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**MINISTRY OF TOURISM, ARTS AND CULTURE**  
REPUBLIC OF MALDIVES

Ref No: 88-SR/IU/2010/49

Date: 26 September 2010

**Conducting the Tourist Profile and Opinion Survey 2010**

**TERMS OF REFERENCE**

**Introduction**

The Tourist Profile and Opinion Survey (TPOS) is a periodic survey conducted by the Ministry of Tourism, Arts and Culture (MOTAC). The TPOS is an exit survey which has been previously carried out in 1999, 2001, 2004 and 2008 at Male' International Airport Departure Terminal. However, with the changes in market profiles, the Ministry is planning to conduct the survey on an annual basis. It is planned to conduct the survey during the month of November this year.

**Objectives**

The primary objective of the survey is to contribute to the efforts to enhance the tourism industry in the Maldives by providing those in industry and government with a resource which details the characteristics, preferences, expectations and the spending behaviour of tourists visiting the Maldives.

**Terms and Conditions**

The project is mainly divided into three stages. Stage one will involve designing, translating and printing of the survey questionnaire. Stage two will be conducting the survey. Stage three will be data entry, analysis, compilation and presentation of the survey report. The contractor should undertake all the necessary logistical, statistical and technical implementations of the TPOS 2010.

More specifically, the contractor is required to fulfil the following tasks;

- Design a survey questionnaire in consultation with MOTAC.
- Translating the questionnaire into 6 languages (Italian, German, French, Japanese, Chinese and Russian)
- Sample size for the survey is 5000. Language distribution for printing the questionnaire should be finalised in consultation with MOTAC.
- Conduct the survey among tourists at Male' International Airport departure terminal, for a period not exceeding two weeks during the month of November 2010.
- MOTAC will communicate with all the relevant government authorities for necessary permits and approvals.
- Prepare a detailed analysis report on the findings of the survey including comparisons with previous report.
- Compile and submit a report which is ready for publishing.
- Present the findings of the survey.

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**Qualifications and Experience**

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

**Deadlines**

- Stage 1: Questionnaire designing, translating and printing – 30 days from signing of the contract
- Stage 2: Conducting the survey – 14 days
- Stage 3: Data entry and report submission – 45 days

**Payments**

- 10% Upon completion of stage one
- 15% upon completion of stage two
- 75% upon completion of stage three

**Prequalification Conditions**

- Only quotations submitted by the companies and individuals represented in the briefing meeting will be accepted.

**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 local parties.

The contractors should submit a detailed proposal including a work schedule to MOTAC. A CV covering the contractors' team members experience and qualification should be included.

**Deadline to submit proposals**

A briefing meeting will be held at MOTAC (5<sup>th</sup> Floor, Velaanaage) on **Thursday, 30 September 2010 @ 14:00 hrs.**

Proposals should be submitted by **Thursday, 7 October 2010 @ 14:00 hrs**