



**REQUEST FOR PROPOSAL (RFP)  
PENANG TOURISM, MASTER PLAN  
2019 – 2030**

**RFP REF. NO.: PSUKPP.MMK.10/037 (2) DN**

PREPARED BY:

**Penang State EXCO for Tourism Development, Heritage, Culture & Arts**

Address: Pejabat Ahli Majlis Mesyuarat Kerajaan Negeri Pulau Pinang Tingkat 52,

Komtar 10503, Pulau Pinang, Malaysia.

Email: [info.penangtourism@gmail.com](mailto:info.penangtourism@gmail.com)

## **1. GENERAL INSTRUCTION TO PROPOSER**

The proposers are advised to be responsible for fully understanding the requirements and the instructions of the Request for Proposal document (RFP), failure to comply may result in the rejection of the proposals. The Penang State EXCO for Tourism Development, Heritage, Culture & Arts office (EXCO Office) reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any RFP response deemed to be in the best interest of state government. Acceptance of any RFP should not be construed as a contract nor shall it indicate any commitment on the part of state government for any future action. The RFP does not commit to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

All information about the state of Penang, tourism stakeholders and respective businesses and organizations included in this RFP and all Appendices attached hereto should be considered proprietary information. The proposers are required to keep this information as private and confidential. The EXCO Office would like to express that there shall be no news release, public announcements, or reference to this RFP or any phase of the project described herein, shall be made without the prior written consent of the EXCO Office.

## **2. OVERVIEW**

The Penang State EXCO for Tourism Development, Heritage, Culture & Arts is the Penang state executive authority, in-charge with implementing and enforcing the laws made by state legislatures. The EXCO Office dedicated to improving the development of tourism industry, preserve the core value of heritage, culture and art in the state of Penang.

To align with the Penang 2030 action plan, this RFP is to solicit a bid proposal to engage a contractor to analyse the industry of tourism, heritage, culture and art in create a 10 years master plan for the state of Penang with the possibility of updates at 5-year intervals. The 10-year master plan is to set the goals for sustainable development and strengthen the competitive positioning of Penang's tourism industry,

heritage, culture and art in 2030, which draw up the strategies and directions needed to be done by the state government into phase 1 (2019 - 2024) and phase 2 (2025 - 2030). A mid-term review will be conducted after phase 1 (2019 - 2024) by evaluate the performance of first 5 years as well as the external PEST component (Political, Economic, Socio-cultural and Technological) in achieving the sustainability goal of the industry.

It aimed to complete within a 6-month duration by conducting several focus group discussion (FGD) with the industry players, technical experts and stakeholder engagement in formulating strategies for the industry. This master plan will be an inclusive master plan which not only focusing on tourism development but also incorporate the elements of heritage, culture as well as arts into the tourism industry.

This project will be led by the EXCO Office with the involvement of state agencies such as Penang Institute (PI), George Town World Heritage Incorporated (GTWHI), Penang Global Tourism (PGT), Penang State Art Council, Penang Convention & Exhibition Bureau (PCEB), Majlis Bandaraya Pulau Pinang (MBPP) & Majlis Perbandaran Seberang Perai (MPSP) as the main committee.

This RFP is to award a contract to that responsible bidder whose bid proposal, conforming to this RFP is most advantageous to the state, price and other factors considered. However, the State reserves the right to separately procure individual requirements that are the subject of the contract during the contract term, when deemed by the EXCO Office to be in the State's best interest.

### **3. CONTRACT & SCOPE OF SERVICES**

The contract is for a period of 6 months or upon completion of the project, renewable for phase two analysis upon satisfactory performance. The evaluation of proposals will be conducted by the main committee led by EXCO Office.

The objectives of the consultant are to develop a workplan which clearly outlines the strategies, tasks/activities, resources, responsibilities, duration and timelines including delivery of reports and the final master plan. The workplan must be consistent with the

technical approach and methodology. The consultant is required to collaborate with the relevant department and agencies as well as other key stakeholders within the tourism sector as identified by the main committee. The main tasks or activities of the consultant include but are not limited to the following:

- (i) Conduct a situational analysis such as SWOT and PEST and similar analyses to determine the current state of the tourism industry, identify the main issues, problems and challenges that the master plan should address including balancing the development, growth and its sustainability, and providing priorities, sound recommendations as well as critical success factors to address in the report;
- (ii) Conduct a comprehensive evaluation and assessment of all relevant existing and past local policies, plans, frameworks, studies and reports to determine the gaps in the industry. The findings from the gap analysis should then be applied in the master plan by determine the key strategies and mechanisms for the governance, development and growth of the industry;
- (iii) Conduct a critical review of regional and international tourism policies, plans, frameworks, studies and reports and similar documents, especially those relating to competing destinations and that are considered as benchmarks for the tourism sector to address regional and international issues, challenges, opportunities and threats, and use the findings as case study to stimulate the growth and development of the industry;
- (iv) Critically review the performance of the international, regional and local tourism industry over the last ten (10) years and develop forecasts and targets for tourism sector growth for the period 2019-2030 based on empirical data analyses. Suggested areas include, but are not limited to market share, tourist arrivals, rate of hotel occupancy, visitor expenditure, service quality and satisfaction.
- (v) Define a consultative process and mechanism for the preparation of master plan by taking into consideration the involvement of industry players, technical

experts and stakeholder in the public and private sector both at the national and state levels;

- (vi) Conduct focus group discussion with not limited to six (6) times with stakeholders of the tourism industry and other related sectors to discuss, gather and document their point of views, and obtain their buy-in; Develop a detailed implementation plan prioritising programs, projects and activities;
- (vii) Develop a detailed implementation plan indicating the goals, objectives and strategies of the master plan and prioritising interrelated programs, projects and activities as well as identifying responsible persons and organisations, resources to be utilised and establishing time frames (short, medium and long term) for implementation of the master plan;
- (viii) Develop a monitoring, evaluation system and communication plan for policy implementation (including expected outcomes, outputs and performance indicators) as well as education and awareness element to guide policy implementation;
- (ix) Attend progress meetings with main committee led by EXCO Office to present and discuss the work progress;
- (x) Deliver a presentation and final report to the main committee as well as other tourism stakeholders.

#### **4. SCHEDULE AND DELIVERABLES**

The consultant shall commence work as soon as practicable after the effective date of the Appointment. The consultant will undertake the assigned tasks and responsibilities under the direct supervision of the main committee led by EXCO Office. The consultant will also be required to attend and present progress report on monthly basis. The main committee will oversee the deliverables of this consultancy based on the guidelines but is subject to change as below:

**i. PHASE I - INCEPTION REPORT**

(Period: Jan – Feb 2019)

The inception report should consist a detailed workplan of all activities, which including but not limited to milestones, resources to be applied, project meetings, interim reports, progress reports, stakeholders' reports, deliverable and final reports as required for this project.

**ii. PHASE II - INTERIM REPORT**

(Period: Feb – May 2019)

The interim report should consist a first draft of the master plan which including but not limited to situational analysis, gap analysis, competitive benchmarking and focus group discussions. The report on focus group discussion should detail the meeting dates, the content of the discussions, issues and concerns raised and how these were addressed, risks and challenges identified, and recommendations and suggestions from stakeholders in advancing the policy to be inclusive of the first draft of the master plan. This report should include the tourism performance in SWOT & PEST analysis, state of the tourism industry, source and niche market, forecasts and targets as well as preliminary stakeholders' consultation report.

**iii. PHASE III - FINAL REPORT AND PRESENTATION**

(Period: June – July 2019)

Including but not limited to presentation summarizing key findings and recommendations of the final master plan, the implementation plan, the monitoring and evaluation plan.

**5. REQUIRED CREDENTIALS & SELECTION**

The selection of consultant will be based on the relevant experience, qualification, background and knowledge of the applicable filed of expertise and applicable practices. The consultant should possess demonstrated experience and technical capabilities working with a variety of stakeholders such as government officials, private sector and academia with sound knowledge and understand the element of tourism heritage, culture and arts.

The Consultant must be familiar with digital marketing, big data analysis in term of branding and promotion approaches for destinations and be able to advise upon programmes that influence the travel planning and purchasing decision of the new tourist.

The consultant also needed to be familiar with the various special interest tourism in Penang and its related industry to identify the problems and indicating the goals, objectives and strategies of the master plan.

The consultant should be capable of furnishing all necessary professional, technical and expert services as required, to execute all the elements described in the Scope of Services.

The consultant will be evaluated based on the following combination of qualities and qualifications:

- Knowledge of the applicable field of expertise and applicable practices
- Technical capabilities of the consultant
- Adequacy and completeness of the proposal with proficient in developing complete and comprehensive tourism strategies with dedicated action plans
- Compliance with the terms, conditions, and other provisions in this RFP.
- Qualification, financial position and expertise of the proposer.
- Content and proposed pricing of the proposal.
- Strong analytical, organisational, decision making and interpersonal skills.
- Abilities of resources assigned to the project.
- Creativity and completeness of the proposal and alternative proposals.
- Knowledge of planning, destination Knowledge of tourism planning, destination and resort development and master planning, and long-term strategic planning
- Proven ability to write and present complex policy related issues;

Results of this analysis will be the major influencing factor in the decision-making process. However, without knowing the exact circumstances that will exist at the time of the decision, other factors may also influence the decision. The proposer who has

demonstrated the capacity to meet our requirements will be notified of our selection via phone, email or letter.

## **6. SUBMISSION GUIDELINES**

- (i) All proposals shall be submitted in PDF format, written in good English, not more than 15 pages in length, and typed with 1.5 line spacing on A4 (8.27" x 11.69"), using the Times New Roman (12 pt., justified) font.
- (ii) All applicants must submit the following information:
  - Company profile and background, with organisation chart, number of members in this project, resumes, and contact information of person-in-charge i.e. name, title, mailing address, telephone number, e-mail address.
  - Description of services offered.
  - References for clients, including a list of similar projects(s).
  - Detailed budget proposal.
- (iii) Specify your company background and staff information, including but not limited to, your technical approach for this project, planning, strategies, and organisation chart with proposed project team and their qualifications.
- (iv) Cite examples of current and previous work. Describe projects your company has successfully produced in the last 18 months, including your current client list.
- (v) Provide a synopsis of the projects your company has managed, specific your role in developing and managing those projects including challenges faced and how they were overcome.
- (vi) Itemise all anticipated costs and fees associated with planning and executing the project including all of the deliverables. Provide a detailed budget proposal



for the master plan, inclusive of the expected revenue and expenditures of the funds (administrative, programme and venue rental costs, etc.)

- (vii) The proposer is required to sign the Integrity Pact Declaration Forms as per Appendix 1 and 2.
- (viii) The proposal must be signed by an official authorised to act on behalf of the company that is submitting the proposal as per Appendix 3.
- (ix) Any suggestions for additional features or alternatives within the general scope of work specified are welcome.
- (x) Submission of proposal via email to **info.penangtourism@gmail.com** must be received not later than **12:00 PM on Monday, 15 January 2019**, with this e-mail subject line: Request for Proposal (RFP) For Penang Tourism Master Plan 2019 - 2030.
- (xi) No amendments shall be made to the proposal after its submission.
- (xii) Proposals received after the closing date and time will not be entertained.

## **7. GENERAL REQUIREMENTS AND INFORMATION**

- (i) Companies participating in this exercise may either submit proposals on their own or in collaboration with others. However, the role and responsibility of each company must be clearly stated.
- (ii) EXCO Office has the absolute discretion to accept or reject the submitted proposal and is not obligated in any way to award the project to the person(s) and/or company/companies submitting the proposal. GTWHI is not required to provide any reason whatsoever.
- (iii) After the issuance of the RFP, information relating to the contents, examination, evaluation and comparison of proposals and recommendations concerning the

award of contract shall not be disclosed to the respondent or other persons not officially concerned with the process.

- (iv) Only the shortlisted and/or successful proposer responding to this RFP will be notified of their status and will need to make a presentation of their proposal if required. There will be no notification of status of the award to unsuccessful proposers.
- (v) The successful proposer shall be required to enter into a formal agreement with EXCO Office.
- (vi) Any questions or clarifications regarding definitions or interpretations of this RFP can be emailed to [info.penangtourism@gmail.com](mailto:info.penangtourism@gmail.com) not later than 31 December 2018, 12:00 PM.
- (vii) EXCO Office at all times reserves the absolute right to alter the specifications and descriptions mentioned in this RFP and respondents must conform to the altered specifications and descriptions. All applicants will be notified accordingly if any amendments are made to this RFP.
- (viii) It shall be agreed and understood that in the event that the negotiations fail and the contract is not signed, there shall be no course of action against EXCO Office, nor shall it be possible to pursue a course of action against EXCO Office for any action howsoever arising.
- (ix) Whilst care is taken to ensure that the facts and information contained in this RFP are correct at the time it is presented, EXCO Office hereby makes no representation as to the accuracy and adequacy of such facts and information contained in the RFP. Penang State EXCO for Tourism Development, Heritage, Culture & Arts office shall not be liable for any inaccuracy or inadequacy of such facts and information.

**INTEGRITY PACT DECLARATION FORM**  
**BIDDER DECLARATION FORM**  
**FOR**  
**REQUEST FOR PROPOSAL (RFP) -**  
**PENANG TOURISM, HERITAGE, CULTURE & ARTS MASTER PLAN 2019 – 2030**

I, ..... (**Company Representative Name**)  
Identification Card number.....  
representing..... (**Company Name**),  
company registration number .....

hereby declare that I or any other individual who represent this company will not offer or bribe any individual(s) in **Penang State EXCO for Tourism Development, Heritage, Culture & Arts office (EXCO Office), the main committee** or any other individuals as to be selected in the RFP as mentioned above. Together with this as conformity to the declaration, I hereby enclose a Letter of Delegated Power to me to represent on behalf of the company as mentioned above.

2. If I or any other party who represent the company has been found guilty negotiating or offering bribe to any individual in **EXCO Office** or any other individuals as a bribe to be selected in the RFP mentioned above, I as the representative of the company mutually agree that the following action would be taken:

- 2.1 Withdrawal of contract offered for the RFP above; or
- 2.2 Termination of contract for the RFP above; and
- 2.3 Any other disciplinary action in accordance to the Government Procurement Rules.

3. If any individual intends to bribe me or any other relevant individual from the company as a bribe to be selected in the RFP mentioned above, I hereby promise to take immediate action to lodge such an act to the Malaysian Anti-Corruption Commission (MACC) office or to the nearest police station.

Yours faithfully,

..... (Signature)

Name:

I.C. Number:

Company Stamp:

**INTEGRITY PACT DECLARATION FORM**  
**SUCCESSFUL BIDDER DECLARATION FORM**  
**FOR**  
**REQUEST FOR PROPOSAL (RFP) -**

**PENANG TOURISM, HERITAGE, CULTURE & ARTS MASTER PLAN 2019 – 2030**

I, ..... **(Company Representative Name)**  
Identification Card number .....  
representing..... **(Company Name)**,  
company registration number ..... hereby  
declare that I or any other individual who represent this company will not offer or  
reward any individual(s) in **Penang State EXCO for Tourism Development, Heritage,  
Culture & Arts (EXCO Office)** or the **main committee** or any other individuals to be  
selected in the RFP as mentioned above. Together with this as conformity to the  
declaration, I hereby enclose a Letter of Delegated Power to me to represent on behalf  
of the company as mentioned above.

2. If I or any other party who represent the company has been found guilty  
negotiating or offering bribe to any individual in **EXCO Office** or any other individuals  
as a reward to the RFP mentioned above, I as the representative of the company  
mutually agree that the following action would be taken:

- 2.1 Withdrawal of contract offered for the RFP above; or
- 2.2 Termination of contract for the RFP above; and
- 2.3 Any other disciplinary action accordance to the Government  
Procurement Rules.

3. If any individual intends to bribe me or any other relevant individual from the company as a reward to be selected in the RFP mentioned above, I hereby promise to take immediate action to lodge such an act to the Malaysian Anti-Corruption Commission (MACC) office or to the nearest police station.

Yours faithfully,

..... (Signature)

Name:

I.C. Number:

Company Stamp:

**LETTER OF AUTHORISATION**

Date:

YB Yeoh Soon Hin

Penang State EXCO for Tourism Development, Heritage, Culture & Arts

Level 52, KOMTAR, 10503 George Town,

Penang, Malaysia.

Dear YB.,

**AUTHORISED REPRESENTATIVE ON BEHALF OF THE COMPANY**

I respectfully refer to the above matter.

2. I, ..... Identification Number;

..... as the company owner

of .....

..... will sign all documents related to this **REQUEST FOR PROPOSAL (RFP)**

**- PENANG TOURISM, HERITAGE, CULTURE & ARTS MASTER PLAN 2019 – 2030**

or authorise the power to sign on behalf of the company for this RFP to:

Name : .....

Address : .....

Position : .....

Identification No. : .....

Telephone No. : .....

Fax No. : .....

Email : .....

3. I will formally inform Penang State EXCO for Tourism Development, Heritage, Culture & Arts office in writing if there is a change of representative regarding this matter.

Yours faithfully,

..... (Signature)

Name:

I.C. Number:

Company Stamp:



**DECLARATION**

To the best of my knowledge I declare that the information given in the proposal is correct.

Signature : .....

Name : .....

Designation : .....

Date : .....

Company Stamp : .....

Signature of Witness : .....

Name : .....

Designation : .....

Date : .....