

Appointment of India Tourism Marketing Representatives  
(ITMR) for the Ministry of Tourism, Govt of India

Request for Expressions of Interest (EoI)

Opening Date : 18.01.2012

Closing Date : 15.03.2012

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New Delhi  
Date: 18.01.2012

## GLOBAL NOTICE

### INVITATION FOR EXPRESSIONS OF INTEREST (EoI) FOR APPOINTING INDIA TOURISM MARKETING REPRESENTATIVES (ITMRs) IN OVERSEAS MARKETS

#### 1 Introduction

1.1 The Ministry of Tourism (MoT), Government of India, (the "Client") has established Overseas Offices in select source markets. The role of such Overseas Offices is to generate awareness about the tourism products and destinations of the country, to promote India as a preferred tourist destination and to increase India's share in the global tourism market. India Tourism Overseas Offices at present are located at Tokyo, Beijing, Singapore, Sydney, Dubai, Johannesburg, Milan, Frankfurt, Amsterdam, Paris, London, New York, Toronto and Los Angeles to cover traditional tourist source markets from where the country receives a large number of tourists.

1.2 At present India receives about 0.6% of the International Tourist Arrivals. The endeavor of the Ministry of Tourism is to achieve 1% share of the International Tourist Arrivals by the end of year 2016. Towards this end, Ministry of Tourism proposes to target new emerging markets with untapped potential like Russia, Ukraine, Kazakhstan, Brazil, South Korea, Spain, Thailand, Israel and Turkey.

1.3 The Ministry of Tourism for enhancing its reach proposes to appoint India Tourism Marketing Representatives, one each for the following countries:

- i. Russia
- ii. Brazil
- iii. South Korea

- iv. Sweden
- v. Spain
- vi. Thailand
- vii. Israel
- viii. Turkey
- ix. Ukraine
- x. Kazakhstan
- xi. Kenya
- xii. Malaysia
- xiii. New Zealand
- xiv. Sri Lanka
- xv. Iran
- xvi. Switzerland

1.4 Through this Global Notice, the Ministry of Tourism, Government of India is inviting Expressions of Interest from the interested parties, for being considered for the appointment as India Tourism Marketing Representatives. The EOI for each country should be submitted separately.

1.5 ITMR for each country would be appointed for a period of **three years, subject to a yearly review.** The services of the ITMR appointed can be terminated at any time, giving three months' notice, in the event of non-performance, under-performance or without assigning any reason, whatsoever. **The appointment would be extendable for a further period of two years, subject to satisfactory performance.**

1.6 Following are the statistics on the current Foreign Tourists Arrivals (FTAs) from the above countries and the indicative growth rates in terms of FTAs to be achieved through the efforts of ITMRs.

Sl No.	Name of Country	FTAs during CY* 2010 (nos.)	Indicative Annual Growth Rate to be achieved (on compounding basis)
1	Russia	122,193	25%
2	Brazil	15,129	25%
3	South Korea	91,948	25%
4	Sweden	44536	20%
5	Spain	72,086	20%
6	Thailand	76,546	20%

7	Israel	43,539	15%
8	Turkey	15,420	30%
9	Ukraine	16,357	30%
10	Kazakhstan	8,809	30%
11.	Kenya	29157	20%
12.	Malaysia	159629	15%
13.	New Zealand	36297	25%
14.	Sri Lanka	218573	10%
15.	Iran	49433	15%
16.	Switzerland	42285	15%

\* CY - Calendar Year

1.7 It may be noted that the costs of preparing & submitting the proposals are not reimbursable and the Ministry of Tourism is not bound to accept any of the proposals submitted.

## 2 Scope of Work

The Agency, appointed as India Tourism Marketing Representative (ITMR) for a particular country would, *inter alia*, perform the following roles and functions:

- i. Proactively seek, establish and maintain contacts with travel trade companies and Media on behalf of the Ministry of Tourism (MoT), Government of India (GoI)
- ii. Monitor trends in travel, tourism industry and developments that may affect tourism to India and report these matters promptly
- iii. Develop and implement MoT approved training programmes for agents and travel planners
- iv. Participation in select trade shows
- v. Assist personnel and representatives of MoT and / or cooperating agencies when visiting the particular country
- vi. Respond to queries on India
- vii. Maintain a supply of information brochures and maps for mailing and handing out to tour companies and travel agents, etc.
- viii. Link 'Incredible India' and other selected websites of Ministry of Tourism to appropriate available websites
- ix. Organise familiarization tours and place promotional features, stories and ideas in media.

- x. Preparation of both annual and quarterly promotional and marketing plans, periodic performance reports and status reports, as may be specified
- xi. Issue regular press releases as directed by MoT
- xii. Provide press clipping services
- xiii. Visit India once a year, to update the tourism industry about local travel industry trends / developments

### **3 Nature of Service**

The Agency selected for a particular country would be required to establish and function as India Tourism Marketing Representative (ITMR) of Ministry of Tourism, Government of India.

### **4 Location for Performance of Service**

The ITMRs are proposed to be appointed for the following countries:

- i. Russia
- ii. Brazil
- iii. South Korea
- iv. Sweden
- v. Spain
- vi. Thailand
- vii. Israel
- viii. Turkey
- ix. Ukraine
- x. Kazakhstan
- xi. Kenya
- xii. Malaysia
- xiii. New Zealand
- xiv. Sri Lanka
- xv. Iran
- xvi. Switzerland

### **5 Duration of Service**

Three (3) years, extendable by a further period of two (2) years, depending upon satisfactory performance of service.

## 6 Minimum Eligibility Criteria

Interested Agencies should fulfill the following minimum eligibility criteria to be eligible for submitting a proposal.

### (a) Experience

- (i) Minimum experience of 5 years (as on 01.01.2012) in establishing and operating Tourism Representative Offices, engaged in selling and marketing tourist destinations.
- (ii) Current engagement as Tourism Representative Office (TROs) for at least two clients. The client should necessarily be a City / Provincial / Federal Government and should produce certificate to this effect from the Head of the concerned Tourism Administration/ Authority.
- (iii) Should be able to dedicate an office space of at least 500 sq.ft exclusively for marketing of India Tourism in a Commercial area, minimum two (2) staff who are conversant (written and spoken) with the country language and also India. One of the staff should mandatorily have a tertiary educational qualification and other secondary educational qualification.

### (b) Turnover

Minimum cumulative turnover of USD 10 million during the last three years ending 31.12.2011

**Note: Tour Operators, Travel Agents, General Sales Agents of Airlines, etc., and those agencies engaged in direct customer sales of tourism products are not eligible to submit the proposals.**

## 7 Application

Interested Agencies, fulfilling the minimum eligibility criteria specified above must submit the following documents along with their application.

- Letter of Interest
- Experience and Capability Statement, demonstrating the qualifications of the applicant in fulfilling the minimum eligibility criteria, including

supporting documents/testimonials from the Client. Certification to this effect should be produced from the Head of the concerned Tourism Administration / Authority.

- Documents detailing existing infrastructure in the applied country and documentary proof
- Financial and operational capability including the Profit & Loss Account and Balance sheets of the firm for the last 3 years certified by the authorized Chartered Accountant
- Availability of experienced personnel
- A photocopy of the business registration certificate by a Competent National Authority stating the full name of the applicant, the person or persons or board authorized to represent the application, the date and place of registration
- A statement of the application that it has no overdue debts towards the Revenue Authorities / Customs of the Government of India or his home country
- If the Applicant wishes to submit further information to demonstrate their ability and/or to support their previous working record, they should attach such supplementary information to the documents
- Copy of power of attorney for signing of documents by the authorized signatory
- A brief write-up outlining the strategies proposed to be implemented for increasing FTAs into India
- No financial proposals should be submitted at this stage.

All information contained in the application should be in English. Information in any other language should be accompanied by an authenticated English translation.

## **8 Selection Process**

The selection for each country would follow a two-stage approach:

Stage 1 – Requests for Expression of Interest : Interested and eligible parties should express their interest to offer their services and present the information requested in this document. Details of shortlisted agencies would be posted on the websites of Ministry of Tourism ([www.incredibleindia.org](http://www.incredibleindia.org), [www.tourism.gov.in](http://www.tourism.gov.in)).

Stage 2 – Closed Call for Proposals (CCFP) : Shortlisted agencies for the selected countries will be invited to submit a detailed proposal.

This notice is an invitation for Stage 1: the 'Request for Expression of Interest' and is not an offer. From the agencies expressing interest, a shortlist will be prepared on the basis of minimum eligibility criteria, specified in Para 6 hereinabove.

In Stage 2, Ministry of Tourism may proceed to a competitive process in which the agencies on the shortlist will receive the invitation to submit a detailed Request for Proposal for the selected countries. Participation in Stage 2 will be limited only to those agencies on the shortlist.

### **9 Deadline for Submission of Expressions of Interest**

Separate applications are to be submitted for being considered for appointment as ITMR for each country, specified in Para 1.3 above. Applications must be submitted in sealed envelopes clearly marked "Application for short listing of agencies for ITMR for .....(*name of country*)" addressed to the Asst. Director General, Overseas Marketing Division, Ministry of Tourism, Government of India, Transport Bhawan, 1-Sansad Marg, New Delhi -110001 (Tel: + 91-11-23717762) by registered mail or by courier or by hand at the above mentioned address not later than 23<sup>rd</sup> February 2012 by 1500 hrs. Indian Standard Time.

For any queries, interested agencies may contact The Assistant Director General, Overseas Marketing Division, Ministry of Tourism, Government of India, Transport Bhawan, 1 Sansad Marg, New Delhi - 110 001, India. Tel: +91-11-23717762 from 11.00 am to 3.00 pm on working days. (Email: neela.lad@nic.in)

### **10 Miscellaneous**

At any time prior to the deadline for submission of EOI, Ministry of Tourism, may for any reason, at its own initiative or in response to a clarification sought by a prospective applicant, amend this Request for EoI. Such amendment(s) will be published on the MoT website ([www.incredibleindia.org](http://www.incredibleindia.org) and [www.tourism.gov.in](http://www.tourism.gov.in)).

Ministry of Tourism, Government of India reserves the right to accept or reject any/all applications, in part or in full.