

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

Terms of Reference (TOR)
Production of a Documentary Video
on the Recovery of Maldives' Tourism from Covid-19 Pandemic

1: General Information

1.1 Announcement Number: (IUL)88-ADHR/88/2023/66

1.2 Announcement Date: 6 September 2023

1.3 Project Name: Production of a Documentary Video

1.4 Purpose:

The purpose of this TOR is to invite interested vendors to submit proposals for the Production of a documentary videos on Maldives' tourism recovery from the impacts of Covid-19 pandemic.

2: Scope of the Work

2.1 Description:

The selected party is required to work with the Ministry of Tourism to produce a 25–28-minutes documentary video on Covid-19 management and tourism recovery in the Maldives after the pandemic. The documentary should showcase global Covid-19 pandemic outbreak, its impact on global and Maldives tourism industry and the economy, national Covid-19 management strategies, tourism recovery efforts and its outcome.

Main focus of the documentary should be on how the Government of Maldives together with private sector managed Covid-19 and how the Maldives tourism industry recovered from the pandemic.

The documentary must highlight;

1. Beginning of Covid-19 as a global pandemic
2. Global travel restrictions and challenges due to international border closures
3. Measures taken to manage the pandemic in the Maldives during the initial stages, including closing of border
4. Challenges faced by the Maldives tourism industry, including sub-sectors of the industry during the pandemic and the strategies used to overcome them.
5. Significance of tourism to the Maldives economy and the importance government gave to focus all the resources for a swift recovery

The documentary must be engaging and well-paced, keeping the viewers interested throughout. And must be of high-quality visuals & audio including impactful music, capturing the beauty of the Maldives and showcasing the recovery efforts.



2.2 Indicative Content:

The documentary must be informative and insightful with short viewpoints / imagery / selective short interviews to represent the role of:

Government

- President's Office
- Ministry of Tourism
 - o Situation Monitoring Unit (MU)
 - o COPR & Hulhumale' Covid Facility
 - o Airport Help Desk
 - o Help Desk (at NEOF)
 - o Isolation and Quarantine Facilities
 - o "Dhookohnulaa" awareness campaign with MATI
- NEOF / HEOF / The TAG team
- Health Ministry
 - o HPA
 - o Port Health and Room 13 at MACL
 - o Food and Drug Authority (FDA)
 - o Hospitals
 - o Vaccination Centres
 - o Covid Facilities
- Ministry of Foreign Affairs
- Maldives Marketing and Public Relations Corporation
- Disaster Management Centre (DMC)
- Maldives National Defense Force & Aviation Security
- Police and Tourist Police
- Maldives Airports Company Limited
- Local Government Authority & Councils
- Maldives Immigration
- Maldives Customs
- Civil Aviation Authority
- Ministry of Economic Development
- Ministry of Finance
- Island Aviation Services Limited
- Allied Insurance Company
- State Trading Organization

Tourism Industry Key Stakeholders

- Maldives Association of Tourism Industry (MATI)
- National Boating Association of Maldives (NBAM)
- National Hotels & Guesthouse Association of Maldives (NHGAM)
- Maldives Association of Travel Agents and Tour Operators (MATATO)
- Maldives Association of Travel Agents (ATA)
- Maldives Association of Yacht Agents (MAYA)
- Airlines (International and Domestic)
- Sea Transport Providers (ferries/charters)
- Resorts
- Hotels
- Guesthouses



- Vessels

Other Stakeholders

- Red Crescent
- Volunteers
- Local Media

International Relations and Information Dissemination

1. Bilateral relations & travel bubbles
2. International organizations
 - UNWTO
 - WHO
 - EU
 - PATA
 - WTTC
 - ADB
 - WB
 - JICA
 - USAID
3. International media
 - CNN
 - BBC
 - CNBC
 - Al Jazeera

2.3 Timeframe / Duration:

- The documentary must be between 25-28 minutes long
- The project shall be completed and final documentary must be submitted to Ministry of Tourism no later than **Sunday, 1st October 2023.**

2.4 Deliverables

2.4.1 Documentary video (duration between 25-28 minutes)

2.4.2 Additional short clips of the documentary as follows

- One clip of 5 minutes (a summary clip)
- Five clips of 2 minutes (for social media)

2.4.3 Develop storyboard for the documentary which must be approved by the Ministry of Tourism before commencing production. The storyboard shall include but is not limited to below elements.

- Covid-19 as a global pandemic (travel restrictions and closure of international borders)
- Role of MOT throughout Covid-19 (including that of of the Situation Monitoring Unit, SMU)
 - Monitoring the spread of pandemic
 - Management of stranded tourists: internal management and repatriation
 - 24 hrs hotline
 - Restriction / facilitation of staff and tourist movement
 - Utilizing of resorts as quarantine facilities (Tourists and Locals)



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- Utilizing of resorts as isolation facilities (Tourists and Locals)
 - Covid-19 in Maldives and State of Health Emergency
 - Travel restrictions
 - Closing of border
 - Impact of border closing on economy
 - Whole of Government approach to Covid-19 (NEOC/HEOC/Tag team)
 - Road to / and reopening the Border
 - Measures and Protocols for Covid Management in the Industry (facility / staff / tourist protocols)
 - Re-opening of tourist establishments – structured gradual process by type: resorts / safari / hotel / guesthouse
 - Virtual inspections
 - National & Industry SOPs
 - Facilitation of staff movements
 - Facilitation of split stays
 - Dedicated isolation and quarantine facilities
 - MoT Airport Help Desk
 - Help to arriving / departing tourists
 - Guidance to “Imuga” fill: arrival and departure guests
 - Help with stranded guests
 - PCR testing assist
 - Safe Destination campaigns: information dissemination including webinars, conferences etc...
 - Inbound Insurance for Tourists (by Allied Insurance)
 - Safe Travel Stamp by WTTC
 - Travel Bubble with India
 - One Island One Resort and tourist safari vessels as bubbles
 - Stimulus package for tourist businesses
 - Government income support Program
 - Financial support from Government: deferment of land rent and payment restructuring
 - Vaccination (Tourism Sector Employees at the Forefront of vaccination)
 - Outcomes
 - The Recovery
 - Facilities Opening
 - Connectivity and Logistics
 - Tourist Arrivals
 - Changes to Travel Patterns
 - Maldives winning WTAs World’s Leading Destination Award
 - Tourism Golden Year (nearly recovered from COVID)
- 2.4.4** Present a written concept for the documentary with footage list and locations
- 2.4.5** The documentary must be narrated in English and subtitled in English & Dhivehi
- 2.4.6** The footage used in the video should be owned by the contractor or the island councils or must be new footage.
- 2.4.7** The footages used in the video should be owned by the contractor or / and must be shot anew or / and footage with copyright to the contractor.



- 2.4.8** The contractor must submit a delivery timeline/schedule. And the documentary shall be fully produced, edited, and delivered as per the schedule
- 2.4.9** Contractor will collaborate with and arrange for reviews and approvals with Ministry of Tourism for the concept development, rough cut, and final cut of the video.
- 2.4.10** Minimum video quality must in broadcast quality or 4K.
- 2.4.11** The Ministry of Tourism will reserve full rights of the video and any new footage captured and used in the video once submitted to the Ministry.

3: Payment

3.1 Contractor must provide a work schedule with timelines so that itemized invoices are submitted as follows:

Invoice 1: Advance Payment (if applicable). An advance payment (15% of the proposal value) is applicable ONLY if the proposal value exceeds MVR 250,000/- In such cases advance payment can be processed by the Ministry of Tourism, upon signing of the agreement and submission of an “Advance Payment Guarantee” (Sample in Annex 8) in the form of a bank guarantee, by the contractor.

Invoice 2: Payment 1. 50% of the total payment. The contractor shall raise the invoice upon completion of the rough cut. The payment will be processed upon completing and submitting the rough cut of the video as per the deliverables and handing over to the Ministry of Tourism.

Invoice 3: Final Payment. Upon completing of all deliverables, the contractor shall raise the final invoice. The payment will be processed upon completion of the full video as per the deliverables and handing over to the Ministry of Tourism.

3.2 Invoices shall be raised and all relevant documents must be submitted by the contractor as per the work schedule for any payment to be processed under this assignment.

4: Instructions to Tenderers

4.1. Eligible Tenderers:

A Tenderer may be a person, private entity, or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture.

4.2. Cost of Tendering:

The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and the Ministry of Tourism shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.

4.3. Language of Tender:

The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and the Ministry of Tourism, shall be written in English or



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Dhivehi Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in English or Dhivehi, in which case, for purposes of interpretation of the Tender, such translation shall govern.

4.4. Logistics and Travel:

The contractor identified for this assignment should bear the cost of all logistics, including any transportation and/or accommodation required, during the production of this video.

4.5. Instructions for Tender Documents

- a) The following documents must be included in the bid proposal;
 1. Bid Submission Checklist (Annex 1)
 2. Bid Submission Form (Annex 2)
 3. All documents mentioned in (1.1.1 of Annex 1)
- a) Profile of the Tenderer. Must provide details of all team members
- b) Work schedule (detailed work schedule with timelines)
- c) Proof of past and similar experiences:
 - a. Reference letters from previous customers/clients reflecting the nature of the projects implemented and the role of the company. Or creative frameworks of similar work the bidder had worked with other companies.
 - b. Should include links and/or soft copies of similar work carried out in the past.

5: Submission and Opening of Bids

5.1 Deadline for Submission of Tenders:

Proposals must be submitted no later than **Sunday, 17th September 2023 @11:00 hrs** addressed to;

Ministry of Tourism
5th Floor, Velaanaage
Ameer Ahmed Magu
Male', Republic of Maldives

Proposals that are received by Ministry of Tourism after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

5.2 Bid Opening:

Bid opening meeting will be held on;

Date: Sunday, 17th September 2023

Time: 1100 hrs.

Venue: Ministry of Tourism, 5th Floor, Velanaage, Ameer Ahmed Magu, Male'

6: Evaluation Criteria

Area	Details	Total Points
Total Price	Marks will be calculated pro rata based on highest marks for the lowest quoted price	25



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Concept and Shot list	<ul style="list-style-type: none">- Present a compelling written concept for the documentary.- Outline the storyline, key themes, and the approach you plan to take in showcasing the recovery of Maldives' tourism industry.- Include a comprehensive shot list that outlines the specific shots and locations you intend to capture.- Highlight any unique or visually stunning aspects of Maldives' tourism offerings that you plan to showcase.	50
Quality of past the work	Marks will be awarded based on the quality and creativity of pervious works submitted as proof. (Video files / links)	20
Past work and similar experiences	Minimum 3 reference letters of similar projects undertaken. This reference letter should include the name of the project along with the contact details for reference. Samples of videos and other related works of the references provided should be submitted along with the proposal. Marks will be awarded based on the quality of the and relatedness of the works submitted as per MoT requirements. Also based on the adequate knowledge and the contractor shall have proven experience in the field of video production to carry out the works.	5

7: Clarifications

For any clarifications on the project, tender documents or scope of work, please email procurement@tourism.gov.mv before **Thursday, 14th September 2023, 1300 hrs.** (local time)