

International Council  
on Hotel, Restaurant, and Institutional Education  
February 1, 2018



## Request for Proposal Simulation-Based Learning Competition

**RFP#2018-SIM-101**

Your firm is invited to submit a proposal that provides International CHRIE (ICHRIE) the necessary information to award a contract to deliver simulation-based learning competitions to its members and the public in accordance with the enclosed specifications and terms included herein. An **electronic copy** of your proposal should be sent via email to Amie Grayson at [agrayson@chrie.org](mailto:agrayson@chrie.org) with the subject line, **"Proposal for Simulation-Based Learning Competition submitted by (Name of Your Company),"** and should be received by International CHRIE no later than **5:00 p.m. Eastern Standard Time (EST), April 30, 2018.**

This Request For Proposal (RFP) and any addenda are available on the International CHRIE website at <http://www.chrie.org>. Please contact the International CHRIE office at +1 (804) 346-4800 or email [agrayson@chrie.org](mailto:agrayson@chrie.org) if you need assistance accessing the RFP on the ICHRIE website.

Nothing herein is intended to exclude any responsible firm or in any way restrain or restrict competition. On the contrary, all responsible firms are encouraged to submit proposals. International CHRIE reserves the right to accept or reject any or all proposals submitted. The awarding authority for this contract is the International CHRIE Board of Directors. Technical questions concerning this Request for Proposal should be directed to me at [kmccarty@chrie.org](mailto:kmccarty@chrie.org).

Time is of the essence and any proposal received after 5:00 p.m., April 30, 2018 will not be considered. The time of receipt shall be determined by the time clock stamp in the offices of International CHRIE. Only electronic submissions will be accepted.

Sincerely,

A handwritten signature in black ink, appearing to read "Kathy McCarty". The signature is fluid and cursive, with the first name "Kathy" being more prominent than the last name "McCarty".

Kathy McCarty  
Chief Executive Officer  
International CHRIE

# Request for Proposal

## Simulation-Based Learning Competitions

### I. PURPOSE

It is the intent of this Request for Proposal (RFP) and any resulting contract(s) is to establish an agreement for the professional services with one or more outside vendors for the purpose of providing simulation-based learning competitions that combine the features of a competition, i.e., cooperation, rules, participants and roles, with those of a simulation that incorporates critical features of realistic environments in order to further the development of skills such as decision-making, practical accounting, strategic management, marketing and teamwork. The simulation-based learning competitions are designed to provide real-world working environments and interactivity with member schools of the organization.

### II. BACKGROUND AND GENERAL INFORMATION

International CHRIE is interested in partnering with one or more service industry vendors to offer simulation-based learning competitions to its member schools and universities beginning in Spring 2019. Topics of these experiential learning competitions should be based on and modeled from environments within the hospitality industry such as:

- Restaurant Operations and Management
- Hotel Operations and Management
- Foodservice Operations
- Event Management Services and Operations
- Travel and Tourism Operations and Management
- Recreation Operations and Management
- Hospitality Finance and Revenue Management
- Strategic Management.

International CHRIE would like to provide one or more competitions to its members during the various academic terms to accommodate schools wishing to incorporate the competition as part of their regular curriculum.

### III. INFORMATION FOR VENDORS/BIDDERS

1. International CHRIE reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing vendors.
2. International CHRIE is not liable for any costs incurred by vendors/contractors in their response to this RFP.
3. To be considered, proposals must be received electronically by International CHRIE on or before the time and date specified in the cover letter.
4. To be considered, bidders must submit a complete response to the RFP using the format provided in Part II. Each proposal must be submitted electronically. The bidder/vendor/contractor will make no other distribution or submission of proposals. An official authorized to bind the contractor to its provisions must sign proposals and FAX the signed authorization to the attention of Amie Grayson at +01 (804) 346-5009. For this RFP, the proposal must remain valid for at least 120 days after April 30, 2018 or until a contract is executed. Moreover, the contents of the selected proposal may become a contractual obligation if a contract is entered into.

5. Proposals should be prepared simply and economically, providing a straightforward, concise description of the vendor's ability to meet the requirements of the RFP.
6. International CHRIE staff and members of the ICHRIE Executive Committee will review RFP responses and make a recommendation to the ICHRIE Board of Directors. Vendors will be selected by a majority vote by the ICHRIE Board of Directors at its July 2018 meeting to be held July 24, 2018 in Palm Springs, California USA. (See Part III for Criteria Selection details)
7. All financial data requested in this RFP must be included within the proposal and should provide details of the expenses, costs, royalties, and/or revenue being discussed as well as indication of what is/is not considered to be a part of the proposal. Failure to meet this requirement will result in automatic disqualification of the proposal.
8. The proposal should also include a sidebar legend detailing a definition of terms.
9. The proposal should indicate the vendor's preferred length of contract.
10. Any contract resulting from this RFP is not assignable.
11. The contract resulting from this RFP will be made, entered into, and shall be performed in the County of Henrico, Virginia USA and shall be governed by the applicable laws of the Commonwealth of Virginia. Any dispute arising out of the contract resulting from this RFP, its interpretations or its performance shall be litigated only in the Henrico County General District Court or the Circuit Court of the County of Henrico, Virginia USA.
12. By submitting a proposal in response to this Request for Proposal, the bidder represents that in the preparation and submission of this proposal, said vendor did not, either directly or indirectly, enter into any combination or arrangement with any person, vendor or corporation or enter into any agreement, participate in any collusion, or otherwise take any action in the restraint of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Section 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia.
13. No portion of the work shall be subcontracted to a third-party vendor without the prior written consent of International CHRIE.
14. By submitting a proposal in response to the RFP, the successful bidder represents that they have read and understood the Scope of Requirements and have familiarized itself with all federal, state, and local laws, ordinances, and rules and regulations that in any manner may affect the cost, progress, or performance of the work.
15. Any media releases or promotional material pertaining to the contract resulting from this RFP will not be made without prior International CHRIE approval and then only in coordination with International CHRIE.

## **Part II**

### **Information Required from Contractors**

To be considered for evaluation, vendor proposals must respond to all requirements in this part of the RFP. The proposal must be submitted in six (6) SECTIONS as described in paragraphs II-1 through II-6 below. Any other information that may be relevant but does not fit into the enumerated sections should be provided as an appendix to the proposal. Reference material submitted as a side response to a particular section, question or statement will not be evaluated and will adversely affect the vendor's consideration.

#### **II-1 VENDOR PROFILE AND WEB STRATEGY**

1. How many years has your company been in business?
2. Describe your familiarity and/or experience with computer-based competitions related to the hospitality and tourism field.
3. What form of ownership structure (e.g. corporation, private) exists for your company?
4. Does your company have a parent company? If so, what is it and how long has this relationship existed?
5. What were your company's gross revenues during the last three years?
6. How many people in total are employed by your company? How many employees would be assigned to the design, development, implementation and technical support of the simulation-based learning competition(s)?
7. How many simulation-based competitions have you designed? For Whom? In what Countries? How many and what types of companies? Please provide a list and brief description of the types of simulation-based competitions you have designed and include the name(s) and contact information of the person(s) with whom you delivered simulation-based competitions should International CHRIE wish to do a reference check on how the experience went .
8. What other services does your company provide? What percentage of your business is simulation-based learning competitions?
9. Is your company involved now in any litigation with a customer or other entity? Within the past three (3) years? If yes, please briefly describe.

## **II-2 DEMONSTRATION OF PROVEN SERVICE AND TRACK RECORD**

1. Describe how skills are gained and/or developed by participating in your computer-based simulation competitions.
2. What experience do you have in designing e-learning and online simulation environments in hospitality and/or tourism? Please describe each in detail.
3. Who would you consider are your key partners? Why?
4. What user reviews or feedback can you provide to demonstrate your company has a proven service and track record?
5. Describe how you help provide multi-lingual viewing.

## **II-3 DETAILS OF SPECIFIC FEATURES**

1. The computer-based simulation competitions should be fully compatible with all commonly used Internet browsers and designed to function effectively with common versions of software and hardware. Describe how the technical platform you are proposing meets these requirements.
2. In terms of systems and staff, what efforts does your organization make to monitor and maintain PCI/DSS compliance as it relates to sensitive data?
3. Please provide details on any previous known data breaches.
4. Please provide full disclosure on the types of data collected from each user who is logged into your site.
5. Describe the mechanics of your simulation(s) and its/their compatibility with learning/course management systems.
6. Describe how your simulation(s) provide(s) participants with valid, complex business situations and demonstrate valid activities.
7. What are the mechanics of how the simulations are played?
8. Describe your ability and/or expertise in creating interactive learning environments.
9. Describe the steps and details of a common implementation plan including a standard timeline for completion.
10. Identify all individuals comprising your support team including their experience and what specific role each will take in completing the work.
11. Describe the type and level of support you will provide.
12. Describe how usage will be tracked and what statistical reporting systems you will create relating to access, use and assessment.

### **II-3 DETAILS OF SPECIFIC FEATURES (continued)**

13. Describe the online help screens you will have available to participants.
14. Describe the security levels and control you will create relating to access and permissions.
15. Describe how you will provide a Secure Socket Layer (SSL) protocol.

### **II-4 FINANCIAL TERMS**

1. Describe the financial terms and details you are proposing.
2. Describe in detail your fee schedules.
3. Describe the details and terms regarding any maintenance services and support you could provide.
4. Do you offer additional and/or optional services? If so, please provide specific pricing details.
5. Describe any support you currently or plan to provide to nonprofit associations or institutions through sponsorship funding.

### **II-5 INTERNATIONAL EXPOSURE**

1. Describe your ability to design/re-design simulation competitions that offer the option for translations into other languages.
2. Describe your ability to design/re-design simulation competitions that provide affordable access to users from developing countries.
3. Describe the partnerships and distribution systems you currently have globally and internationally.

### **II-6 OTHER CONTRACT FEATURES/TERMS**

1. What length of contract are you proposing?
2. What possible support of current ICHRIE programs and initiatives do you plan?
3. Are there areas of possible new cooperation between you and International CHRIE?

## PART III Criteria for Selection

- III-1** All proposals received from vendors may be reviewed and evaluated by qualified individuals selected by ICHRIE. The International CHRIE Executive Committee will recommend to the full International CHRIE board for selection the proposal that closely meets the requirements of the RFP and satisfies ICHRIE's needs. The full International CHRIE board is responsible for all final selection decisions.
- III-2** The following areas of consideration will be used in making the selection:
- a. Understanding the Problem.** This refers to the vendor's understanding of ICHRIE's needs and objectives in asking for the services. Meeting deliverable times for the tasks beginning with 2019 deadlines is of paramount importance to ICHRIE.
  - b. Vendor Qualifications.** This refers to the ability of the vendor to meet the terms of the RFP, especially the time constraint and the quality, and relevancy of the services performed by the vendor.
  - c. Personnel Qualifications.** This refers to the competence of professional personnel who would be assigned to the project by the vendor. Qualifications of professional personnel will be measured by experience and education, with particular reference to experience on services similar to that described in the RFP. Particular emphasis is placed on the hospitality and tourism industry qualifications.
  - d. Soundness of Approach.** Emphasis here is on the techniques for collecting and analyzing data, the sequence and relationships of major steps, and methods for managing the distribution. Of equal importance is whether the technical approach is completely responsive to all written specifications or requirements contained in the RFP and if it appears to meet ICHRIE objectives.
  - e. Financial Terms.** While this area will be weighted heavily, it will not normally be the deciding factor in the selection process. ICHRIE seeks to employ the most qualified bidder within its budget constraints to provide this member benefit. ICHRIE reserves the right to reject any financial proposal that it considers unreasonable for the services offered.
  - f. Accessibility.** The ability of the vendor to provide the design, functionality and usability of a computer-based simulation that creates an intuitive interactive environment is critical to our members.
  - g. Pending Litigation.** Indicate any pending litigation and/or regulatory action by an oversight body, such as the FDIC, SEC, IRS, Stockholder's Group, Trustee or any other person(s) or entity that could have an adverse material impact on the firm's ability to successfully perform the audit. State whether the PICPA, AICPA, the Commonwealth of Virginia or the SEC has subjected your firm to any disciplinary action within the past three (3) years. If the answer to this question is in the affirmative, please furnish details of said action.

## Part IV Proposal Evaluation/Selection Process

Vendors are to make written proposals that present their qualifications and understanding of the work to be performed. Vendors are asked to address each evaluation criteria and to be specific in presenting their responses. Proposals should be as thorough and detailed as possible so that International CHRIE may properly evaluate your capabilities to provide the required goods/services.

Selection of all Successful Vendors will be based upon submission of proposals meeting the selection criteria and a review of required submittals. The selection criteria will include:

### CRITERIA WEIGHT

<b>Vendor:</b> Special experience, technical capabilities, professional competence, and qualifications of the vendor.	15
<b>Vendor Personnel:</b> Special experience, technical capabilities, professional competence, and qualifications of proposed personnel assigned to design/re-design computer-based simulation competitions in accordance with the Scope of Services.	15
Clearly demonstrated understanding of the work to be performed and completeness and reasonableness of the vendor's plan for accomplishing the Scope of Services.	15
References and fiscal stability.	10
Proven service and track record.	10
Current workload and ability to complete the required work within ICHRIE time restraints.	10
Functionality and ease of use of proposed electronic product	15
Quality of submission/presentation	10
	TOTAL 100

Selection will be made of one or more vendors deemed to be fully qualified and best suited among those submitting proposals. Negotiations shall then be conducted with each of the vendors so selected. Financial Terms shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each vendor selected, International CHRIE shall select one or more vendors that in its opinion has made the best proposal, and shall award the contract(s) to those vendors. Should International CHRIE determine in writing and in its sole discretion that only one vendor is fully qualified or that one vendor is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that vendor. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the vendor's proposal as negotiated.

**ATTACHMENT A**  
**Proposal Signature Sheet**

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in **RFP#2018-SIM-101** My signature also certifies that by submitting a proposal in response to this Request for Proposal, the vendor represents that in the preparation and submission of this proposal, said vendor did not, either directly or indirectly, enter into any combination or arrangement with any person, firm or corporation or enter into any agreement, participate in any collusion, or otherwise take any action in the restraint of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Sections 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia. I hereby certify that I am authorized to sign as a Representative for the Firm:

NAME OF FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

FED ID NO: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

NAME (print): \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL: \_\_\_\_\_

DATE: \_\_\_\_\_

**FAX THIS FORM BY THE DEADLINE LISTED TO +01 (804) 346-5009 TO THE ATTENTION  
OF Amie Grayson**