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TOURISM COUNCIL OF BHUTAN



REQUEST FOR PROPOSALS

PROJECT NAME

DEVELOPMENT OF BHUTAN TOURISM MONITOR 2017

PROCURING AGENCY

TOURISM COUNCIL OF BHUTAN

TITLE OF CONSULTING SERVICES

VISITOR SURVEYS, DATA ANALYSIS, MARKET RESEARCH, REPORT
DEVELOPMENT AND DESIGNING OF THE ANNUAL REPORT –
BHUTAN TOURISM MONITOR 2017



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Section 1: Letter of invitation

P&R – 18 / 31st October 2016

The Tourism Council of Bhutan (TCB) would like to request for proposals from interested national consultant / consultancy firms for conducting visitor survey, data analysis, market research and development of the annual report – Bhutan Tourism Monitor 2017.

Interested bidders may submit their technical and financial proposal to Planning and Research Section, TCB latest **by 30th November 2016, 4pm** and the technical proposal will be opened on **1st December 2016 at 10am at TCB.**

The procedural requirements for responding to this invitation are provided in the complete RFP document.



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Section 2: Instructions to Consultants

1. The Consultants are invited submit a Technical Proposal and a Financial Proposal as specified in the Data Sheet, for Consulting Service required for the assignment named in the Data Sheet. The proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Consultant.
2. Consultants shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Procuring Agency is not bound to accept proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Consultants.
3. The Procuring Agency and the RGOB requires that Consultants provide professional, objective and impartial advice, and at all times hold the Procuring Agency's interests paramount, strictly avoid conflicts with other assignments or their own corporate interests, and act without any consideration for future work.
4. Technical Proposal Format and Content
 - 4.1. The Consultants are required to submit a Full Technical Proposal (FTP). The Technical Proposal shall be prepared as per the guidelines in Section 3. The Data Sheet indicates the format of the Technical Proposal to be submitted. Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall provide the information indicated below:
 - a) A brief description of the consultant's organization and an outline of the recent experience of the Consultant on assignments of a similar nature are required. For each assignment the outline should indicate the names of staff who participated, the duration of the assignment, the contract amount, and the Consultant's involvement. Information should be provided only for those assignments for which the Consultant was legally contracted by the Procuring Agency. Assignments completed by individual Professional staff working privately or through other consulting firms cannot be claimed as the experience of the Consultant, or that of the Consultant's associates, but can be claimed by the Professional staff themselves in their CVs. Consultants should be prepared to substantiate the claimed experience if so requested by the Procuring Agency
 - b) A description of the approach, methodology and work planning for performing the assignment and covering the following subjects: technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section of the Technical Proposal is provided under Section 3.

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- c) The list of proposed Professional staff team by area of expertise, the position that would be assigned to each staff team member, and their tasks including their CVs.
- d) A detailed description of the proposed methodology and staffing for training
- e) Duly executed Integrity Pact Statement (Section 3 – Form 8)

5. Financial Proposal

5.1. The Financial Proposal shall be prepared using the attached Standard Form (Section-4). It shall list all costs associated with the assignment, including remuneration for staff. If appropriate, these costs should be broken down by activity.

6. The Consultant shall be subject to local taxes on amounts payable by the Procuring Agency under the contract.

7. Sealing and Submission of Proposals

7.1. The original proposal (Technical Proposal and, if required, Financial Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the Consultant itself. The person who signed the Proposal must initial such corrections. Submission letters for the Technical and Financial Proposals shall respectively be in the format/ guidelines provided.

7.2. An authorized representative of the Consultant shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial Proposals shall be marked "ORIGINAL".

7.3. The Technical Proposal shall be marked "ORIGINAL" or "COPY" as appropriate. The Technical Proposals shall be sent to the addresses referred to and in the number of copies indicated in the Data Sheet. All required copies of the Technical Proposal are to be made from the original. If there are discrepancies between the original and the copies of the Technical Proposal, the original shall govern.

7.4. The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "TECHNICAL PROPOSAL" Similarly, the original Financial Proposal (if required under the selection method indicated in the Data Sheet) shall be placed in a sealed envelope clearly marked "FINANCIAL PROPOSAL" followed by the reference number and name of the assignment, and with a warning "**DO NOT OPEN WITH THE TECHNICAL PROPOSAL.**" The envelopes containing the Technical and

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Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number and title of the assignment, and be clearly marked “**CONFIDENTIAL – DO NOT OPEN, EXCEPT IN THE PRESENCE OF THE APPOINTED OPENING OFFICIAL(S), BEFORE** [*insert the time and date of the submission deadline indicated in the Data Sheet*]”. The Procuring Agency shall not be responsible for misplacement, loss or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.

7.5. All inner envelopes shall:

7.5.1. Be signed across their seals by the person authorized to sign the Proposal on behalf of the Consultant; and

7.5.2. Be marked “ORIGINAL” or “COPY”; and

7.5.3. Indicate the name and address of the Consultant on the Proposals to be returned unopened in case it is declared late.

7.6. All inner and outer envelopes shall be sealed with adhesive or other sealant which will prevent re-opening.

7.7. The Proposals shall be delivered by hand or by registered post in sealed envelopes to the address/addresses indicated in the Data Sheet and received by the Procuring Agency no later than the time and the date indicated in the Data Sheet, or any extension to this date. Any proposal received by the Procuring Agency after the deadline for submission shall be returned unopened.

7.8. Opening Proposals

7.8.1. The Procuring Agency shall open the Technical Proposals after the closing date and time for submission of Proposals in the presence of bidders / representatives of the bidders. The Financial Proposals shall remain sealed and securely stored.

7.9. Evaluation of Technical Proposals

7.9.1. The Evaluation Committee shall evaluate the Technical Proposal on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria and points system specified in the Data Sheet. Proposals will

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be given a technical score (St). A proposal shall be rejected at this stage if it does not respond to aspects of the RFP, particularly Terms or Reference, or if it fails to achieve the minimum technical score indicated in the Data Sheet.

7.10. Public Opening and Evaluation of Financial Proposals

7.10.1. After the technical evaluation is completed, the Procuring Agency shall inform the Consultants who have submitted proposals the technical scores obtained by their Technical Proposals, and shall notify those Consultants whose Proposals did not meet the minimum qualifying mark, or were considered non responsive to the RFP and TOR, that their Financial Proposals will be returned unopened after completing the selection process. The Procuring Agency shall simultaneously notify in writing those Consultants that have secured the minimum qualifying mark, the date, time and location for opening the Financial Proposals.

7.10.2. Financial Proposals shall be opened publicly in the presence of the Consultants' representatives who choose to attend. The names of the Consultants and their technical scores shall be read aloud. The Financial Proposals of the Consultants who met the minimum qualifying mark will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the following information read out and recorded:

- (a) name of the Consultant;
- (b) points awarded to the Technical Proposal; and
- (c) total price of the Financial Proposal.

7.10.3. The Procuring Agency shall prepare a record of the opening of the Financial Proposals, which shall include information disclosed to those present in accordance with paragraph 7.10.2 above. The minutes shall include:

- (a) The assignment title and reference number
- (b) The date, time and place of opening of the Financial Proposal
- (c) The prices offered by the Consultants
- (d) The name and nationality of each Consultant
- (e) The name of attendees at the opening of the Financial Proposals, and of the Consultants they represent
- (f) The details of any complaints or other comments made by Consultants' representatives attending the opening of the Financial Proposals, including the names and signatures of the representatives making the complaint(s) and/or comment(s); and
- (g) The names, designations and signature of the members of the Proposal Opening Committee.



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- 7.11. The Procuring Agency reserves the right to accept or reject any Proposals, and to annul the Request for Proposals process and reject all Proposals at any given time prior to Contract award, without thereby incurring any liability to Consultants.
- 7.12. The Procuring Agency shall notify the concerned Consultant whose proposal has been selected in writing.
- 7.13. The Procuring Agency shall notify the concerned Consultant whose proposal has been selected in writing that the Procuring Agency has intention to accept its proposal and the information regarding the name, address and amount of selected consultants shall be given all other consultants to submit the proposals. Such notification should be communicated in writing, including by cable, facsimile, telex or electronic mail to all the Consultants on the same day of dispatch. The Employer shall ensure that the same information is uploaded on their website on the same day of dispatch.
- 7.14. If no consultants submit an application within a period of ten (10) days of the notice provided after completing negotiations the Procuring Agency shall award the Contract to the selected Consultant.
- 7.15. Following the decision to award the Contract to the selected Consultant and upon receiving Acceptance Letter from the selected Consultant, the parties shall enter into a written Contract binding on both parties.



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Instructions to Consultant

Data Sheet

ITC Paragraph Reference	Details
1	Name of the Procuring Agency: Tourism Council of Bhutan Method of Selection: Quality and Cost Based Selection
2	Financial Proposal to be submitted together with Technical Proposal: YES The name of the assignment is: Development of Bhutan Tourism Monitor 2017 The scope of the assignment and expected time of its completion are: visitor survey, data analysis, market research and development of the annual report – Bhutan Tourism Monitor 2017 / to be completed by 15th February 2018
3	A pre-proposal conference will be held: NO The Procuring Agency's representative is: Mr. Phuntsho Gyeltshen Address: Planning and Research Section, TCB, Tarayana Center, Chubachhu Telephone: 323251 /52 (extn.224) Fax: 323695 E-mail: phuntsho_gyeltshen@tourism.gov.bt
4	The Procuring Agency will provide the following inputs and facilities: Past BTM samples including survey questionnaires
5	The bidders shall submit a signed Integrity Pact: YES
6	Proposals must remain valid 60 days after the submission date, i.e. until 31st December 2016
7	Shortlisted Consultants may associate with other shortlisted Consultants: NO
8	Proposals shall be submitted in the following language: ENGLISH
9	The format of the Technical Proposal to be submitted is Full Technical Proposal (FTP)
10	Consultant to state local costs in Ngultrum: YES
11	Amounts payable by the Procuring Agency to the Consultant under the Contract to be subject to local taxation: YES The applicable local taxes will be deducted at source by the Procuring Agency



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12	The Consultant must submit the original and one (1) copy of the Technical Proposal, and the original of the Financial Proposal																						
13	<p>The Proposal submission address is: Planning and Research Section, TCB, Tarayana Center, Chubachhu</p> <p>Proposals must be submitted no later than the following date and time: 30th November 2016, 4pm</p>																						
14	<p>Criteria, Sub-criteria and the points system for the evaluation of Technical Proposals</p> <p><u>POINTS</u></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 40px;">(1) The consultant's relevant experience for the assignment</td> <td style="text-align: right; padding-right: 20px;">20</td> </tr> <tr> <td style="padding-left: 40px;">(2) Adequacy of the proposed methodology and work plan proposed</td> <td style="text-align: right; padding-right: 20px;">30</td> </tr> <tr> <td style="padding-left: 40px;">(3) The qualification of the key staff proposed</td> <td style="text-align: right; padding-right: 20px;">30</td> </tr> <tr> <td style="padding-left: 40px;">(4) Transfer of knowledge</td> <td style="text-align: right; padding-right: 20px;">10</td> </tr> <tr> <td style="padding-left: 40px;">(5) The extent of participation by nationals amongst key staff team</td> <td style="text-align: right; padding-right: 20px;">10</td> </tr> <tr> <td style="text-align: right; padding-right: 20px;">Total:</td> <td style="text-align: right;">100</td> </tr> </table> <p style="text-align: right; margin-right: 20px;">=====</p> <p>The points given to evaluation sub-criteria for qualifications of key-staff proposed are:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="text-align: right; padding-right: 20px;"><u>POINTS</u></th> </tr> </thead> <tbody> <tr> <td style="padding-left: 40px;">General Qualifications</td> <td style="text-align: right; padding-right: 20px;">30</td> </tr> <tr> <td style="padding-left: 40px;">Adequacy for the Project / Assignment</td> <td style="text-align: right; padding-right: 20px;">65</td> </tr> <tr> <td style="padding-left: 40px;">Experience & Language</td> <td style="text-align: right; padding-right: 20px;">5</td> </tr> <tr> <td style="text-align: right; padding-right: 20px;">Total</td> <td style="text-align: right;">100</td> </tr> </tbody> </table> <p style="text-align: right; margin-right: 20px;">=====</p> <p>The technical proposal should score at least 75 points out of 100 to be considered for financial evaluation.</p> <p>The weight (T%) given to the Technical Proposal is 60 percent</p> <p>The weight (F%) given to the Financial Proposal is 40 percent</p>	(1) The consultant's relevant experience for the assignment	20	(2) Adequacy of the proposed methodology and work plan proposed	30	(3) The qualification of the key staff proposed	30	(4) Transfer of knowledge	10	(5) The extent of participation by nationals amongst key staff team	10	Total:	100		<u>POINTS</u>	General Qualifications	30	Adequacy for the Project / Assignment	65	Experience & Language	5	Total	100
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Adequacy for the Project / Assignment	65																						
Experience & Language	5																						
Total	100																						
15	The currency is Bhutanese Ngultrum																						
16	Expected date for commencement of consulting services is 1st January 2017																						



Section 3: Technical Proposal Format

1. Technical Proposal Submission Form

(Location, Date)

TO: (Name and Address of Procuring Agency)

Subject: Hiring of Consultancy Service for

Dear Sirs

We, the undersigned, offer to provide the Consulting Services for
In accordance with your Request for Proposal datedand submit our proposal which includes this Technical Proposal, and a Financial Proposal sealed in a separate envelope.

Yours faithfully,

Signature

Authorised Signature (*In full and Initials*):

Name and Title of Signatory:

Name of Firm:

Address

2. Consultant's Organisation and Experience

A – Consultant's Organisation

(Provide here a brief (two pages) description of the background and organization of your firm / entity and each associate for this assignment)



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B – Consultant’s Experience

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under this assignment. Use 20 pages maximum, listing in the order of most recent first.]

Assignment name:	Approx. value of the contract (in BTN):
Procuring Agency :	Duration of assignment (months):
	Total number of staff months of the assignment:
Address:	Approximate value of the services provided by your firm under the contract (BTN):
Start date (month/year):	N ^o of professional staff-months provided by associated Consultants:
Completion date (month/year):	
Name of associated Consultants, if any:	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Firm’s Name: _____



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3. Format for Curriculum Vitae (CV) for proposed Key staff team

Proposed Position: _____
Name of Firm: _____
Name of Staff: _____
Profession: _____
Date of Birth: _____
Years with Firm: _____ Nationality: _____
Membership of Professional Societies: _____
Detailed Tasks Assigned: _____

Key Qualifications: (Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use up to half a page).

Education :(Summarize college/university and other specialized education of staff member, giving names of schools, dates attended and degrees obtained. Use up to a quarter page).

Employment Record :(Starting with present position, list in reversed order, every employment held. List all positions held by staff member since graduation, giving dates, names of employing organization, title of positions held and location of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use up to three-quarters of a page).

Languages :(Indicate proficiency in speaking, reading and writing of each language by "excellent", "good", "fair", or "poor").

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this bio-data correctly describes me, my qualifications and my experience.

Date: _____
Signature of Staff Member or
Day/Month/Year
authorized official from the firm



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4. Composition and Task Assignment

Professional Staff				
Name of Staff	Firm	Area of Expertise	Position Assigned	Task Assigned



5. Description of the Approach, Methodology and Work Plan for performing the Assignment

Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:

- a) *Technical Approach and Methodology,*
- b) *Work Plan, and*
- c) *Organization and Staffing,*

a) **Technical Approach and Methodology.** *In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.*

b) **Work Plan.** *In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Procuring Agency), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule Form.*

c) **Organization and Staffing.** *In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff.*



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6. Staffing Schedule

#	Name and Position	Number of Months											
		1	2	3	4	5	6	7	8	9	10	11	12
1													
2													
3													

7. Work Schedule

#	Activity	Months											
		1	2	3	4	5	6	7	8	9	10	11	12
1													
2													
3													

- Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim and final reports)

8. Integrity Pact

INTEGRITY PACT

1 General:

Whereas (Name of head of the procuring agency or his/her authorized representative, with power of attorney) representing the (Name of *procuring* agency), Royal Government of Bhutan, hereinafter referred to as the “**Employer**” on one part, and (Name of bidder or his/her authorized representative, with power of attorney) representing M/s. (Name of *firm*), hereinafter referred to as the “**Bidder**” on the other part hereby execute this agreement as follows:

2 Objectives:

Whereas, the Employer and the Bidder agree to enter into this agreement, hereinafter referred to as IP, to avoid all forms of corruption or deceptive practice by following a system that is fair, transparent and free from any influence/unprejudiced dealings in the **bidding process**¹ and **contract administration**², with a view to:

¹ Bidding process, for the purpose of this IP, shall mean the procedures covering tendering process starting from bid preparation, bid submission, bid processing, and bid evaluation.

² Contract administration, for the purpose of this IP, shall mean contract award, contract implementation, unauthorized sub-contracting and contract handing/taking over.



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- 2.1 Enabling the Employer to obtain the desired contract at a reasonable and competitive price in conformity to the defined specifications of the works or goods or services; and
- 2.2 Enabling bidders to abstain from bribing or any corrupt practice in order to secure the contract by providing assurance to them that their competitors will also refrain from bribing and other corrupt practices.

3. Scope:

The validity of this IP shall cover the bidding process and contract administration period.

4. Commitments of the Employer:

The Employer Commits itself to the following:-

- 4.1 The Employer hereby undertakes that no officials of the Employer, connected directly or indirectly with the contract, will demand, take a promise for or accept, directly or through intermediaries, any bribe, consideration, gift, reward, favor or any material or immaterial benefit or any other advantage from the Bidder, either for themselves or for any person, organization or third party related to the contract in exchange for an advantage in the bidding process and contract administration.
- 4.2 The Employer further confirms that its officials shall not favor any prospective bidder in any form that could afford an undue advantage to that particular bidder in the bidding process and contract administration and will treat all Bidders alike.
- 4.3 Officials of the Employer, who may have observed or noticed or have reasonable suspicion shall report to the head of the employing agency or an appropriate government office any violation or attempted violation of clauses 4.1 and 4.2.
- 4.4 Following report on violation of clauses 4.1 and 4.2 by official (s), through any source, necessary disciplinary proceedings, or any other action as deemed fit, including criminal proceedings shall be initiated by the Employer and such a person shall be debarred from further dealings related to the bidding process and contract administration.



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5. Commitments of Bidders

The Bidder commits himself/herself to take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage of the bidding process and contract administration in order to secure the contract or in furtherance to secure it and in particular commits himself/herself to the following :-

- 5.1 The Bidder shall not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favor, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the Employer, connected directly or indirectly with the bidding process and contract administration, or to any person, organization or third party related to the contract in exchange for any advantage in the bidding process and contract administration.
- 5.2 The Bidder shall not collude with other parties interested in the contract to manipulate in whatsoever form or manner, the bidding process and contract administration.
- 5.3 If the bidder(s) have observed or noticed or have reasonable suspicion that the provisions of the IP have been violated by the procuring agency or other bidders, the bidder shall report such violations to the head of the procuring agency.

6. Sanctions for Violation:

The breach of any of the aforesaid provisions shall result in administrative charges or penal actions as per the relevant rules and laws.

- 6.1 The breach of the IP or commission of any offence (forgery, providing false information, mis-representation, providing false/fake documents, bid rigging, bid steering or coercion) by the Bidder, or any one employed by him, or acting on his/her behalf (whether with or without the knowledge of the Bidder), shall be dealt with as per the terms and conditions of the contract and other provisions of the relevant laws, including De-barment Rules.
- 6.2 The breach of the IP or commission of any offence by the officials of the procuring agency shall be dealt with as per the rules and laws of the land in vogue.

7. Monitoring and Administration:

- 7.1 The respective procuring agency shall be responsible for administration and



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monitoring of the IP as per the relevant laws.

7.2 The bidder shall have the right to appeal as per the arbitration mechanism contained in the relevant rules.

We, hereby declare that we have read and understood the clauses of this agreement and shall abide by it.

The parties hereby sign this Integrity Pact at (place) _____ on (date) _____

Affix
Legal
Stamp

Affix
Legal
Stamp

EMPLOYER

BIDDER/REPRESENTATIVE

CID :

CID :

Witness: _____

Witness: _____

Name:

Name:

CID :

CID :



Section 4 – Financial Proposal Format

1. Financial Proposal Submission Form

Location and Date

TO: *(Name and address of Procuring Agency)*

Subject: Hiring of Consultancy Service for

Dear Sirs

We, the undersigned, offer to provide the Consulting Services for
In accordance with your Request for Proposal datedand submit our Financial Proposal. Our attached Financial Proposal is for the sum of *(Insert amount(s) in words and figure)*.

Yours faithfully,

Signature

Authorised Signature *(In full and Initials)*:

Name and Title of Signatory:

Name of Firm:

Address



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2. Summary of Costs

Item	
Total Costs of Financial Proposal	

3. Breakdown of Costs by Activity

Cost Component	Costs



Section 5 – Terms of Reference (TOR)

TERMS OF REFERENCE

FOR

HIRING OF CONSULTANT FOR VISITOR SURVEY, DATA ANALYSIS, MARKET RESEARCH, AND DEVELOPMENT OF THE ANNUAL REPORT – BHUTAN TOURISM MONITOR 2017

A Background

One of the main responsibilities of the Tourism Council of Bhutan (TCB) as the apex tourism body in the country is to ensure that the industry grows in a sustainable manner. This mandate is realized through the implementation of the national tourism policies and various regulations that upholds the overall vision.

Policy decisions have to be based on sound research and factual findings as opposed to anecdotal evidences that may not give the full picture. In this regard, the annual tourism report – The Bhutan Tourism Monitor – was introduced in 2004 as an annual publication of TCB. The main objective is to compile, develop and disseminate quality information, factual findings and forecasts to support policy, marketing and commercial decisions relating to the industry.

Today, the report has grown to be one the most comprehensive report in the country that represents the overall tourism performance during the calendar year. The report is widely referred by policy makers and private tourism entities for various policy interventions, planning and marketing of the tourism industry as it presents a detailed statistical breakdown of tourist arrivals, first-hand comprehensive feedback from tourist and market intelligence.

Data for statistical analysis is retrieved from Tashel Database System maintained with TCB for all international dollar paying tourists; first hand data/feedback collected through visitor exit surveys conducted at the airport and land ports; and market intelligence is researched through various analysis based on inbound and outbound trends in Bhutan's major markets and global tourism trends. In the recent years the report also presents analysis of the major source markets by analyzing their travel patterns and preferences.

The Tourism Council of Bhutan would like to request for proposal to undertake the visitor surveys, data analysis, market research and the development of the annual report from competent consultant / consultancy firm who will further improve the quality of the report by lending his/her external views and expertise.



B Project component

The project assignments are broadly categorized in two major components;

1. Visitor Survey and Data Analysis
2. Development of Bhutan Tourism Monitor Report

PART 1: Visitor Survey and Data Analysis

The project will require the consultant to carry out visitor exit surveys at the Paro International Airport, tourist standard hotels in Thimphu, Phuentsholing and other relevant Dzongkhags with data collection period spread equally over the year 2017.

1.1 Objectives of the visitor survey

To obtain information and feedback from the departing tourists on:

- Country of origin, background, education level, age bracket for visitor profiling and segmentations
- Travel party composition, intentions for repeat visits, purpose of visit, circuit combination of the trip with other destinations in the region, primary source of information on Bhutan, major draw cards, spending patterns, time of visitation etc. for determining the visitors' preferences, expectations and motivations.
- Value for money levels, feedback on satisfaction level and quality of accommodations, guides, tour operators, aviation services, etc. for first hand feedback and satisfaction levels with the service offerings.
- Suggestions for improvements, complaints and other qualitative and observational opinions for priority attention to improvement of services.

1.2 Methodology

The consultant is expected to provide a comprehensive methodological approach for carrying out the activities and obtaining the expected outputs. In particular, the methodology should focus on the sampling techniques, data collection, analysis and interpretation/presentations of the findings.

Two separate questionnaires for 'International' and 'Regional' visitors will be developed owing to the different visa requirements for these two categories of visitors. The survey /data collection should cover both international (preferably at the Paro airport) and regional (preferably Tourist standard hotels in Thimphu, Paro and Phuentsholing). These two separate



surveys will need to be analysed separately at the end of the year and findings presented in separate chapters in the report. The data collection periods should be spread over the year 2017. It is recommended that the data collection periods be carried on alternative months with each lasting a month

Furthermore, the duly filled questionnaires will need close perusal relating to the qualitative responses analysis. Complaints and suggestions will have to be categorized and converted into quantitative representation based on the number of incidences for each complaints or suggestions. Complaints related to specific entities (tour operators, hotels, guides etc.) should be separately reported to TCB.

PART 2: Development of Bhutan Tourism Monitor Report

The report – Bhutan Tourism Monitor 2017 – will have to be presented in 5 parts

2.1 Preface

This includes forward by the Director of TCB, a brief overview on the report, methodologies used, executive summary, key achievements of 2017 and write-up on the overall performance of global tourism in 2017 making specific references to arrivals in the region.

2.2 Tashel Data

This section will present the actual statistical figures pertaining to the year 2017. The current figures are compared with figures from the last few years to demonstrate clear trends in the tourism industry. Data inputs for this section are extracted from the Tashel Database System using custom MySQL queries. It is manifest for the consultant to have sound technical competency with database administration using MySQL querying language, in order not to disrupt or damage the live database of the Tashel System. Additionally, the consultant should also be adept in tourism technicalities to calculate occupancy rates, average length of stay, tourism intensity index etc.

Figures pertaining to overall regional arrivals will need to be collected from the Department of Immigration. This section will also include (not limited to) the following information;

- Growth or decline rates in the last few years
- Profile of visitors from the source country
- Preferred length of stay for each market
- Preference on travel party
- Preference with circuit tourism
- Preferred entry and exit points



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- Preferred time of visitation
- Suggestions of keywords describing Bhutan
- Out-of-pocket spending
- Satisfaction levels with tour guide, accommodation, restaurants etc.
- Suggestions for improvement

2.3 Findings of visitor exit survey – International

This section will present findings of the visitor exit survey of international tourist collected through 2017. The data will elicit a more in-depth snapshot of the visitors' travel behavior, profiles, motivations, patterns, preferences and suggestions for improvement.

This part will include (not limited to) the following information;

- Age of visitors by nationality
- Education level
- Travel party composition
- Repeat visitation
- Average length of stay
- Source of information on Bhutan
- Awareness on tourism system in Bhutan
- Circuit tourism
- Major attractions visited
- Major draw cards
- Opinions on value for money
- Out-of-pocket spending
- Suggestions for improvement

2.4 Findings from visitor exit survey – Regional

Similar to the earlier section, this section will include findings of the visitor exit survey of regional tourists and will include (not limited to) the following information;

- Basic profiling by gender, education level, age, nationality
- Main purpose of travel
- Travel party composition
- Repeat visitation
- Average length of stay
- Source of information on Bhutan
- Awareness on tourism system in Bhutan



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- Circuit tourism
- Entry /exit sectors
- Major attractions visited
- Major draw cards
- Opinions on value for money
- Out-of-pocket spending
- Suggestions for improvement

2.5 Top 10 Source Market analysis

This section will present an in-depth analysis of the top 10 markets of 2017 by providing overall characteristics and the performance of a particular source market. This section all involve studying a particular source markets in detail including inbound trends and preferences on Bhutan combined with a thorough research on the outbound behavioral patterns. This section requires the consultant to solicit information on each of the top 10 source markets from their respective statistical offices and also international tourism organisations such as World Tourism Organisation, PATA, WTTC, etc. Outbound trends for each market should be compared with the inbound trends to Bhutan and the neighbouring countries. This section of the report should provide ample information pertaining to a specific market to be able to make reliable forecasts.

C EXPECTED OUTCOMES FROM THE PROJECT

- a) Bhutan Tourism Monitor 2017 Report (Soft copy)
- b) Database and output (including codes used) containing questionnaire entries with detailed analysis and graphs
- c) Breakdown of each of the parts in the report with working files
- d) Compilation of various reports and working files generated from Tashel Database
- e) Qualitative feedback from exit surveys to be presented in a summary
- f) Report consisting of complaints by visitors that are specific to a tour operator, hotel or guide etc.

D SELECTION CRITERIA

The consultant will be selected based on the following criteria;

- a) The consultant should have a minimum of 5 years of proven experience in tourism or related research, statistical analysis using statistical analysis software and official report writing. Proficiency in statistical analysis software is a must.
- b) Consultant should have a copy of working Statistical Analysis Software.
- c) Consultant should have expertise in database administration using MySQL



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- d) The consultant should have authored five credible research reports in his/her portfolio
- e) Preference will be given to those who have certification with tourism or related planning, research and database administration.

E REQUIRED DOCUMENTS AND TERMS AND CONDITIONS

- a) A detailed technical proposal indicating strategy, methodology, implementation timeframe for visitor surveys and development of BTM 2017 including past work /official reports authored (Reference letters from head of organization should be attached if the consultant's name is not specified as the author).
- b) A financial Proposal indicating Consultancy fee for research including the entire visitor survey, development and report writing of BTM 2017 annual report. *Please note that all survey stationaries including printing of questionnaires will have to be provided by the consultant/company.*
- c) Certificates of university degree and additional courses undertaken in tourism/research
- d) Valid trade license for consultancy along with BIT Tax Clearance Certificate. Submission of application using other's license will not be entertained.
- e) Curriculum Vitae

F SUBMISSION

The deadline for submission of the detailed proposal is **30th November 2016, 4pm and will be opened on 1st December 2016 at 10am in TCB.**



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Section 6 – Appendix

1. Letter of Intent

(Insert date)

To:-----[Name and address of the Consultant]

This is to notify you that, it is our intention to award the contract for your proposal dated [Insert date] for provision of (modify as appropriate)-----[Insert name of the contract and identification number, as given in the Datasheet] for the Contract Price of-----[Insert name of currency] as corrected and modified[if any corrections] in accordance with the Instructions to Consultant.

Authorized Signature: -----

Name and Title of Signatory:-----

Name of Agency: -----

CC:
[Insert name and address of all other Consultants who submitted the Proposals]