

Annex A: TECHNICAL SPECIFICATIONS

SERVICES OF A TOUR OPERATOR FOR COMMUNITY-BASED TOURISM (CBT) MARKETING ENHANCEMENT PROGRAM SITES PHASE

I. BACKGROUND

Tourism continues to grow as a significant industry generating economic growth and development in the Philippines. Associated with its success is the participation of communities surrounding tourist destinations.

As a result, community-based tourism (CBT) initiatives have emerged to account for the community's increasing participation in tourism development. CBT has been viewed as offering an opportunity to empower local communities to develop a more appropriate grassroots form of sustainable tourism than mass tourism and to contribute to local economic development and poverty reduction.

The COVID-19 pandemic severely affected community-based tourism with travel restrictions and country-wide lockdowns shutting down all tourism activities. The lack of tourism and income-earning opportunities has made their future uncertain while they wait for government support and economic recovery post-COVID-19.

One of these government supports is the conduct of the Marketing Enhancement to Community-Based Tourism (CBT) Workshop, an intervention that can improve the community's capacity in terms of digital marketing, social media management, content creation, and product branding, and sustainable packaging design.

As a new component of this program, DPD intends to invite media practitioners to cover the event. This will also maximize mileage for the community as potential tourism sites and attractions that can provide travelers with a unique community experiences.

II. OBJECTIVES

The main objectives are the following:

1. Assess and validate existing and potential Community-Based Tourism sites nationwide based on the impact of COVID-19 and interventions for the recovery and sustainability

2. Enhance of marketing and promotional activities by providing an appropriate venue and platform to promote and market their local tourism products and services
3. Provide capacity building activities to Community Based-Tourism members in creating basic marketing plans or designing tourism activities as well as other marketing skills enhancements that are consistent with the local ways of life while increasing the value of local resources and knowledge.

III. SCOPE OF WORK/SERVICES

LOT NO. 2	PARTICULARS				ABC (Php)
Argao, Cebu Q1 2024	<u>Participants:</u> - Ten (10) production team, - Three (3) TPB - Two (2) DOT Regional Office and - Fifteen (15) Media/Influencers/Tour Operators - 30 Workshop Participants				1,956,000.00
	TRANSPORTATION				
		Day Unit/Type of vehicle	Route	No. pax	
	1	3 Vans (2018 model or newer) or minibus with driver inclusive of gas, parking fees and overtime fees	Transfer-in of TPB Personnel/ Production Team	5-6 pax	
	Day 02	4 Vans (2018 model or newer) or minibus with driver inclusive of gas, parking fees and overtime fees	Transfer-in from Airport to Hotel for MEDIA Tours within the Province	5-6 pax	
Day 03	4 Vans (2018 model or newer) or minibus with driver inclusive of gas, parking fees and overtime fees	Transfer-out from Airport to Hotel for MEDIA	5-6 pax		

Day 04	4 Vans (2018 model or newer) or minibus with driver inclusive of gas, parking fees and overtime fees	Transfer-out from Airport to Hotel for MEDIA	5-6 pax
Day 05	3 Vans (2018 model or newer) or minibus with driver inclusive of gas, parking fees and overtime fees	Transfer-out from Hotel to Airport	5-6 pax

20 Comprehensive Travel Insurance for the participants from the community, (3) TPB, (2) DOT representatives, (15) Media

ACCOMMODATION

Occupants	No. of rooms	Rating	No. of Nights
MEDIA/ INFLUENCERS /KEY OPINION LEADERS	15 rooms single occupant	3-4-star hotel or its equivalent or double A resort	3D/2N Inclusive of Breakfast
PRODUCTION TEAM/ DOT/ TPB/ Resource Speakers	8 rooms triple or twin bed	3-4-star hotel or its equivalent or double A resort	5D/4N Inclusive of Breakfast
PARTICIPANTS outside of Lake Sebu	Dormitories style for 25 pax	Double A resort	3D/2N Inclusive of Breakfast

MEALS

- **15 - Production Team (5 days) / 30 Workshop (3 days) / 5 DOT/ TPB (5 days)** (Lunch, Dinner, AM snack and pm snack amounting to **PhP2,000** per pax per day
- **15 - Media/ Influencers** worth PhP2,500 (Lunch/Dinner) per pax per day
- **B2B Session Conference Package** Dinner for 50 pax at 750.00 per pax on the 2nd day
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Note: provision of water dispenser (hot and cold)/ candies/coffee during the B2B session. Provision of alternative meals for those with dietary restriction.

Provision of B2B Session or function hall that can accommodate 100 pax with physical distancing equipped with alcohol and Lysol spray

Provision of starter kits amounting to PhP500,000.00 for workshop participants

Note: subject to TPB's approval

First Aid Kit on board the tour vehicle with basic medicines (antacid for upset stomach, headache, anti-histamine for catapres, allergies, diarrhea, motion sickness, fever, pain reliever, etc.)

Stand-by paramedics

Provision of 1 professional videographer and 1 professional photographer to cover the event and to provide a consolidated output/highlights of the event stored in a USB drive (subject to approval of TPB Project Officer). Highlights of tour video, 3-5 minutes for submission to TPB. Edits subject to approval of TPB.

Provision of Incentivized Tour for three (3) days for Media/ TPB/ DOT for 20 pax showcasing the featured communities, tour activities and developed circuits.

Note: subject for approval of TPB/ DOT Regional Office/ LGU

	<p>Provision of banners (for group picture) and appropriate workshop signage, design/specs c/o suppliers, subject to TPB's approval</p> <p>15 Tokens/Giveaways to invited Media/influencers/Key Opinion Leaders must be sustainable and come from the host communities amounting to PhP1,500.00</p> <p>Porter Fees</p> <p>Incidental and other miscellaneous expenses amounting to PhP10,000.00 (e.g., sampling of local delicacies, electrical consumption, gasoline, water expenses and etc.)</p> <p>Provision for on-site related expenses amounting to PhP100,000.00</p> <p>All assigned personnel of the tour operator, including drivers, should be fully vaccinated with at least one (1) booster and should submit a negative antigen-test within 24 hours before the event.</p>	
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IV. PROJECT IMPLEMENTATION SCHEDULE

LOT No.	Destination/s	Indicative Dates of Implementation
Lot 2	Argao, Cebu	Q1 2024

V. ADDITIONAL REQUIREMENTS

1. Willingness to respond to immediate/unforeseen changes in specifications. Must be able to provide an alternative itinerary, in case of rain, risk of the typhoon, and other unforeseen or fortuitous events subject to the approval of TPB.
2. **Tour activities and/or schedules/dates may still be changed** based on recommendations on the DOT Regional Office and IATF orders on local travel restrictions.
3. Bidders should submit a budget bid proposal that reflects the cost of tours, activities, and logistical requirements. The TPB-initiated requested sponsorship (hosted/discounted) will be deducted from the bid amount. Thus, the tour operator will bill TPB **based on the actual cost per pax.**

4. Must provide DOT Accredited Community/Regional Tour Guide during the incentivized tour of Media for each lot. Winning bidder must provide CV of proposed tour guide within ten (10) calendar days from the date of receipt of the Notice of Award (NOA)

VI. ELIGIBILITY

1. The bidder must be a Filipino-owned, operated and legally registered Tour Operator/ Destination Management Company/ Travel Agency under Philippine laws and must be in operation in the last three (3) years handling similar projects.
2. The bidder must be a DOT Accredited Tour Operator

VI. TERMS OF PAYMENT

LOT NO. 2: ARGAO, CEBU

TERMS	DELIVERABLES	% OF PAYMENT
1 st Tranche	Confirmation of Final Itinerary and proof of bookings of accommodation	15% of the total contract price
2 nd Tranche	Full completion of deliverables for the event with corresponding Terminal Report, Trip Tickets and certification of project completion	85% of the total contract price

Note: The bidders are encouraged to have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the service provider.

VII. CONTRACT DURATION

One-time engagement and shall commence from the issuance of the Notice to Proceed (NTP) until full/complete delivery of requirements.

VIII. APPROVED BUDGET FOR THE CONTRACT

The total approved budget for the lot is **ONE MILLION NINE HUNDRED FIFTY-SIX PESOS ONLY (PhP1,956,000.00)** inclusive of all applicable tax and fees.

IX. CONTACT INFORMATION

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