



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

21 December 2018

REQUEST FOR PROPOSAL

The Philippine Department of Tourism - Korea is in need of a well-experienced company based in Korea engaged in web design, development and maintenance and online/mobile marketing for the year 2019. Attached is the Terms of Reference.

Interested companies may submit proposal on or before December 28, 2018, to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 3180520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

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

MARIA CORAZON JORDA-APO
Tourism Director and Attaché

Philippine Department of Tourism-Korea

Suites 102 & 801, Paiknam Bldg., Euljiro 1 (il)ga, Jung-gu, Seoul 04533, South Korea

Tel: (822) 598-2290 Fax : (822) 318-0520 Email: pdot@philippinetourism.co.kr Website: itsmorefuninthephilippines.co.kr

TERMS OF REFERENCE

PROJECT: Re-Development/Re-design/Maintenance of PDOT Korea Website and Mobile and Online Marketing for PDOT-Korea

DURATION: January – December 2019

BACKGROUND:

The website and mobile app is to be utilized to market the Philippines and complement its promotion and communication strategies on its tourism campaign – “It’s More Fun in the Philippines” in South Korea. PDOT needs to re-develop & re-design, maintain & develop contents for online marketing and web & database provider.

OBJECTIVES:

- To promote the Philippines and its events to the Korean population.
- To re-develop & re-design the current website structure in line with DOT’s new tourism campaign.
- To strengthen the current mobile app by updating existing content in terms of new locations, destinations, spots and directory.
- To promote various tourist destinations in line with DOT’s It’s More Fun in the Philippines campaign using the different online platforms, website, mobile app and social media.
- To serve as PDOT’s official website portal for information dissemination.

ELIGIBILITY CRITERIA

Web Agency shall have at least five (5) years of experience in preparing and executing web/mobile design & development and online marketing projects specifically in the tourism industry. An agency with previous experience in handling website development and maintenance and web/mobile design and online marketing is preferred for the Philippine Department of Tourism is preferred.

SCOPE OF WORK:

- a. Website Re-Design, Re-Development and Hosting
 - Design, layout of contents and special features
 - Korean Version
 - Translate website contents in Korean language (maximum 70 pages excluding downloadable materials to be provided by PDOT)
 - Website maintenance and update
 - Domain Registration
 - Website accessible to smartphones.
 - Scanning and conversion of materials to pdf for downloading.
 - Web and Database Hosting

- b. Content Updating of Mobile Application
Features:
 - Tourist Spot Directory – showcase popular tourist destinations with description, contact information and map.
 - i. Bohol
 - ii. Boracay
 - iii. Cebu
 - iv. Clark
 - v. Davao
 - vi. Metro Manila
 - vii. Palawan
 - viii. Subic
- c. Social Media Pages: Creation, monitoring and management of the following PDOT Korea Social Media Accounts:
 - i. Facebook
 - ii. Twitter
 - iii. Naver Cafe
 - iv. YouTube
 - v. And other forms of social media sites that may become popular to Koreans and deemed necessary by PDOT.
- d. Website Content Update and Development
 - Ensure that PDOT Korea website is being updated in a timely manner.
 - Develop new contents to be pre-approved by PDOT Korea.
- e. Online Ad Placements to various online media channels.
- f. Daily answering of inquiry received in email and social media pages of PDOT Korea.
- g. Daily posting of events/content in PDOT Korea social media pages and website.- create and manage a rich content that attracts visitors to PDOT Korea social media pages
- h. Issue and Crisis monitoring in social media pages and website managed and controlled by PDOT.
- i. Identify trends and insights, and optimize performance based on the insights
- j. E-mail dispatch of Philippine tourism updates to members.
- k. Output and report generation.- provide accurate and detailed performance reports with professional analysis

GENERAL SPECIFICATIONS:

- a. The target market is the Korean internet and smartphone users (85% of general population)
- b. Media formats utilized should be available in Korea. Target includes desktop and android users.
- c. Site should be user friendly and mobile responsive with a simple site map. Site contents should follow the DOT sitemap.

- d. Developer may utilize DOT/TPB photo archives and in the event of usage of non DOT/TPB photos, the developer will be responsible in acquiring the copy rights and corresponding fee.
- e. Website 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 are encouraged
- g. Webpage should be available in Korean language; however, internet event participation will be limited to Korean (South) residents
- h. Webpage should have a monitoring mechanism, one for the general visitors and visitor traffic.
- i. Translation will be limited to only web contents and does not include the downloadable materials.
- j. Developer is encouraged to recommend other IT applications to spruce the website, particularly if said format is highly popular in Korea.
- k. Cost does not include equipment for video streaming server and related equipment
- l. Team must have a Korean in the team assigned permanently for this project.

Technical Requirement:

- 5 year record on marketing webpage and mobile app development preferably tourism industry.
- 5 year experience with online projects servicing the Korean market
- Composition of team members, particularly designation of an individual who will administer and manage the social media pages.
- Presentation of web concept and online events.
- Presentation of apps concept to support the selected travel agents.

BUDGET

The estimated budget for the engagement is \$ 192,700.00.