

## **“2024-2025 Training, Counselling and Taiwan Tourism Promotion Campaign for Indonesian travel agents” Tender Specification**

1. This procurement shall be governed by the Government Procurement Act (hereinafter referred to as "the Act") and the regulations established by its competent authorities.
2. Tendering Entity: Taiwan Visitors Association, Kuala Lumpur Office (hereinafter referred to as "the Entity").
3. Project Name: 2024-2025 Training, Counselling and Taiwan Tourism Promotion Campaign for Indonesian travel agents.
4. Project Objective:  
In order to increase the visibility of Taiwan's tourism brand in Indonesia's outbound tourism market (hereinafter referred to as the Market), strengthen the target subject's understanding of Taiwan's tourism products, increase the willingness of people in the region to purchase Taiwan's itineraries, and increase the willingness of travel agent to promote Taiwan's tourism products, we plan to organise a diversified Taiwan tourism-themed education training for the needs of Indonesia's travel agent (hereinafter referred to as the travel agent), and provide consultation for the Travel agent for advertisement splitting project to actively match Taiwan and Indonesia business partners to create business opportunities for industry co-operation; invite travel agent in conjunction with tourism product promotion projects, encourage and promote Taiwan tourism products, expand the selling points of Taiwan tourism products and the effectiveness of GuanHong Project in attracting tourists visiting Taiwan.
5. Budget: US\$460,000 (including tax, equivalent to approximately NT\$14,869,500)
6. Performance Period: Perform the procurement tender within 14 months from the date of the tender being awarded.
7. Details of the commission: The Supplier shall make a complete plan for the following commissioned items and implement the related plans, and shall cooperate with the irregular working meetings convened by the Entity to ensure

the overall effectiveness of the implementation of this case. The exact work items and progress will be confirmed at the working meeting at the initial stage. All plans must be submitted to the Entity for approval before they can be implemented.

- (1) Planning for market characterization studies:** collect information on the marketing and promotion status of competing destinations in East Asia (e.g. Japan, Korea, Hong Kong, Macau, etc.) in Indonesia, and use third-party databases to produce a market research report focusing on the characteristics of the decision-making process of the Indonesian public when travelling abroad, and produce an initial report within 30 days of the awarding of the tender; and during the period of the contract, update the report on the current status of the survey on a quarterly basis or in response to the needs of the Entity.
- (2) Planning for tour operators training services:** compile a list of Indonesian outbound tourism product sellers, plan and organize training services for Indonesian outbound tour operators and Taiwan inbound tour operators, including at least the following tasks:
  - a) **Building a travel agent database:** research and propose a list of at least 200 potential Indonesian operators (with at least their profiles, contact information and main products, etc.) that can be guided to increase or expand the sale of Taiwan's tourism products.
  - b) **Consultation on applying for Project for Simplifying Visa Regulations for High-end Group Tourists from Southeast Asian Countries** (hereinafter referred to as “GuangHong Project”): Assisting the Entity in the initial review of GuangHong Project applications, and developing explanatory materials in English and Bahasa Indonesia to address common errors in the application documents.
  - c) **Organize education and training for the tour operators:** Regularly organize virtual/offline integrated online/offline education and training for the sales of Taiwan-themed tourism products in different regions (Greater Jakarta, Surabaya, and Medan, etc.) (Includes guidelines for Application of Incentive Measures for Tourism such as GuangHong Project and Corporate

Incentive Tours), with at least 8 sessions of physical education and training, and a cumulative total of at least 150 participants (the list cannot be repeated); plan and set up online testing courses for Taiwan-themed tourism products. Plan to set up a Taiwan-themed online quiz course, and provide consultation for sales representatives and tour leaders to complete the online quiz at least 600 times.

d) **Provide consultation for travel agent to develop or add new products to the shelves and split advertisements:** conduct at least 200 interviews with travel agent to assist them in properly promoting Taiwan tourism products, and provide consultation to at least 15 new travel agent that sell Taiwan tourism products, and provide them with company profiles and past achievement of having tourists; and also provide consultation to at least 10 travel agent that apply for the Taiwan Tourism Products Advertising and Promotion Fund-Splitting Project with the Entity, to help achieve the target number of visitors.

**(3) Planning for invitations of travel agent:** In line with the promotional theme of the Entity, invite at least 100 representatives of the industry to visit Taiwan, and organize corporate incentive tours and general group tours in batches according to the industry's attributes (at least 6 days and 5 nights per batch); Suppliers are required to send their staff to accompany the delegation throughout the entire process. The list of invitees and the planned itinerary should be sent to the Entity for approval. Suppliers are required to arrange sightseeing trips and industrial exchange activities in Taiwan by Taiwan's legal consolidated travel agencies or Class-A travel agencies, and after returning to Indonesia, they are required to provide consultation to the travel agent to package and sell the relevant themed itineraries. All expenses related to the trip, such as the landing reception for the invited representatives of the industry and the accompanying personnel of the Suppliers, as well as the fares of the accompanying personnel of the Entity in Taiwan, shall be paid by the Supplier.

**(4) Planning for tourism product promotion:** plan and participate in at least 5 large-scale local travel fairs (e.g. ASTINDO, ASITA, KOMPAS, OTA travel

fair, or airlines travel fair, etc.), which include the costs of booth design and building (excluding venue rentals) as well as the costs of performances by performing troupes or folkloric artists; and participating in at least 5 large-scale local travel trade fairs (B2B).

**(5) Employment of manpower for the Taiwan Tourism Information Center in Jakarta:** Dispatch at least two full-time staff members (who must be university graduates and proficient in Chinese, English, and Indonesian) to work in the office and provide Indonesian-language consultation and services such as redemption and delivery of promotional materials; in addition to the provision of an Indonesian-language Taiwan tourism information and consultation service hotline and an e-mail service mailbox.

**(6) Other creative value-added service proposals** (this is not a priced item): planning and implementation of other creative proposals that help attract Indonesian tourists to purchase Taiwan tourism products, Indonesian enterprises to organize incentive tours to Taiwan, or other creative proposals that help attract consumers from the target market to visit Taiwan and enhance the effectiveness of Taiwan's tourism brand promotion.

**(7)** In order to implement this plan, the Entity may ask the Supplier to do the work after both parties have confirmed the work items, and the Supplier shall cooperate unless it has a legitimate reason; the advertisement materials or implementation plan must be sent to the Entity for examination beforehand, and will be implemented and published only after it has been approved.

8. Suggested allocation ratio of budget: Suppliers can adjust  $\pm 2\%$  with reference to the following ratio

**(1) Planning for market characterization studies: about 2%.**

**(2) Planning for tour operators training services: about 24%.**

**(3) Planning for invitations of travel agent: around 29%.**

**(4) Planning for tourism product promotion: about 35%.**

**(5) Employment of manpower for the Taiwan Tourism Information Center in Jakarta About 10%.**

9. Copyright Related Provisions

- (1) Supplier assigns all of Supplier's property rights in the copyrighted works completed by Supplier as a result of the performance of this contract to the Entity at the same time as the works are completed. Supplier also agrees not to exercise the right of authorship. Supplier warrants that Supplier will be the owner of the copyright and the copyright personality of the work done by Supplier's personnel in the performance of the contract.
- (2) The Supplier shall guarantee that the materials, props, music or other writings quoted in the completed work in this case have been legally copyrighted or authorized to be reproduced, edited, publicly broadcast, publicly performed, publicly shown, publicly transmitted, rented or sold, reproduced and distributed as audio-visual products and edited into audio-visual publications at home and abroad, so that the Entity may make any use of the materials, props, music or other writings quoted in this case, and may authorize non-profit organizations to make use of the copyrights or licenses for non-profit activities such as sightseeing and publicity at no extra cost.
- (3) Any legal or rights disputes arising from copyright or licensing, etc. shall be the sole responsibility of the awarded Supplier; if the Entity is subjected to a third party's assertion of rights or allegation of violation of law, the awarded Supplier shall compensate the Entity for all costs and losses incurred, including, but not limited to, attorney's fees, litigation costs, settlement damages, travel expenses, and other expenses incurred by the Entity.
- (4) Other copyright-related provisions in this case are set out in detail in the contract of this procurement.

#### 10.Format and content of proposal:

##### (1) Binding Rules and Delivery:

- a) Written in Chinese or English in landscape format, printed in A4 format, printed on both sides of the page, with page numbering and a cover.
- b) The cover shall state the name of the procurement case, the name of the Supplier, the responsible person and the contact information of the contact person of the case.
- c) Binding method: The proposal shall be bound on the left.

- (2) Number of Copies: sextuplicate with 1 electronic file attached.
- (3) The proposal should contain at least the following contents:
- a) Survey and analysis of overseas travel decisions, travel habits and trends for target subjects.
  - b) Put forward the content planning concept, expected benefits of the plan and key performance indicators according to the commissioned content at Point 6.
  - c) Implementation of the staff manpower plan for the case (a project team should be formed, with their responsibilities and modus operandi clearly defined).
  - d) Project Timetable and progress schedule of the case.
  - e) The project content and unit price list of the funding.
  - f) Other professional services and value-added services that can be provided (to be included in the evaluation, and to be listed as items to be implemented after being awarded the tender.
  - g) Description of the past performance of relevant cases.
- (4) After delivery of the proposal, the Supplier shall not take the initiative to propose any changes or additions to the proposal.

#### 11. Evaluation Criteria and Evaluation Method:

- (1) Evaluation Criteria: The Entity shall form a "Procurement Evaluation Committee" in accordance with the regulations, and the awarded Supplier is selected in accordance to Paragraph 1(9) of Article 22 of Government Procurement Act, which states that “in the case of contracts for professional services, technical services, information services, or social welfare services awarded to the winner selected publicly and objectively”.
- (2) Evaluation method: After presentation and answering questions, Suppliers will be evaluated by each member of the evaluation committee.
- (3) Evaluation Items and Points allocated for each item:

No	Evaluation Items	Points allocated for each item
1.	Target subject analysis and overall work plan	15

	strategy development and planning.	
2.	Planning and handling of work project content, schedule planning and creativity of the project assignment	40
3.	Scale, capability, and past achievements of cooperation with tourism promotion agencies (such as airlines, national tourism agencies, tour operators, etc.)	6
4.	Ability, professionalism and cooperation of the staff involved in the execution of the case	6
5.	Reasonable use of funds	20
6.	Value-added service	8
7.	Supplier presentation and on-site Q&A	5
		100

(4) Evaluation Procedure: Refer to Point 63 of the Instructions to Tenderer.

P.S.: In case of any discrepancies or inconsistencies between the Mandarin and English text, the Mandarin version shall prevail.