

Request for Proposal (RFP) National Tourism Visitor Information System: Visitor App & Information Portal (RFP-NTVIS-003 Rev 02)

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Connecting People and Spaces

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Table of Contents

About the Jurni.....	3
1 Background to the Project.....	4
2 Scope of Work (SOW).....	5
2.1 Objectives.....	5
2.2 High-Level Requirements for the Project.....	5
2.3 Capabilities Requirements.....	6
2.3.1 High-level architecture.....	7
2.3.2 Business Requirements Table – Agnostic of Technology.....	7
2.4 High-level Use Cases.....	8
2.4.1 Use Case 1: User Profile Management.....	9
2.4.2 Use Case 2: Search for anything (information) in App.....	9
2.4.3 Use Case 3: Geo-location.....	9
2.4.4 Use Case 4: Inbox for users.....	9
2.4.5 Use Case 6: Recommendations based on user profile & activity.....	9
2.4.6 Use Case 8: Plan a trip (itinerary).....	9
2.4.7 Use Case 9: Load a travel & tourism provider.....	9
3 Project Timelines.....	10
3.1 Proposal Timeline.....	10
3.2 High-Level Project Timeline.....	10
4 Proposal Guidelines.....	11
4.1 Bidder Qualification.....	11
4.1.1 Technical Evaluation.....	11
4.1.2 Financial & B-BBEE Evaluation.....	12

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About the Jurni

Jurni is the official rebranding of the National Tourism Visitor Information System (NTVIS) transformation initiative. The NTVIS is an industry-led alliance between the private and public sector (partnership). It was formed in consultation with key stakeholders in South Africa's travel and tourism sector. The Amadeus IT Group is funding NTVIS as a project under the National Industrial Participation Programme (NIPP), which is managed by the Department of Trade and Industry (DTI).

Jurni has emerged as a Travel and Tourism Data Management Company, which will implement NTVIS by ensuring that relevant technology solutions are built to meet industry needs with the ultimate goal of collecting and showcasing meaningful travel and tourism data. This includes the development of an unbiased, consolidated and comprehensive Data Hub that will deliver credible data that can be distilled to a local and regional level, an Booking Tool & Business App that will level the playing field for the entire tourism sector, and an informative Visitor App & Information Portal that will allow travellers to discover everything South Africa has to offer.

The company was born out of an extensive consultation with all industry stakeholder representatives in South Africa (SA), as well as discussions with National Department of Tourism (NDT), who is the government beneficiary of this project.

Jurni enables the industry with digital solutions, including a paradigm shift towards leveraging technology, digitization & digitalization to achieve desirable business outcomes. As a result, transformation at all levels (industry/sector transformation, digital transformation, business transformation) and empowerment to create a level field that embraces both big and small players in the industry.

Jurni is an integrated platform that consists of three main value offerings addressing; i) centralized data repository, ii) booking tool & business app for tourism businesses and iii) centralized tourism information channel. At the core of Jurni is the Public-Private Partnership (PPP) collaboration model. Furthermore, Jurni is a young and dynamic organization that is driven by creativity, innovation and agility.

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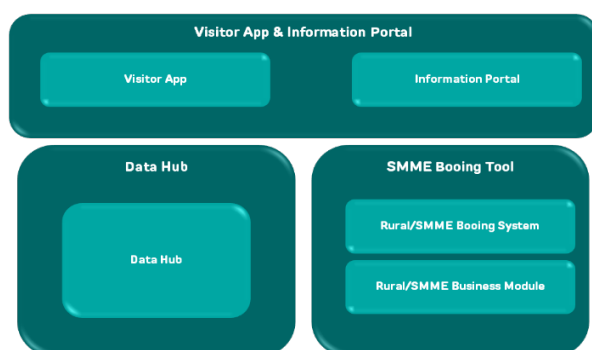
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1 Background to the Project

JURNI is implementing the National Tourism Visitor Information System (NTVIS), which aims to be a centralised trusted data-management platform for the travel and tourism industry in South Africa. The NTVIS is an industry-led alliance between the private and public sector (partnership). It is formed in consultation with key stakeholders in South Africa’s travel and tourism sector, with the National Department of Tourism being the government beneficiary of the project.

The Visitor App & Information Portal project is one of three that form part of the overall NTVIS Initiative to address the sector’s challenges and realize the National Tourism Sector Strategy (NTSS). This project entails a technological / digital transformation that includes traveller’s companion app (Visitor App) and a web portal (Information Portal). These will facilitate promotion and reservation of South African tourism products and services in multiple channels.



The three projects are interrelated and integrate seamlessly to achieve the overall objective of the NTVIS:

- **Visitor App & Information Portal:** travellers’ companion app and a web accessible information portal, to raise awareness of South Africa as a destination. This will also provide market access for Rural/SMMEs travel & tourism providers
- **SMME Booking Tool:** caters for caters for the “invisible” and unrecognised travel & tourism service providers across the South Africa, offering a property management system and a business management module
- **Data Hub:** centralised trusted data repository with data analytics and the ability to ingest data from multiple data sources including; SMME Booking and Visitor & Information Portal.

The Visitor App & Information Portal will be a content rich capability able to aggregate travel and tourism industry product and service content in a systematic manner. At the same time this will be a companion tool for the tourist/traveller to find their way around South Africa. It enables discovery, exploration and connection to South Africa’s travel & tourism domain among the travellers, consumers and providers of tourism products & services.

The solution being sought by this RFP, is primarily characterized by the capabilities that will enable and seamlessly fit in with the Jurni platform. It is possible for the solution to be comprised of multiple components from different vendors and or service providers. In addition, Jurni does not believe in vendor lock-in, especially in the space of creativity, innovation and agility, different technology and digital solutions will be embraced in line with the expected requirements of Jurni in the that domain. Each component that is brought into the platform becomes available to all other aspects of the solution in line with Jurni’s enterprise architecture.

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2 Scope of Work (SOW)

2.1 Objectives

- Raise awareness of South Africa as a destination, and of South African experiences in South Africa and abroad
- Information Seeking and Planning: Packaged services with recommendation, Maps and plotting, Time estimations for road travel and activities and Costs
- On-trip Experience Services: location and mapping services with updated points of interest; guarantee of goods and services through ongoing input, grading and support from skills and research streams; Chat functionalities and access to service officers; security advice and access to emergency services
- On-trip and Post-trip Sharing: access to the mobile application to share experiences on social media or photo services, and provide new user-generated information on the destination

2.2 High-Level Requirements for the Project

The Visitor App & Information Portal provides information access to South African travel & tourism services and offering to the public (travellers, visitors, etc.). The channels span mobile and web, where the visitor app is a companion tool downloadable from app/play stores and the information portal is content-rich website. Look & feel (visual appeal), geo-location and being intuitive are crucial for this project.

Whether for a domestic or international traveller, to and from South Africa, the Visitor App & Information Portal deliver information, insights, tips, advice, alerts, prices amongst others. These tools are the heart of the Jurni platform which is a meeting place for travel & tourism providers and consumers. Furthermore, these tools will become companion tools that keep people informed about South Africa. As a result, the ability to plug-in a diverse set of functionalities or capabilities with ease is essential for the Visitor App & Information Portal.

The app and the portal at a high-level should be able to provide:

- **Integration to Jurni Platform**
 - Integrate to the Data Hub
 - Expose SMME Booking Tool
- **Travel & Tourism Directory in South Africa**
 - Profiles of travel & tourism places, businesses, attractions, events, people
- **Aggregate and expose South Africa's travel & tourism**
 - Share information and facts about South Africa
 - Calendar for South Africa's travel & tourism events
 - South Africa Entry Information for tourists (Visa, Passports)
 - Share links to different and useful travel & tourism services
- **Trip Planner**
 - The ability to create a trip itinerary
 - Using the app to travel in South Africa

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- How to get there (walking, driving, cruise, public transport)
- **Traversing South Africa**
 - Information about getting around in South Africa
 - Travel tips for South Africa
 - Transport around South Africa
 - Map view for travel & tourism services and attractions
- **Reservations and Bookings of travel & tourism services**
 - Accommodation, Restaurants, activities amongst others
- **Vouchers & Coupons**
 - Preferential treatment from different travel & tourism service providers
 - Claim discounts
 - Jump the queue
- **Geo-Location**
 - An integral part of the app to provide location data for different use cases, including and not limited to;
 - Safety and security for tourists
 - Recommendations of services based on location and proximity (i.e. attractions along the ways)
 - Interesting facts about the area
- **User reviews and feedback**
 - The ability to deal with unstructured data to received feedback from users (visitors, product owner, etc.)
 - Posting of videos, images, audio and text
- **Search**
 - The capability to search anything in the visitor app & information portal
- **Currency converter**
- **Emergency Services**
 - Safety and Security
 - Destress (panic) Button
 - Safety Alerts
 - Police Stations
 - Hospitals, Clinics and Ambulances
 - Fire Stations
 - Embassies

2.3 Capabilities Requirements

The requirements for the visitor app & information portal are summarized in the table below and are spread along three broad categories;

- **User Experience (UX) & User Interface (UI):** This refers primarily to the experience of using the system and the attitude and perception regarding the fulfilment of the users' need. This is the extent to which the users find the visitor app & information portal to be addressing their needs
- **Functional Requirements:** These are the functionalities the system enables and provides access to. This refers to what users can do in the system

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- **Technical Requirements (Non-functional Requirements):** The enabling technology stack for the system, referred to as the architecture building blocks. These are crucial to ensure that the system is open standard and can integrate with other systems and further, the ease with which new system capabilities could be introduced without disabling the system
- **Deployment Requirements:** This is about the hosting environment where the system is deployed. At a high-level, the system is agnostic of the hosting environment and can be hosted on the cloud or on-premises. These are decisions at the discretion of Jurni regarding the hosting environment

2.3.1 High-level architecture

The following diagram depicts the anticipated high-level architecture for the visitor app & information portal. At minimum the system must have and not limited to the following layers; i) presentation layer, ii) integration layer, iii) application layer and iv) persistence layer.

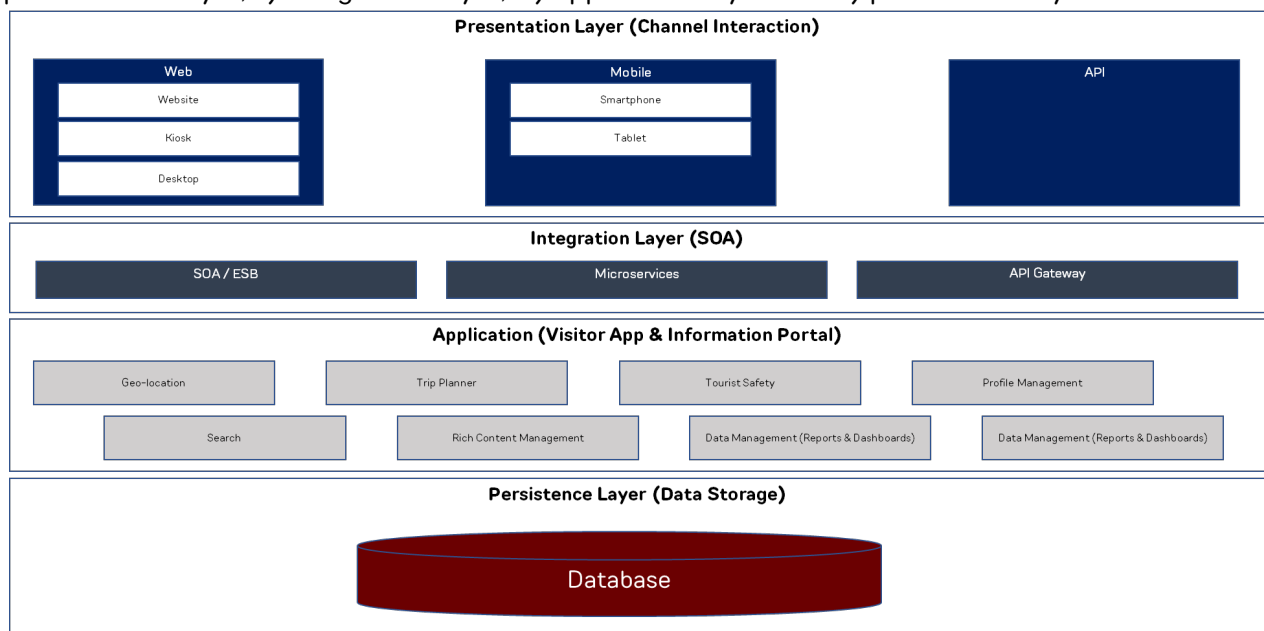


Figure 1: High-level architecture for visitor app & information portal

2.3.2 Business Requirements Table – Agnostic of Technology

Business Requirements	
1.	User Experience (UX) and User Interface (UI)
1.1.	Ease of use and intuitive for the user – it must be easy to traverse the system functionality to achieve the user’s objectives
1.2.	Cater for a diversified set of users and their needs – there are multiple user groups (individuals, organizations) and spread across visitors and associated tourism product/service providers
1.3.	The look and feel must complement the usage of the system – there must be flexibility to deal with the changes in the UI and workflows
1.4.	Self-service capability must be enabled for users to be able to do tasks in the app/portal
1.5.	Ease of loading and managing content for each user of the system (app/portal)

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1.6.	Consistency of everything in the system; what you see in the app is exactly what you see in the portal
1.7.	Visual display on the app (i.e. descriptive icons) and the ability to categorized functionality and information
2.	Functional Requirements
2.1.	Online and active directory for Travel & Tourism Providers (places, businesses, attractions, events, people)
2.2.	Information and facts about South Africa
2.3.	Events calendar for South Africa's Travel & Tourism
2.4.	Geo-location
2.5.	Traveller/user reviews and feedback
2.6.	Profile management for travellers/users
2.7.	Anonymous user/unregistered user access to limited functionality but essential services on the app & portal
2.8.	Content management (rich content including multimedia)
2.9.	Inbox for registered users
2.10.	In-app message/notifications
2.11.	Sharing experiences of their travel in South Africa among users (optionally online chats)
2.12.	Loyalty programme (i.e. voucher, coupons)
2.13.	Emergency services (sharing and linking based on geo-location; i.e. police stations, hospitals) and a panic / stress button
2.14.	Live feeds based on agreed topics / terms (i.e. news feeds, weather, etc.)
2.15.	User feedback (i.e. reviews, voting, surveys, etc.)
2.16.	Trip planner (i.e. organize trip, create itinerary)
2.17.	Multimedia content (picture, videos, audio) uploading
2.18.	Recommendations for based on user profile
2.19.	How to get there (linked to geo-location)
2.20.	Load travel & tourism provider to be visible on the app & portal
3.	Non-Functional Requirements
3.1.	Open Standards with enhanced interoperability
3.2.	Open Architecture and Component-based architecture
3.3.	Security – Authentication, Authorization and Accounting (AAA)
3.4.	SOA, API, Microservices
3.5.	HTML5
3.6.	iOS, Android
3.7.	Plug-in other functionalities/capabilities/components
4.	Deployment Requirements
4.1.	Cloud based (can also be hosted on-premise) at the discretion of Jurni
4.2.	Development, QA and Production Environment

2.4 High-level Use Cases

The use cases are based on the functional requirements captured in business requirements table above. The bidder is at liberty to add other use cases around the concept of the connected trip and destination visitor app & information portal. Care must be given to provide a clear description and the ability to demonstrate the use case or capability.

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2.4.1 Use Case 1: User Profile Management

The ability to manage user profiles and accounts. This incorporates amongst others, the creation, update, review, suspension and deletion of the user from the system. The same profile is used for the app and portal. Different profile types; i) traveller (individual, organization, etc.), ii) business owner (accommodation, advertiser, retailer, tour operator, etc.), iii) platform administrators

2.4.2 Use Case 2: Search for anything (information) in App

The search capability is a mechanism to find information in the system including functionality. The user must be able to search the system for anything in the app, including information exposed by the data hub, booking tool & business app based on agreed data integration mechanism.

2.4.2.1 Accommodation

In the case of accommodation, the user of the system (registered or not registered) should be able to search for accommodation based on different criteria (i.e. location/destination, check-in/check-out dates, number of people, number of rooms/room types, etc.). This is enabled by the integration to the booking tool and by extension this could include a channel manager integration to search different property management systems (PMS).

2.4.3 Use Case 3: Geo-location

Geo-location for places (current location to destinations) and plot on a map. This is a transversal capability useable by multiple use cases on the system. Should be able to plot South Africa with destination pins and be able to reflect information by hovering on the map.

2.4.3.1 How to get there

Use of geo-location to traverse South Africa from one place to another.

2.4.4 Use Case 4: Inbox for users

Inbox for the users in the app and the portal for registered users. This will enable the user to receive communications in the app.

2.4.5 Use Case 6: Recommendations based on user profile & activity

Pop recommendations based on user profile and activities for registered users.

2.4.6 Use Case 8: Plan a trip (itinerary)

The ability to create a trip itinerary for the trip

2.4.7 Use Case 9: Load a travel & tourism provider

The ability to load a provider to be visible for the search and intended functionality



3 Project Timelines

3.1 Proposal Timeline

Proposals for this RFP are due no later than 17H00 on the 13th March 2020.

3.2 High-Level Project Timeline

The launch of a working solution is planned in accordance with the indicated high-level timeline.

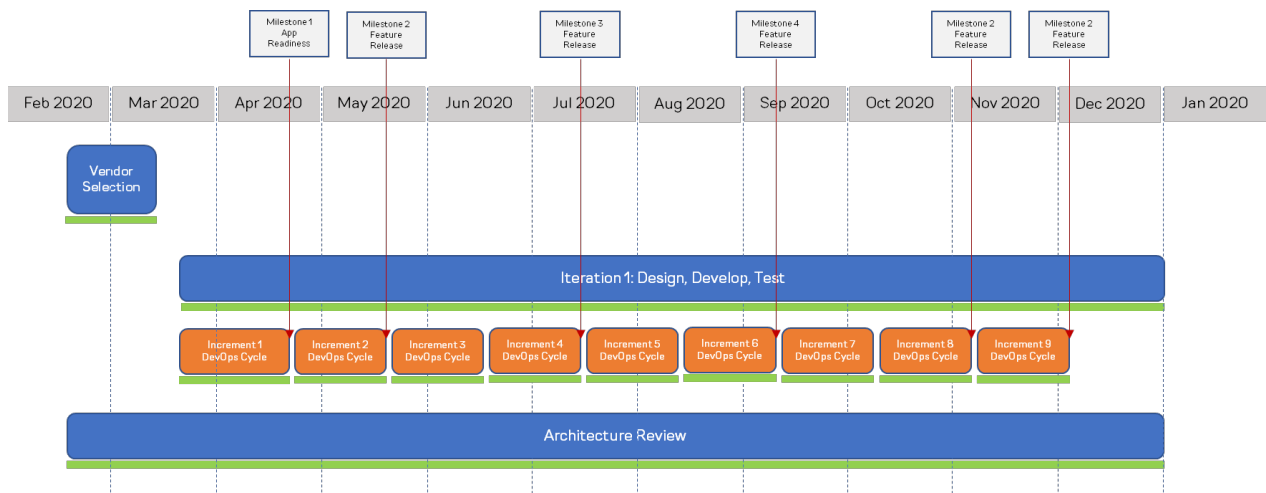


Figure 2: High-level Project Timeline

The delivery approach is agile and in a DevOps manner. As a result, there will be fortnightly releases of features/functionality that is fully tested. There are key milestones that are highlighted in the schedule above. April, May, September and December are critical months for travel and tourism, hence major feature releases. It is expected that by mid-April the app should be in testing with the scoped features.



4 Proposal Guidelines

The evaluation will take 2 steps; i) Shortlisting & Invitations for Demonstrations and iii) Working Prototype based on the chosen capabilities. Due diligence will be conducted as guided by; bidder qualification, technical and financial & B-BBEE evaluations.

4.1 Bidder Qualification

Bidders should provide the following items as part of their proposal for consideration.

- Company background, BBBEEE credentials and supporting documentation
- Pricing for the solution required. Please include any 3rd party costs that will not be included in the offering (if any)
- Client references from customers who make use of the bidding platform
- Anticipated resources you will assign to this project, including outsourced providers who will be contracted
- Hosting and Technology information related to the bidding company's platform (this is at Jurni's discretion and control)

The bidding company is free to submit other supporting documentation and presentations to aid in their bid.

To ensure consideration for this RFP, the proposal should be complete and include the following:

The bids will be evaluated on a scale of 1 – 5 in accordance with the criteria below. The rating will be as follows: 1 = Very Poor, 2 = Poor, 3 = Good, 4 = Very Good, 5 = Excellent

Overall proposal suitability: proposed solutions must meet the scope and needs included herein and be presented in a clear and organized manner. This includes the features already present in the bidding platform, as well as the future items being considered.

Previous work: Bidders will be evaluated on client references.

Value and cost: Bidders will be evaluated on the cost of their solutions based on the scope required.

Technical expertise and experience: Bidders must provide descriptions and documentation of technical staff and system information.

Architecture and design of the solution demonstrating integration and deployment (on-premises, cloud & hybrid).

Working prototypes & presentations based on any of the use cases and fit into Jurni's high-level architecture.

4.1.1 Technical Evaluation

Technical evaluation takes the Capability Requirements (UX & UI, Functional, Non-Functional and deployment requirements) above as input. Each capability evaluated on its merits, comprising quality of the capability; how well they address the functional requirements, component-based architecture and agnostic of deployment. It is possible that multiple components/capabilities from different providers are used to achieve one functional requirement. It is equally possible that capabilities brought with the visitor app & information portal are augmented by those already in existence with the data hub and booking tool.

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4.1.2 Financial & B-BBEE Evaluation

This is the due diligence in line with Procurement, Corporate Governance and IT Governance; covering amongst others; financials (cost), BBEE, business reputation (even individuals participating in the solution provision).

4.1.2.1 Financial (Pricing)

The proposed pricing should include details concerning each part of the project plan (if applicable) including:

- Costs for use of the system (per establishment / per-transaction costs)
- Any technology costs
- Project/Product Management Costs
- Resource Costs, including outsourced providers.
- Hosting costs if applicable
- Monthly maintenance costs

All budgets must be submitted in ZAR

4.1.2.2 B-BBEE

All bidders will be scored against Jurni's procurement policy which aims to give preference to B-BBEE companies. The bidders will be evaluated in accordance with the 80/20 preference point system. 80% points will be awarded for the above allocation table while 20% of the points will be allocated for preference points for B-BBEE.

Points of B-BBEE level of contribution will be awarded in accordance with the below table;

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	5
8	2
Non-compliant contributor	0

All bids must be submitted electronically to info@jurni.co.za no later than 17H00 on 13th March 2020 with the subject line "RFP-NTVIS-003 Rev 02 Visitor App & Information Portal Submission".

