

Terms of Reference
MICE FOR BHUTAN



Bhutan

Happiness is a place

Tourism Council of Bhutan
March 2021

Introduction

The tourism industry of Bhutan has been promoting MICE as a product to event organizers and the participants of events. MICE, which stands for Meetings, Incentives, Conferences (Conventions) and Exhibitions is one of the popular tourism products across the globe. MICE is also known as 'business tourism' in some parts of the world. MICE has in recent years been one of the more rapidly growing market segments of tourism globally.

At present, only small-scale MICE events are held in Bhutan because of lack of large scale facilities, especially indoor facilities. And sometimes those MICE events are packaged with leisure tour packages.

In order to promote MICE tourism, there is a provision in the Tourism Rules and Regulations 2017 (TRR 2017) for the waiver of the mandatory Sustainable Development Fee (SDF), notwithstanding some conditions.

MICE tourism has become competitive and requires good promotional strategies to attract MICE tourists from different source markets. Bhutan as a potential MICE destination could be favorable and beneficial to the tourism industry in particular and the country as a whole. There are other important aspects that need to be considered when developing an overall MICE strategy for Bhutan. Some of which are:

- The current scenario of MICE events and MICE tourism;
- The future, preferred, scenario of MICE events and MICE tourism;
- The current level of government support for MICE events and MICE tourism, and possible support from the government;
- The current level of private sector engagement in MICE events and MICE tourism, and possible support from the private sector;
- Easy of organizing MICE events;
- Ease of access to, and within, the country for MICE events and MICE tourism.

Therefore, many things require a proper study in order to assess the value and feasibility of developing and promoting Bhutan as a destination for MICE events and MICE tourism.

This is why TCB is looking for a consultant or consultancy firm able to help to take Bhutan MICE Tourism To The Top.

Main objectives

1. To develop a comprehensive data-driven MICE Strategy which will guide the overall development of MICE events and MICE tourism in Bhutan;
2. To include in the overall strategy, a SMART MICE MarCom Plan for the promotion of Bhutan as a destination for MICE events and MICE tourism.

Scope of work and deliverables

The consultant or consultancy firm is expected to at least:

- Conduct all relevant research on MICE events and MICE tourism from both a national as well as international perspective;
- Conduct relevant national stakeholder consultations;
- Create a clear picture of the current situation surrounding MICE events and MICE tourism in Bhutan;
- Develop a vision on MICE events and MICE tourism in Bhutan that will serve as the foundation for the MICE Strategy;
- Develop a MICE Strategy based on the MICE vision;
- Develop a MICE MarCom Plan based on the MICE Strategy;
- Create and give a presentation containing the main points of all deliverables.

Although research and stakeholder consultations can be continuous throughout the assignment, the deliverables need to be delivered in a fixed order. Each deliverable will be followed by a go/no-go decision from TCB. A 'go' means the consultant can continue with the next deliverable. A 'no-go' means the consultant or consultancy firm either first needs to improve the deliverable based on TCB feedback or, in case of a poor quality of work, can mean a direct termination of the agreement.

Project timeline

All deliverables must be submitted to the Administrative Officer of the Tourism Council of Bhutan, according to the agreed workplan, with the last deliverable to be delivered within two months of signing the work contract agreement.

Terms & conditions

- a) All proposal materials submitted to TCB shall become, and remain, the property of TCB;
- b) All agreed deliverables, and all other underlying documents/images created as part of the agreement, shall become, and remain, the property of TCB;
- c) TCB reserves the right to reject one or all bids. The decision of TCB shall be final and binding;
- d) The bidder must submit a detailed concept workplan for the execution of the agreement. The selected consultant or consultancy firm must have their final workplan approved by TCB before the execution of work can start;
- e) The selected consultant / consultancy firm must deliver all deliverables within two months after the signing date of the final agreement. In the event of failing to deliver on time the remaining payment will not be released and the agreement will be cancelled.

Selection criteria

The following criteria, in no particular order, will be used for selection of the winning bid(der):

Criteria, sub-criteria and the points system for the evaluation of Technical Proposals are:

(i) Consultant's organization and Specific experience of the Consultant relevant to the assignment: [25]

(ii) Adequacy of the proposed methodology and work plan in responding to the Terms of Reference:

- a) Technical approach and methodology [30]
- b) Work plan [5]
- c) Organization and staffing [10]

Total points for criterion (ii): [45]

(iii) Key professional staff qualifications and competence for the assignment (At least two key professionals required for this assignment):

- a) Team leader [15]
- b) The team member (15)

Total points for criterion (iii): [30]

The number of points to be assigned to each of the above positions or disciplines shall be determined considering the following three sub-criteria and relevant percentage weights:

- 1) General qualifications [30]
- 2) Adequacy for the assignment [50]
- 3) Experience in region and language [20]

Total weight: 100%

The minimum technical score S_t required to pass is: 65 Points

Guideline for evaluating Specific Experience and qualifications of proposed staff

1. Qualification: If the Qualification is Bachelors Degree in the Subject relevant to the Project, the full points will be awarded. Others will be marked according to relevance and levels of qualification keeping the above as the base.
2. Experience: If the experience is 5 years and above in the directly relevant field, full points will be awarded. Others will be marked according to relevance and levels of experience keeping the above as the base.
3. Certifications: Full points will be awarded if the candidate is certified in directly relevant field. Others will be

marked according to relevance certifications keeping the above as the base. No points will be awarded in absence of any certifications.

4. When there is more than one candidate in one post (e.g. Project manager, Lead developer), each candidate is evaluated on above criteria on same points. The average of all the candidates will be the final points scored.

The weights given to the Technical and Financial Proposals are:

T = 0.7

P = 0.3

Fee and payment

The payment for this agreement, 'MICE for Bhutan', will be released as per the financial norms of the Royal Government of Bhutan.

Reporting

The consultant or consultancy firm will report to the Director General of TCB on a weekly basis as per the workplan.

Liquidity damage

- The successful consultant shall pay liquidated damages to the Employer at the rate of 0.1 % per day for each day that the Completion Date is later than the Intended Completion date for the project or for any part thereof.
- The maximum number of liquidated damages for the whole of the Works is [10] percent of the initial Project Price.

Proposal

The proposal should clearly detail all the required information against the selection criteria mentioned above.

The complete proposal shall be submitted online latest by **4:30 PM on 8/4/21**. All tenders will be opened on 9/4/21 at 4:30 pm.