

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

Date: 28 February 2019

Terms of Reference (TOR)
Conducting Maldives Visitor Survey (MVS)

Introduction

The Maldives has become a premium world-class destination in the international tourism arena. With its fame, comes a strong demand for maintaining the quality of services offered. The upsurge in inflow of international visitors and their demands keep transforming & evolving. The Maldives as a destination needs to sustain the traditional elements of its tourism product, sun, sand and sea. At the same time it also need to look beyond and explore new avenues for visitor attractions. Hence, understanding the needs and demands of visitors is essential in making the right decision for sustainable development and diversification of tourism.

One such effort in assessing the visitors' behavioural patterns and their perception of the services available in the Maldives, is the **Maldives Visitor Survey (MVS)** series, which is conducted by the Ministry of Tourism (MoT). MVS is a bi-annual exit survey, carried out at the Departure Terminal of Velana International Airport (VIA). These surveys aim to outline visitor profiles, their characteristics & perceptions on services available and in general the Maldives tourism product.

Objectives

Primary objective of MVS is to contribute to the efforts of MoT, to enhance the tourism industry of the Maldives by providing those in industry and the policy makers with a resource material which details the characteristics, preferences, expectations and to some extent the spending behaviour of tourists visiting the Maldives on a seasonality basis. Furthermore, these surveys provide useful information for the decision making of sustainable development policies and strategies for the Maldives as a tourist destination.

Scope of the Work

The project will involve designing and translating the questionnaire, conducting the survey, and compiling and presenting the findings of the survey to the tourism industry stakeholders. The winning contractor should undertake all the necessary logistical, statistical and technical implementations of all surveys conducted under this project.

More specifically, the contractor is required to carry out the following tasks;

- **Stage 1: Designing the Questionnaire**
 - ▶ Design the questionnaires in consultation with MoT.
 - ▶ The questionnaire should be prepared in 8 languages for MVS (English, Italian, German, French, Japanese, Chinese, Russian, and Arabic)
 - ▶ Sample size will be based on data collection period. (A minimum of 1,500 questionnaires are expected for both exit surveys and 500 questionnaires for the in-depth survey)
 - ▶ The number of questionnaires for each language should be finalised in consultation with MoT.

- **Stage 2: Conducting the Survey**
 - ▶ Conduct 2 exist surveys per year among tourists at the departure terminal of Velaana International Airport (VIA)
 - ▶ Conduct 1 in-depth survey among tourists each year, on one specific topic related to guest services/facilities, which will be discussed and agreed between MoT and the contractor.

- **Stage 3: Compiling the Report & presenting the findings**
 - ▶ Compile and submit a detailed analytical report for each survey on the findings of the survey including comparisons with previous surveys.
 - ▶ Present the findings of the survey to industry stakeholders.

Timelines

Exit Surveys (total 90 days per survey)

- Stage 1: Questionnaire designing - 21 days
- Stage 2: Conducting MVS (data collection) - 14 days
- Stage 3: Data entry, presentation and submission of the report – 55 days

In-Depth Surveys (total 45 days per survey)

- Stage 1: Questionnaire designing - 10 days
- Stage 2: Data Collection - 10 days
- Stage 3: Data entry, presentation and submission of the report – 25 days

Terms and Conditions

- Should submit a detailed proposal to MOT.
- The proposal should include the following;
 - ▶ A work plan
 - ▶ Proposed fee for each survey
 - ▶ A profile of the organization and Curriculum Vitae of team members indicating their field of expertise and qualifications
 - ▶ A copy of an analysis report of a similar research conducted by the company
 - ▶ List of Referees whom MoT could contact to verify about the proponent with approval to contact the parties

- The contract will be binding for a period of 3 years.
- Carryout 3 surveys per year (2 exit surveys and 1 in-depth survey)

Deliverables

- Electronic copies of;
 - ▶ Raw data in spread sheet format
 - ▶ Output tables / graphs
 - ▶ Presentations in ppt format
- Report (electronic copies of working document as well as a document ready for publishing)
 - ▶ Should submit separate reports for each survey
 - ▶ Report should include cross tabulation for all questions in the questionnaire by top ten major markets and market regions, comparisons with previous surveys and should be ready for publication

Qualifications and Experience

Preference will be given to parties with prior experience and relevant expertise in related areas. The parties should have the ability to work independently while working closely with MoT in order to carry out the project activities and to produce the desired outputs.

Determining factors

- If a profile of a proponent is found to be unreliable from first-hand experience then the proposal may be rejected.
- Preference will be given to reliable and reputable local parties with experience in similar research related work.

Payments

- 10% upon completion of designing of the questionnaire
- 15% upon completion of conducting the survey
- 15% upon completion of data entry and presenting the preliminary results
- 60% upon submitting the final report (if any advance payments are applicable, this amount will be adjusted)

Deadline to submit proposals

Proposals should be submitted on or before **Thursday, 14th March 2019 at 13:00 hrs** addressed to;
 Statistics & Research Section
 Ministry of Tourism
 5th Floor, Velaanaage
 Ameer Ahmed Magu
 Male', Republic of Maldives

The envelope should be labelled: "Proposals for Maldives Visitor Survey"

A briefing meeting will be held at MOT (5th Floor, Velaanaage) on **Wednesday, 6th March 2019 at 11:00 hrs.**