

Hessequa Municipality



MUNICIPAL SUPPLY CHAIN MANAGEMENT INVITATION TO SUBMIT CLOSED QUOTATION

THE APPOINTMENT OF A SUITABLE SERVICE PROVIDER TO REVIEW THE EXPLORERS GARDEN ROUTE TOURISM MARKETING AND DEVELOPMENT STRATEGY AND TO DEVELOP A FIVE-YEAR ACTION PLAN TO DRIVE TOURISM FOR THE REGION

RQ Nr: 55250

24 May 2017

Dear Sir/Madam

Please provide a written quotation for the supply of goods and / or services as detailed in the list attached.

The quotation must be submitted, on the official letterhead of your business, by the one of the following means for the attention of Ms Carisha Prins

- Email carisha@hessequa.gov.za
- Per Hand at the Hessequa Municipality SCM offices, Post Office Building, 19 Main Road, Riversdale, 6670

Quotations must reach the Municipality by no later than 12:00 on 02 June 2017

The following conditions will apply to all quotations:

- Prices quoted must be firm, inclusive of VAT and where applicable for delivery to the address indicated below. The total amount of the quotation must also be clearly indicated;
- Please refrain from quoting on goods that are out of stock or not usually stocked by your company, or indicate on your quotation that this is the case and what the delivery period on those items will be;
- If your quotation is accepted, goods and/or services must be supplied and delivered to the below mentioned address, accompanied by your delivery note and invoice (if possible);
- Quotations must to be valid for a period of 30 days;
- The delivery period must be indicated.

- The closed quotation is subjected to the General Conditions of Contract as contained in MFMA Circular 25 of 2005 and the conditions contained in Hessequa Municipal SCM POS section 3.2.4.
- If a quotation is submitted for the goods; services or works requested, you the supplier accepts the conditions of this quotation and that the goods; services and works will be supplied or constructed as per this quotation.
- A formal order will be issued to the successful supplier that will be a written instruction to the supplier to supply; deliver or construct as per specifications contained in this quotation.

If your quotation does not comply with above stated conditions, your quotation will not be considered.

If you have not received a response from the Municipality within thirty (30) days after the closing date of the quotation, please regard your quotation as unsuccessful.

Should you be interested in wanting to know to who the successful bidder was, you may consult our website at www.hessequa.gov.za where monthly reports on awards will be published.

Quotations will be evaluated and adjudicated in terms of the Preferential Procurement Policy Framework Act (Act 5 of 2000), The Preferential Procurement Regulations, 2017 and the Hessequa Municipality's Supply Chain Management Policy, for which 80 points will be allocated in respect of price and 20 points in respect of B-BBEE contribution.

COMPULSORY CLARIFICATION MEETING

<u>VENUE</u>	<u>TIME</u>	<u>DATE</u>
HESSEQUA MUNICIPALITY SCM COMMITTEE ROOM 19 MAIN ROAD RIVERSALE 6670	10:15 AM	FRIDAY 26 MAY 2017

The Municipality reserves the right to withdraw any invitation for closed quotations and/or to re-advertise or to reject any quotation or to accept a part of it. The Municipality does not bind itself to accepting the lowest quotation.

Any Prospective Service Provider must make sure that they are registered and are valid on the Database of Hessequa Municipality and/or on the Centralised Supplier Database (CSD) and that they are in possession of a Valid Tax Clearance Certificate.

Please address any technical enquiries regarding the specifications to Mr E Lotriet Tel: 028 713 8000 or any Supply Chain Management related enquiries to Ms C Prins at Tel: 028 713 7974

Important note: a valid original or certified B-BBEE certificate must be submitted with the documentation. (MBD 6.1 Preference Points Claim form need to be completed to claim points. NB- Only points claims will be awarded. The MBD 6.1 is available from the municipal website at www.hessequa.gov.za under the tab 'GENERAL INFORMATION TENDERS' or at the Supply Chain Management offices at Post Office Building, 19 Main Road, Riversdale.)

1. INTRODUCTION

The service provider is required to review the current tourism framework and compile a short, medium and long term action plan (5 year) plan to market and develop the tourism industry of Hessequa. This review will require a public consultation with all the tourism industry role-players per town i.e. owners of accommodation establishments, stakeholders in the service industries i.e. retail owners and employees, petrol attendees, crafters, ward committee structures, as well as tour operators locally and tour operators outside the municipal boundaries.

The purpose of the review of the strategy is to identify tangible, practical and viable proposals on what tourism products needs to be developed, prioritisation of tourism packages to be developed and budget requirements, how it needs to be developed, what training is needed and can be provided, funding sources, plan of action to compile the tourism destination value chain for the area i.e. available hard infrastructure, soft infrastructure, local tourism products, linkages to markets and what and which markets to focus on. The strategy also needs to highlight what institutional arrangement would be best suited to drive and market tourism for the local area to ensure direct and indirect spin-offs benefit the local community of Hessequa. Coupled with this how and what accredited training is needed to develop local tourism products. Identification and proposing of key events, for the region to address the seasonality of the area

2. SCOPE

The service provider will be required:

- To conduct public consultations per town i.e. Heidelberg, Witsand, Slangrivier, Riversdale, Stilbaai, Melkhoutfontein, Albertinia, Gouritsmonds, with all the relevant tourism stakeholders i.e. accommodation establishments, service industries directly and or indirectly involved in tourism, local tourism information offices etc. to obtain buy-in and commitment in reviewing the tourism framework to derive to a workable 5-year action plan for implementation, with specific deliverables, actions.
- To do all logistical planning for the above sessions in consultation with the department and will submit a timetable of proposed consultations per town.
- Will be responsible to provide refreshments during the consultation processes.
- Will be required to provide the necessary stationary and documentation during the consultation phase.
- The department will be responsible to provide the necessary equipment i.e. projector and will book the municipal facilities for the consultation sessions, if available.
- The service provider will be required to produce a document, which entails the proposed tourism packages identified to be formalised and linkages with markets.

- As part of the document, training initiatives should be identified with the aim of strengthening tourism in the area.
- The document needs to highlight the value chain of the local tourism industry and linkages.
- The document need to identify the most suitable, viable institutional arrangement and funding models
- Identify and prioritise tourism routes per town and a route meander for development for the Hessequa Region.
- Linking of these routes to experimental tourism principles and identifying of primary market segments for the tourism route development strategy.
- Include design elements for branding of routes identified i.e. signage, use of technology, social media etc.
- Proposed sustainable institutional arrangement to drive tourism for Hessequa
- The consolidation, facilitation and coordination of the Explorer's Garden Route Tourism Strategy for Hessequa Municipality with a focus on the promotion of its tourism brand (Explorer's Garden Route) as well as facilitating tourism developmental aspects.

3. BACKGROUND

The amalgamation of different municipalities into the Hessequa Municipality in 2000 impacted on the functions of the previous towns. This had a particular effect on the support of tourism initiatives. The Hessequa Tourism Strategy (2008) encouraged a shared vision for tourism development in the region as well as standard practices for supporting the existing tourism bureaux. The Hessequa Tourism Implementation Plan (2010) proposed the formation of a Local Tourism Organisation (LTO) to consolidate the marketing and management of tourism under the banner of Hessequa Tourism. A professional Tourism Manager was appointed to deal with marketing efforts of the existing product base as well as the crucial issue of developmental tourism to expand the product range, create new attractions and draw in new entrants.

Hessequa Tourism Bureaux originated in individual towns before they were amalgamated into a single municipality. Many of them wanted to retain their town identity and continue operating the way they did previously. As a result, there was evidence of resistance to new ideas, systems and structures. Some regarded the LTO and its principles as positive development, while others felt it was a threat to their traditions. The establishment of the LTO affected bureaux in different ways. The situation in the bureaux showed that some bureaux rose to the developmental tourism challenge while others did not.

There was a strong move to consolidate municipal influence over the tourism function and to internalise the function, based on the following primary opinions;

- Some people feel that the face of tourism has not changed sufficiently

- Municipal budgets spent on empowerment actions have not had obvious results
- There have been mixed results in terms of the sharing the responsibility for growth and transformation with the network of bureaux
- The LTO in its current form was too weak to become an independent entity
- If the LTO became independent, it would be measured in the same way as the current bureaux and if it did not perform in this regard, the municipality could not continue supporting it. Then there would be no central coordination at all
- The issue of externalisation of the tourism function should be shelved for now and revisited later when the circumstances have changed
- The municipality should take over the operations of all the bureaux, appoint staff for these offices and drive the developmental tourism agenda through a network of information access points tasked with both tourism and LED.

After the consolidation occurred and the tourism functions of Hessequa was internalised, funding of the tourism bureaux was halted and resulted in:

- Alienation of the existing bureaux, product owners and even possibly tourists
- Downgrading of the main marketing and promotion effort of Hessequa Tourism
- Loss of key personnel and resources at bureaux level
- Lack of cooperation and coordination between key role players
- Inability to continue building marketing systems and electronic resources in a tourism market that demand these

Leading to the following status quo:

The current Tourism support structure that exists within Hessequa Municipality is EGR that plays the role of a LTO with independent Local Tourism Associations (LTAs) that partially fulfil this role, to follow, the document will look at each town and the current tourism support structure that exists per town after the Local Hessequa Municipality decided to withdraw their funding support from the local tourism bureau's through adopting scenario 2 as mentioned in the table above.

Albertinia Tourism:

- Use to be housed in town at the Albertinia museum, have now since moved to a new location along the N2 called Tuinplaas which is visible off the N2
- Brochures are either outdated or limited
- Still very municipal dependent for funding/aid
- A decrease in membership

Gouritsmond Tourism:

- No membership
- No brochures except EGR marketing material
- No location but run from 'Koffiestories' on a voluntary basis by the owner
- Little to no cooperation with EGR

Heidelberg Tourism:

- Have moved to a new location closer to the main entrance of town, in the main street and clearly visible
- No membership
- Commission on bookings
- A fresh and revived approach to grow tourism in Heidelberg

Riversdale Tourism:

- No location or office
- No account of membership numbers
- Still very municipal dependent for funding/aid
- Little to no cooperation with EGR
- No marketing material

Stilbaai Tourism:

- Very independent
- Longest lasting organisation
- High membership value but decreasing
- No innovation/thinking
- Cooperation with EGR is limited

Witsand/Port Beaufort Tourism:

- No office or location
- No marketing material
- No membership value
- Very little cooperation from community

To be competitive and utilise the tourism potential of the area, the document needs to be very precise in terms of what would be the strategy for the region to market its product offerings as part of packages to tour operators, what institutional arrangement would be best suited to drive marketing for the area, and would be viable to provide support from the municipality. This proposal on the institutional arrangement needs to be backed based on the consultations and best practice scenarios to indicate how and what is needed in the region.

4. STATEMENT OF REQUIREMENTS

4.1. GENERAL

A list of outputs (products/services) to be delivered.

The service provider will be expected to deliver a reviewed document, which incorporates the following:

- Introduction
- Background
- Legislative mandates and indicating alignment to national, provincial and local policy directives

- Setting the scene & background
- Methodology followed
- Address and align local proposal to the National Tourism Sector Strategy, which addresses the following:
 - Cohesive communication, branding and marketing
 - Deliver a world class quality tourism experience
 - Promotion of responsible tourism practices in Hessequa to foster the local area as a leading tourism destinations
 - Achieve transformation in the tourism sector locally
 - Create a conducive enabling regulatory environment for tourism
- Identify the strategic constraints and strategic direction for Hessequa Tourism
- Identification of strategic events for the region with multiplier effect and beneficiation
- Refine the draft tourism strategy identifying key programs and projects per programs, with specific outcomes, measures, implementing agents, budget and potential funding sources coupled to a timeframe.
- Tourism training development requirements, specifying training needs, specifying what training is required, the number of sessions required and level of training to be provided.
- Provision of type of accredited training programs, Tenders may be asked to provide details of the experience and accreditation of the proposed training providers
- Develop a monitoring and evaluation plan to monitor implementation of plan over short, medium and long term

(5 -years)

4.2. EVALUATION CRITERIA FOR FUNCTIONALITY

The following criteria and formula will be used to calculate points for the functionality of the proposal:

CRITERIA	WEIGHT	VALUE	SCORE
1. Previous Experience	30		
2. Appropriate Project Management Skills in Tourism Branding	30		
3. Compliance with Terms of Reference	40		
Total	100 (a)		(So)

- (b) In order to claim points, bidders must submit, with the quotation, details of at least five contactable references from businesses to which the above mentioned Experience have been provided.
- (c) These references must be current/most recent, relevant and related to the Experience submitted.
- (d) It is the bidder’s responsibility to ensure that the details provided are correct, before submitting his quotation, and that the references will be available and be able to provide feedback.
- (e) If the references are unable to validate, verify or provide information on the Experience listed, no points will be awarded for that particular reference.
- (f) Points will be awarded by contacting at least 5 references who will answer 5 questions each. One point will be awarded for each answer which is positive and relevant to the Scope of Works of this contract, subject to the final discretion of closed quotation evaluation staff.
- (g) The references will be contacted via e-mail. An e-mail, once it has been send, will be deemed as delivered if not returned as undelivered. If an e-mail is undelivered the alternative contact information will be used to follow up on the correct e-mail address.
- (h) if no e-mail address is provided the fax number will be used. The fax, once it has been send, will be deemed as delivered. If the fax comes back as incorrect, the alternative contact information provided will be used to follow up on the correct fax number.
- (i) The references must respond within 48 hours per e-mail or fax.
- (j) If no feedback is received from references, within the timeframe given, no points will be awarded.
- (k) Late responses will not be accepted.
- (l) Details of references to be listed below. If no information is provided no points will be awarded.

REFERENCES:

- 1.
-
-

2.

3.

4.

5.

FUNCTIONALITY EVALUATION

The following criteria and formula will be used to calculate points for the functionality of the proposal:

Criteria will be evaluated as follow:

	SCORE
1. Previous Project Management Experience	30
a. Development of tourism branding, marketing and product route development for more than 5 years	30
a. Development of tourism branding, marketing and product route development for municipalities in the previous 3-5 years.	25
b. Development of tourism branding, marketing and product route development for municipalities in the	20

previous 0-3 years.	
c. No previous experience in developing of tourism branding, marketing and product route development	0
2. Appropriate Project Management Skills in Tourism Branding, Marketing and Route Development	30
a. Tourism Specialist in Branding and Route Development and marketing Project manager must have developed tourism branding, marketing plans and product route development for more than 5 years.	30
a. Tourism Specialist in Branding and Route Development and marketing b. Project manager must have developed tourism branding, marketing plans and product route development in the previous 3-5 years	25
c. Tourism Specialist in Branding, marketing plans and Route Development and marketing Project manager must have developed tourism branding and product route development in the previous 0-3 years.	20
d. Tourism Specialist in Branding, marketing and Route Development and marketing No previous experience in developing of tourism branding and product route development for municipalities.	0
3. Compliance with Terms of Reference	40
a. Detailed methodology / process plan relating to scope of work to finalise tourism strategy by 30 June 2017	40
b. Broad overview of methodology / process plan relating to scope of work to finalise tourism strategy by 30 June 2017	30
c. Executive summary of methodology / process plan relating to scope of work to finalise tourism strategy by 30 June 2017	25
d. No reference is made to the terms of reference	0
Total	100

Bidders must submit a must submit a thorough methodology, with time frames and estimated cost of the project. The methodology shall be evaluated on services as indicated under the scope of the project and the following norms:

- i) Project specific services methodology
- ii) Itemised description of the project considerations, practices and services.
- iii) Approaches to:
 - Problem solving and liaison with Council/Officials
 - High level schedule of activities related to time
 - Skills transfer.

A bidder that scores less than 70 points out of 100 in respect of “functionality” will be regarded as submitting a non-responsive proposal and will be disqualified.

The proposal scoring the highest points for price and preference will normally be awarded the contract although the Municipality reserves the right to make an award, at its sole discretion, to any bidders or combination of bidders.

DECLARATION

I, THE UNDERSIGNED (NAME)

CERTIFY THAT THE INFORMATION FURNISHED ABOVE IS CORRECT. I ACCEPT THAT THE MUNICIPALITY MAY ACT AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

AUTHORISED SIGNATURE:

.....

CAPACITY:.....

DATE:

5. IMPLEMENTATION TIMETABLE

- The project will commence from the date of appointment until 30 June 2017. All bids need to include an implementation timetable for the review and finalisation of the tourism strategy indicating specific actions and deliverables for this period.
- Provide an outline of methodology and work plan identifying key steps/activities to achieve project outputs.
- Provide an outline of reporting schedule on deliverables, timeframe and budget.

6. SKILLS AND COMPETENCIES

- The project manager must have appropriate tertiary qualification, and be able to demonstrate a deep knowledge of local tourism and demonstrate experience and knowledge exposure in the field of tourism, tourism development and knowledge of the policy framework for Tourism.
- The service provider needs to provide proof of a track record, at least 5 years' experience in the tourism marketing and development i.e. development of tourism products, creation of authentic tourism experiences, marketing and business development.
- The bidder must have in-depth knowledge of tourism on the Garden Route and the Explorers Garden Route. This should include major work done in the area in the last 3 years. This would include a working knowledge of the current tourism routes and their attractions, as well as the brand strategy for the area
- The successful bidder needs to illustrate/provide proof of above as part of the quotation submitted and indicate the above in the submission of quote i.e. proposal.

7. INFORMATION TO BE PROVIDED BY THE TENDERER

The draft tourism reviewed framework is available and will be provided to the successful bidder and all other relevant information which is available.

8. CONTRACT MANAGEMENT REQUIREMENTS

- The successful bidder will have to table a proposal on the methodology, on appointment and needs to provide weekly progress reports indicating progress of this process.
- Frequency of payments will be made 50% on appointment, 40 % on tabling of the progress report and 10% on tabling of the final document.

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