides the following as functions of the Tourism Grading Council of South Africa (TGCSA):

- Implement and manage the national grading system for tourism, as contemplated in section 28. The Minister must oversee the functioning of the Council, and
- The Council is, in this respect, accountable to the Minister for the proper implementation and management of the national grading system.

The organisation's vision is, for South Africa, to be one of the preferred quality tourist destinations in the world in order to maximise the economic potential of tourism for the country and its people.

The vision will be achieved through the following:

- Facilitating the strategic alignment of the provinces and industry in support of the global marketing of tourism to South Africa;
- Removing all obstacles to tourism growth;
- Building a tourist-friendly nation; and
- Ensuring that tourism benefits all South Africans.

The South African Tourism Strategic Plan responds to the following 2019-2024 Medium Term Strategic Framework (MTSF) priorities:

- Priority 7: A Better Africa and the World; and indirectly.
- Priority 1: Economic transformation and job creation; and
- Priority 6 - A capable, ethical and developmental State.

In responding to the above priorities, this Strategic Plan is built from the foundation of a solid assessment of South African Tourism's performance in the previous term, both successes and challenges, and on the basis of lessons learnt from the assessment.

In terms of Chapter 3 of the Tourism Act (Act No. 3 of 2014), the primary mandate and functions of South African Tourism are to:

- Market South Africa as a domestic and international tourist destination;
- Market South African tourism products and facilities internationally and domestically;
- Develop and implement a marketing strategy for tourism that promotes the objectives of the Act, and the National Tourism Sector Strategy (NTSS);
- Advise the Minister on any other matter relating to tourism marketing; and
- Liaise with other organs of state and suitable bodies to promote South Africa as a destination for business events.

Informed by this primary mandate, South African Tourism has revisited and reconceptualised its strategic posture and framework in this Strategic Plan, to ensure it is well-articulated and fit for purpose to guide the organisation over the period to 2025.

In fulfilling its primary mandate, for the period to 2020-2025, South African Tourism will focus on achieving the following strategic medium-term results:

- Ensuring South Africa is recognised as an appealing, resilient and competitive tourism brand across all markets and segments;
- Increasing domestic holiday trips and spend, towards 4.3 million domestic trips by 2030;
- Increasing international tourist arrivals and spend, towards 21 million arrivals by 2030;
- Supporting transformation of the tourism sector and ensuring transformation within the organisation;

- Acting as the tourism industry leader in South Africa; while
- Ensuring sound governance, operational excellence and high-performance.

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted in accordance with 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.

Having regard for the aforementioned, SAT is accordingly inviting reputable and experienced service providers, with a good track record, to submit proposals that demonstrate their ability and capability to conduct the review of the quality grading criteria, universal accessibility criteria and assist in developing the new attractions and experience grading criteria in a credible, transparent, and auditable way on behalf of the TGCSA.

5.2. Key deliverables will include, but will not be limited to:

- a. Landscape analysis including the collation of information on all South African tourism, hospitality, and travel associations/bodies;
- b. Development of a comprehensive database of all stakeholders (tourism, hospitality, and travel services) currently operating in South Africa, key contact information and a brief description of each product, which is updated and verified. This database is to be presented to the TGCSA as a proper database format, at the very least - an Excel spreadsheet;
- c. International Benchmarking: Benchmarking South Africa's grading system and criteria (quality and universal accessibility) against the systems and criteria adopted by a selection of other countries and entities with particular focus on New Zealand, Thailand, Dubai, UNTWO, Fair Trade Tourism, Global Sustainability Tourism Council (GSTC), Booking.Com, Trip Advisor, not limited to these countries/entities. Provide significant findings which the proposed changes can be adopted as part of the review process;
- d. Development of Draft ONE of the Quality Grading Criteria and Minimum Requirements of Entry (Core Requirements), and Universal Accessibility Criteria. The TGCSA will provide the following:
 - i. Quality Grading Criteria excel spreadsheets consisting of a list of Grading Criteria not limited to 20 categories that it proposes to be used by the service provider to determine the relevance and appropriateness.
 - ii. Accolade and premium spreadsheets of a list of accolades and premium certification that it proposes to be used by the service provider to determine the relevance and appropriateness.
 - iii. Universal Accessibility Grading Criteria excel spreadsheets of a list of Universal Accessibility Criteria applied not limited to Level 1, Level 2, and Level 3 that it proposes to be used by the service provider to determine the relevance and appropriateness.
 - iv. Customer journey through travel experience in relation to Service, Cleanliness, Safety, Customer Experience

5.2.1. The service provider is expected to edit and consolidate these into one document which will then constitute DRAFT ONE;

5.2.2. Development of Draft ONE of set of Criteria for Attractions and Experience, a criteria document will be provided for the work done.

- 5.2.3. The SERVICE PROVIDER will then solicit comments on this DRAFT ONE from all stakeholders. The TGCSA requires a report of what exactly was done to solicit comments and who responded and what those responses were, grouped according to issues/trends. This report must be in the form of a formal and detailed report as well as a Power Point presentation. The SERVICE PROVIDER to utilize an effective tool for this to reach as many people as possible in the shortest time. TGCSA reserves the right to verify the information received from the service provider. In addition, an online tool is easy to measure and report on the activity of each stakeholder- i.e., successful delivery of the e-mail, was it opened, clicked on, actual response, etc. This information is critical.
- 5.2.4. The SERVICE PROVIDER is thereafter expected to consolidate all the comments coming out of DRAFT ONE to inform and develop DRAFT TWO. Again, the TGCSA requires a report summarizing the changes made to Draft One and why those changes were made, following the comments received from all the respondents. A detailed report is to be accompanied by a Power Point presentation;
- 5.2.5. The SERVICE PROVIDER is thereafter expected to make a presentation of DRAFT TWO to a duly constituted meeting of the Awards Committee and to solicit their comments on same in the document;
- 5.2.6. The SERVICE PROVIDER is thereafter expected to conduct workshops (ten) aimed at providing stakeholders across the country an opportunity to discuss DRAFT TWO as consolidated per point C above.
- I. The SERVICE PROVIDER to conduct ten (10) workshops across the country and recommend the stakeholders the SERVICE PROVIDER envisages are key to participate.
 - II. SERVICE PROVIDER to recommend the format that these workshops should take demonstrating how the format will ensure comprehensive engagement, discussion and buy-in into this new Grading Criteria and Core Minimum Requirements of Entry.
- h. The SERVICE PROVIDER is thereafter expected to consolidate all the comments received during these workshops across the country. Again, the TGCSA requires a detailed report on the attendees of the workshop vs who was invited and what the main discussion points were during the workshops, grouped according to issues/trends. This report must be in the form of a formal and detailed document as well as a Power Point presentation;
- i. The SERVICE PROVIDER is thereafter expected to consolidate all the comments coming out of the workshops to inform and develop DRAFT THREE. Again, the TGCSA requires a detailed report summarizing the changes made to Draft Two and why those changes were made, following the comments received from all the attendees of the workshops. A detailed report is to be accompanied by a Power Point presentation;
- j. The SERVICE PROVIDER will then solicit comments on this DRAFT THREE from all stakeholders including a sample of the travelling public, both domestic and travelling. The TGCSA requires a report of what exactly was done to solicit comments and who responded and what those responses were, grouped according to issues/trends. This report must be in the form of a formal report as well as a Power Point presentation. We recommend that the SERVICE PROVIDER considers an online tool for this as it is the most effective way to reach as many people as possible in the shortest time. In addition, an online tool is easy to measure the activity of each stakeholder all the way down the value chain - i.e. successful delivery of the e-mail, was it opened, clicked on, actual response, etc. This information is critical. When proposing tactics to solicit feedback from the travelling public, the Service Provider should take into consideration platforms utilised by this target audience e.g. TripAdvisor, Wayne.com, Social Media platforms etc.

- k. The SERVICE PROVIDER is thereafter expected to consolidate all the comments coming out of the Draft to inform and develop FINAL GRADING CRITERIA AND CORE MINIMUM REQUIREMENTS DOCUMENT. Again, the TGCSA requires a report summarizing the changes made to Draft THREE and why those changes were made, following the comments received from all stakeholders/respondents. Again, a document to be accompanied by a Power Point presentation;
- l. The SERVICE PROVIDER will be expected to provide additional service enhancements to be introduced during the project.
- m. The SERVICE PROVIDER will, thereafter, be expected to present to a duly constituted meeting of the Awards Committee this FINAL GRADING CRITERIA AND CORE MINIMUM REQUIREMENTS DOCUMENT for the Committee's final approval and sign-off prior to handing over to the TGCSA;
- n. The SERVICE PROVIDER is expected, in its proposal, to outline clear timelines for each phase of this project from start to finish. This is a key deliverable and the SERVICE PROVIDER will be held fully accountable for any delays which were within their control;
- o. Please supply a proposal, outlining methodology, timelines and costs for conducting this critical work on behalf and in partnership with the TGCSA.

END