



12 April 2021

## REQUEST FOR PROPOSAL

The Philippine Department of Tourism - Korea is in need of a well-experienced company based in Korea engaged in creating/developing and implementing an online e-learning course module for the Philippine Specialist Program for Korean travel agents. Attached is the Terms of Reference.

Interested companies may submit their proposal on or before April 26, 2021, 5:00 pm to:

Philippine Department of Tourism-Korea  
Suite 801, President Hotel, Euljiro1-ga  
Jung-gu, Seoul 04533 Korea  
Tel no: (02) 598-2290 Fax: (02) 318-0520  
Email: [jake@philippinetourism.co.kr](mailto:jake@philippinetourism.co.kr) and [lily@philippinetourism.co.kr](mailto:lily@philippinetourism.co.kr)

A handwritten signature in black ink, appearing to read "M. Corazon Jorda-Apo".

**MARIA CORAZON JORDA-APO**  
Tourism Director

## TERMS OF REFERENCE

- PROJECT:** Philippine Specialist Program (PSP) Module Content Creation for and Conduct of an E-Learning Course Including Promotional Services and conduct for Korean Travel Agents
- DURATION:** 2<sup>nd</sup>-4<sup>th</sup> Quarter 2021
- BACKGROUND:** The Philippine Specialist Program is an online training program or an e-learning course for Korean travel agents specifically front liners/retailers aimed at educating the agents on the latest travel-related information on the Philippines under the new normal. By undertaking the e-learning course, the PSP shall further equip the travel agents with the skills and know-how to successfully sell Philippine tour programs to their respective clients, thereby becoming a “Philippine Specialist” and an effective endorser of the Philippine tour program.

### OBJECTIVES

- To provide travel professionals a medium of learning that could further develop and enhance their product knowledge on Philippine tourism destinations, products, services, and the like.

### ELIGIBILITY CRITERIA

- Provider shall have at least three (3) years of experience in preparing and executing an online training course or an e-learning module;
- The company’s online or digital marketing projects/services specifically related to the tourism industry is an advantage.
- Agency/company to bid must be based in South Korea or if based outside Korea, the company must have a partner company based in South Korea.

### SCOPE OF WORK/DELIVERABLES

The supplier will build a customized e-training platform for the Philippines to engage and educate agents in a best-in-class portal that exhibited the destination’s uniqueness. The services will include site design, course creation, hosting, marketing, reporting, and customer support, among others. Specifically, the following would be the scope of work:

- A. Content Creation and Hosting of the Online Course
- Creation of actual lesson modules that include general information on the Philippines, tourist destinations, attractions, sites, important landmarks, accessibility, and other useful travel information for the public; content shall also include travel tips under the new normal; content on tourist products like diving, surfing, golfing, health and wellness, farm tours, culinary tours, Philippine tour packages from existing tour operators, etc.
    - Content divided into several modules with quizzes in-between the modules;
    - Any other content that may be agreed upon by PDOT Korea Office and the company.
  - Design, layout of contents, and special features including video production to be uploaded online.

- Online course in Korean; if materials are in English (e.g., video, etc.), translation to Korean must be provided as subtitles or voice –over as the case maybe.
  - Provision of overall voice-over content of the materials in Korean.
  - Domain Registration, web, and database hosting as may be necessary if a website is to be created for this purpose.
  - Scanning and conversion of materials to pdf for downloading as may be necessary.
  - Instituting a system within the online course that the travel agents to participate are legitimate, registered, and recognized by a Korean government agency or Korean private sector/commercial, trade, or travel-related organization.
- B. Unlimited content updating of the online course while the latter is already running and being implemented; revision of the module as may be deemed necessary by PDOT Korea must be taken into consideration
- C. Generating answers on a daily basis to Philippine tourism-related questions/inquiries/comments from the travel agents that can be derived from the online course and other mechanisms/process; provision of a chatbox or the like is an advantage;
- D. Marketing and promotion of the online course thru various and appropriate communication tools to entice travel agents to join, undertake and complete the online/e-learning course; the communication tools can be the use of social media, direct mails, online ad placements, and the like.
- E. Regular updating on the number of course enrollees and graduates will be provided to PDOT Korea
- F. Inclusion and provision/sending of incentives to entice travel agents to enroll in the course.
- G. Provision of e-learning certificate of completion, tokens, and the like.
- H. Monthly output and report generation for accurate and detailed performance reports with professional analysis.

The above services will be delivered by the following timeline, subject to finalization with the winning bidder before contract signing:

<b>Activity</b>	<b>Timeline</b>
a. Content Creation, Design, Development, and Hosting	2 <sup>nd</sup> quarter to 3 <sup>rd</sup> quarter
b. Inviting of participants and marketing/promotion of the online course; information dissemination	3 <sup>rd</sup> quarter to 4 <sup>th</sup> quarter or until project completion
c. Implementation of the e-learning course	3 <sup>rd</sup> -4 <sup>th</sup> quarter or until the project completion
d. Content Updating and generation of answers to questions by travel agents	3 <sup>rd</sup> to 4 <sup>th</sup> quarter or until project completion
e. Regular updating on the number of course enrollees and course graduates	Twice Monthly

f. Answering of inquiry received from the agents enrolled in the course	Daily
g. Provision and sending of incentives, tokens, or the like to travel agents who completed the course	Monthly

**GENERAL SPECIFICATIONS:**

- a. The target audience are the Korean travel agents using desktop and smartphone; tour operators can be included.
- b. Media formats utilized should be available in Korea - desktop, android, and iOS users.
- c. The online course site should be user-friendly and mobile responsive.
- d. The course developer may utilize DOT/TPB photo archives and in the event of usage of non-DOT/TPB photos, the developer will be responsible for acquiring the copyrights and corresponding fee.
- e. The online course design should be aligned with DOT’s “It’s More Fun in the Philippines campaign”.
- f. Interactive, social networking, and community-based applications popularized in Korea can be used to reach travel agents (South) Korea-wide.
- g. Course module must be available in the Korean language.
- h. Online course should have a monitoring mechanism that can track overall views and usage.
- i. The developer is encouraged to recommend other IT applications to enhance the online training course particularly if the said format is highly popular in Korea.
- j. Cost should include equipment for video streaming server (as may be needed) and the like.
- k. The developer must have a Korean team assigned permanently for this project.

**DOCUMENTARY REQUIREMENTS:**

The company is required to submit its proposal with a **detailed company profile that should include the following:**

- a. description of the company
- b. past clients and referrals
- c. past engagements and achievements
- d. organizational structure
- e. qualifications and experience of employees to be assigned to the team to handle the Philippines account
- f. proof of business operation issued by the Korean Government (business permit/business registration or tax registration certificate)

*Schedule: All interested parties to submit a proposal and complete documentary requirements within fourteen (14) working days after posting of this document.*

- April 26, 2021 (5:00 pm) - Deadline of submission of proposal and budget*
- April 27 - 28, 2021 - Evaluation of proposals*
- April 29, 2021 - Notice of Award*
- April 30, 2021 - Notice to Proceed*

**OWNERSHIP**

PDOT-Korea will have full ownership of the e-training portal content, and PDOT-Korea can host it on its website – [www.philippinetourism.co.kr](http://www.philippinetourism.co.kr)

## **PRESENTATION OF PROPOSALS**

A one-on-one presentation before DOT-Korea officers will be scheduled (if necessary) once the bid is deemed eligible.

## **BUDGET**

The estimated budget for the engagement is **KRW 38,000,000** (including tax) to cover the Philippine Specialist Program (PSP) Module Content Creation for an E-Learning Course. The budget should include promotional services and actual conduct of the e-learning course for Korean travel agents.

## **TERMS OF PAYMENT**

The payment process shall be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statements by the supplier. Should the end-user get sponsorships, the billing statement should reflect only the actual expenses incurred.