

ANNEX: TERMS OF REFERENCE

SERVICE PROVIDER TO DESIGN AND IMPLEMENT THE TOURISM MARKETING EDUCATIONAL PROGRAM

June 25 – July 1, 2024 (indicative dates) / General Santos City, South Cotabato

October 10-14, 2024 (indicative dates) / Roxas City, Capiz

I. BACKGROUND

One of the Domestic Promotions Department's (DPD) commitments is the conduct of a tourism marketing educational seminar. A seminar that provides up-to-date information and an enhanced understanding of tourism trends, best practices, new marketing approaches to increase the marketability of tourism destinations while promoting sustainable and responsible tourism, and to achieve global competitiveness and promote travel excellence.

Target participants are tourism and marketing officers from the Local Government Units (LGUs), Ministry of Trade, Investment and Tourism – Bangsamoro Autonomous Region in Muslim Mindanao (MTIT-BARMM) and the Department of Tourism Regional Offices (DOT ROs) nationwide. The confirmed participants will attend the Tourism Marketing Educational Program equivalent to 8 hours per day.

There will be one over-all theme based on the approval of Management to which its topics (or sub-topics) will be expanded to highlight their skills and knowledge as it comes to marketing and promoting their destination's products and services.

As commitment, the DPD will help the participants appreciate the industry they are in by immersing them in settings (business-to-business session/business-to-consumer activation) that will further create an environment to observe, understand, apply, develop tourism & marketing strategies, and ultimately, create opportunities to apply their recent learnings.

Required budget is charged under the Domestic Promotions Corporate Operating Budget – Tourism Marketing Educational Seminar 2024 fund.

II. OBJECTIVES

- a. To upgrade the skills and competency levels of the participants through understanding of new marketing approaches and techniques to increase marketability of their tourism destination.
- b. To capacitate and retool the participants on marketing methodology adapting to the new normal.
- c. To provide an intelligible and interactive seminar and activation activities.
- d. To attain global competitiveness and promote travel excellence while practicing sustainable and responsible tourism.

III. SCOPE OF SERVICES AND DELIVERABLES

A. Seminar, Business-to-Business Session and Business-to-Consumer Activation Management

June 25 – July 1, 2024 (indicative dates)
 General Santos City, South Cotabato

<p>Management / Professional Fee</p>	<ul style="list-style-type: none"> • Formulate a methodological framework to execute the seminar proper, the LGU business-to-business session and business-to-consumer activation. • Provide the regions a tool for strategic planning and decision-making that identifies strengths to be harnessed and weaknesses to be addressed. • Preparatory work for the participants prior to the seminar proper, may be requested. • Data analytics (registration total, demographics, attendee profile, attendee engagement, etc.) • Provide a monitoring and evaluation method vis-a-vis program objectives • Coordination with the TPB Regional Travel Fair (RTF) organizing committee
<p>Module / Training Material Preparation</p>	<ul style="list-style-type: none"> • Design the module and implement the approved seminar program. • Design the LGU’s B2B and B2C activities and implement the approved program

	<ul style="list-style-type: none"> • Identify appropriate pointers with the latest trends/information that will help upgrade the decision-making skills of the officers. • Provide adequate insights to support sustainable planning and tourism programs of the regions. • Create and disseminate an e-reminder prior to the event proper and post-thank you e-mail to all participants and other officials.
Speaker's Honorarium Fees	<ul style="list-style-type: none"> • Provide a minimum of one (1) local or foreign speaker, guest, or tourism expert. The DPD may suggest preferred speaker.
Transfer of Speaker's Presentation to Google Folder	<ul style="list-style-type: none"> • Store Speaker's presentation in Google folder and provide a link for the participants after the program.
Other Inclusion	<ul style="list-style-type: none"> • A maximum of a 10-member team including the speaker, to join during the seminar proper (June 25-27, 2024). • A maximum of a 4-member team to join during the B2B session & B2C activation (June 28-July 1, 2024) • Printing of Certificates of Participation and Certificates of Attendance • Support staff allowances • Other transportation expenses • ID Badge with printed participant name • Other applicable fees

B. Business-to-Business Session and Business-to-Consumer Activation Management

October 10-14, 2024 (indicative dates)

Roxas City, Capiz

Management / Professional Fee	<ul style="list-style-type: none"> • Formulate a methodological framework to execute the LGU business-to-business session and business-to-consumer activation. • Preparatory work for the presenters prior to the seminar proper, may be requested. • Data analytics (registration total, demographics, attendee profile, attendee engagement, etc.)
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	<ul style="list-style-type: none"> • Provide a monitoring and evaluation method vis-a-vis program objectives • Coordination with the TPB Regional Travel Fair organizing committee
Module / Training Material Preparation	<ul style="list-style-type: none"> • Design the LGU's B2B and B2C activities and implement the approved program • Identify appropriate pointers with the latest trends/information that will help upgrade the presentation skills of the officers. • Create and disseminate an e-reminder prior to the event proper and post-thank you e-mail to all presenters and other officials.
Transfer of Presenters' Presentation to Google Folder	<ul style="list-style-type: none"> • Store Presenter's presentation in Google folder and provide a link for the TPB RTF organizing committee.
Other Inclusion	<ul style="list-style-type: none"> • A maximum of a 2-member team to join and manage the actual implementation • Printing of Certificates of Participation and Certificates of Attendance • Support staff allowances • Other transportation expenses • ID Badge with printed participant name • Other applicable fees

C. Production of training / marketing materials in the amount of Two Hundred Thousand Pesos (PhP 200,000.00)

June 25-July 1, 2024 General Santos City, South Cotabato	<ul style="list-style-type: none"> • Seminar proper: Provide printed seminar/training folder for the participants (e.g. Powerpoint slide deck, activity/exercise sheets/workbook, course outline/guide/manual) • B2B Session and B2C Activation: Includes the following but not limited to: production of display materials/props, printing of tabletop materials, provision of marketing collaterals for seventeen (17) participating regions
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October 10-14, 2024 Roxas City, Capiz	<ul style="list-style-type: none"> • B2B Session and B2C Activation: Includes the following but not limited to: production of display materials/props, printing of tabletop materials, purchase of accessories, and provision of marketing collaterals for seventeen (17) presenters.
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D. Operational expense in the amount of One Hundred Fifty Thousand Pesos only (PhP 150,000.00)

TPB to provide the following logistics requirements for the Service Provider:

A. June 25 – July 1, 2024 | General Santos City, South Cotabato

Accommodation	<ul style="list-style-type: none"> • June 25 - July 1 (7D/6N) Maximum of two (2) twin sharing rooms (4 persons) • June 25 – 28 (4D/3N) Maximum of three (3) twin sharing rooms (6 persons)
Land Transportation	<ul style="list-style-type: none"> • GenSan airport – hotel - GenSan airport transfers
Meals	<ul style="list-style-type: none"> • Full board
Air tickets	<ul style="list-style-type: none"> • Ten (1) roundtrip economy class airtickets • Route: Manila-General Santos City-Manila

B. October 10-14, 2024 | Roxas City, Capiz

Accommodation	<ul style="list-style-type: none"> • October 10-14 (5D/4N) One (1) twin sharing room (2 persons)
Land Transportation	<ul style="list-style-type: none"> • Roxas City airport – hotel – Roxas City airport transfers
Meals	<ul style="list-style-type: none"> • Full board
Air tickets	<ul style="list-style-type: none"> • Two (2) roundtrip economy class airtickets • Route: Manila-Roxas City-Manila

Note:

Airfare, accommodation, transportation and meal expenses outside the above-mentioned are charged to own pax account.

IV. PROJECT IMPLEMENTATION / SCHEDULE OF REQUIREMENTS

Particulars	June 25- July 1, 2024 General Santos City, South Cotabato	October 10-14, 2024 Roxas City, Capiz
Target participants	Department of Tourism Regional Office (DOT-RO), Local Government Units (LGUs) and Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) tourism officers	Department of Tourism Regional Office (DOT-RO), Local Government Units (LGUs) and Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) tourism officers
Target no. of invited participants	85 tourism officers 10 facilitators & speaker <u>5 TPB staff</u> 100 persons	17 presenters 2 facilitators <u>1 TPB staff</u> 20 persons
Implementation schedule	June 25 - Arrival/Check-in June 26 - Seminar June 27 - Seminar June 28 - Business-to-Business Session June 29-30 - Business-to-Consumer Activation July 1 - Check-out/Departure	Oct 10 - Arrival/Check-in Oct 11 - Business-to-Business Session Oct 12-13 - Business-to-Consumer Activation Oct 14 - Check-out/Departure
Set-up	Seminar Business-to-Business Session Business-to-Consumer Activation Exhibition	Business-to-Business Session Business-to-Consumer Activation Exhibition Presentation
Proposed program	Plenary Session Break-out Session Q & A Synthesis and wrap-up	Presentation Activation Activities

Break-out Sessions may be a workshop, group discussions, quiz test, individual or group presentation, role playing exercises, Kahoot! game, etc.

V. ADDITIONAL TECHNICAL REQUIREMENTS

1. Turnover to TPB three (3) copies of the Course Module and Terminal Report, including:

- a. Executive Summary
 - b. Program
 - c. Expectations vs Output
 - d. Observations / Recommendation
 - e. Survey Result (Monitoring and Evaluation)
 - f. List of Participants
2. Assist in the dissemination of TPB evaluation forms and provide a summary of the feedback result.
 3. Provide a co-signed Certificates of Participation and Attendance.
 4. Submit a copy of the Certificate of Satisfactory Completion of Services of the Single Largest Completed Contract (SLCC).
 5. Submit the list of completed government and private projects similar to the contract to be bid within the last three (3) years, with corresponding Certificate of Satisfactory Completion of Services.

VI. ELIGIBILITY REQUIREMENTS

1. Bidder must be duly registered under the Philippine Law and must be in operation for the last five (5) years.
2. Bidder must have handled at least five (5) seminar, workshop and training sessions for the last three (3) years.
3. Bidder must have handled at least three (3) tourism-related projects for the last three (3) years.
4. All key personnel must have at least three (3) years of relevant experience.
 - Project Manager/Coordinator (1 personnel)
 - Facilitators (6 personnel)
 - Secretariat (2 personnel)

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **ONE MILLION SIX HUNDRED FIFTY THOUSAND PESOS ONLY (Php 1,650,000.00)**, inclusive of all applicable fees and taxes. The cost of items in the bid should be broken down. The winning bid shall be determined based on the quality of the proposal with the most advantageous package cost, provided that the amount of bid does not exceed the above-mentioned approved budget. The deadline for submission of bids should be a time and place specified in the request for proposal (RFP).

VIII. TERMS OF PAYMENT

Payment for the service provider shall be based on the completion of each phase of the project as follows:

Phase	Percentage of Payment
<p>Phase 1:</p> <p>Upon submission of the approved design and training module based on chosen topic/s, Statement of Account, list of qualified speakers, and the required eligibility requirements stated in item VI.</p>	<p>15% of the total contract price</p>
<p>Phase 2:</p> <p>Upon completion of TMES program in South Cotabato City and submission of the following:</p> <ol style="list-style-type: none"> 1. Statement of Account 2. Three (3) copies of the approved Program for the seminar and the activation activities 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample copy per Certificate of Participation and Certificates of Attendance 5. Digital copy of the Speaker’s Presentation 6. Three (3) sets of Participant’s Kit/Manual 	<p>40% of the total contract price</p>
<p>Phase 3:</p> <p>Upon completion of TMES program in Capiz and submission of the following:</p> <ol style="list-style-type: none"> 1. Statement of Account 2. Three (3) copies of the approved Program for the seminar and the activation activities 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample copy per Certificate of Participation and Certificates of Attendance 5. Digital copy of the Speaker’s Presentation 6. Three (3) sets of Participant’s Kit/Manual 	<p>45% of the total contract price</p>

VIII. CONTRACT DURATION

Upon receipt of the Notice to Proceed (NTP) until the full / complete delivery of the requirements.

IX. ADDITIONAL REQUIREMENTS

Qualified Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach (the date of the presentation will be on short notice). The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical	85%
Financial	15%
Total	100%

X. RATING GUIDE FOR TECHNICAL PROPOSAL

A. Eligibility Check and Shortlisting Criteria Rating (85% Passing Rate)

Evaluation Criteria	Rating	
I. Applicable Experience of the Bidder		50%
A. Years active in the field (20%)	20%	
• Five (5) years and above (20%)		
• Four (4) years and below (0%)		
B. Handled seminar, workshop and training sessions	20%	
• Five (5) and above related projects within the last three (3) years (20%)		
• Four (4) and below related projects within the last three (3) years (15%)		
C. Handled tourism-related projects/events	10%	
• Three (3) and above related projects within the last three (3) years (10%)		
• One (1) related projects within the last three (3) years (0%)		

II. Years of Experience of Personnel Who Will Be Assigned to The Project		30%
<p>Required minimum 3 years of experience of ALL key personnel in handling online and offline training event</p> <p>A. Project Manager/Coordinator (1 personnel)</p> <ul style="list-style-type: none"> • With three years or more of relevant experience (15%) • With less than three (3) years of relevant experience (0%) <p>B. Facilitators (6 personnel)</p> <ul style="list-style-type: none"> • With three years or more of relevant experience (10%) • With less than three (3) years of relevant experience (0%) <p>C. Secretariat (2 personnel)</p> <ul style="list-style-type: none"> • With three years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) <p>Above three (3) years (all personnel) – 30% Less than 3 years (any personnel) – 0%</p>		
III. Current Workload Relative to Capacity		20%
Number of ongoing projects/accounts as of 2024 being handled of similar scope and nature		
Below 5 projects (20%)		
5-10 and above projects (15%)		
Above 10 projects (0%)		
TOTAL		100%

B. Technical Bid/Proposal Criteria and Rating (85% Passing Rate)

CRITERIA	RATING	
I. Qualification of Personnel who may be Assigned to the Project		40%
<p>Required qualifications and experience of the following key personnel in organizing training sessions:</p> <p>A. Project Manager/Coordinator</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (15%) • With less than three (3) years of relevant experience (0%) <p>B. Facilitator</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (15%) 		

<ul style="list-style-type: none"> • With less than three (3) years of relevant experience (0%) <i>Facilitator may be replaced if unavailable during time of actual webinar, given the replacement complied with the above qualification</i> <p>C. Secretariat</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (10%) • With less than three (3) years of relevant experience (0%) <p><i>Covering the suitability of the key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff and similar projects handled by personnel (based on submitted CVs)</i></p>		
II. Firm Experience and Capability		20%
<p>Experience of the firm in handling similar nature of work (20%)</p> <p><i>Consultant has presented evidences in conducting training sessions similar to educational seminar requirements.</i></p> <ul style="list-style-type: none"> • With three (3) or more evidences in conducting training sessions (20%) • With at least two (2) evidences in conducting training sessions (10%) • With less than two (2) evidence in conducting training sessions (0%) 		
III. Plan Approach and Methodology		40%
a. Formulation of the methodological framework in relation to the specified topic (15%)		
b. Quality of the proposed speakers, resource persons, guest, and tourism experts (15%)		
c. Feasibility of the planned execution of the overall scope (10%)		
TOTAL		100%

XI. PROJECT OFFICER'S CONTACT INFORMATION

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