

TERMS OF REFERENCE
CONSULTANCY SERVICES FOR THE MARKET INTELLIGENCE LEARNING/TRAINING PROGRAM FOR
THE TOURISM PROMOTIONS BOARD MEMBERS

I. GENERAL INFORMATION

Service/Work Description: Market Intelligence Learning/Training Program

Project/Program Title: Procurement of Services of a Consultancy Firm for the Market Intelligence Learning/Training Program for the Tourism Promotions Board Members

Post Title: Consultancy Services

Duty Station: Industry Relations and Services Division – Domestic Promotions Department, Tourism Promotions Board

Duration: Three (3) Batches for Approximately 4 Man-months

II. BACKGROUND

With the significant growth and contribution of the tourism industry to the Philippine economy, there is a need to effectively and efficiently administer tourism promotions through careful analysis of market intelligence data resulting to plans, policies, programs, and projects being anchored on sound information generated from data analytics.

As the driving force of Philippine tourism, the private sector must be equipped with the skills and knowledge to harness market intelligence effectively as a tool to develop innovative business strategies allowing them to maintain competitiveness, foster collaboration through joint initiatives and ultimately drive sustainable growth in the industry.

It is for this reason that the Tourism Promotions Board (TPB), an attached agency of the Department of Tourism (DOT) seeks to establish a partnership with a reputable academic institution in conducting Market Intelligence Learning/Training Program (MILTP) to contribute to the advancement of the tourism industry anchored on sound market data analysis. It is deemed appropriate that the full utilization of research studies from policymaking up until its implementation will pave the way to achieving the above-mentioned vision.

The MILTP shall be a capacity-building program for the Members of TPB, comprising of registered DOT-accredited establishments, which generally aims to build their competency to effectively analyze and interpret market intelligence data, enabling them to make informed, strategic decisions that optimize resource allocation and improve overall operational efficiency.

III. LEGAL BASIS

1. Pursuant to Republic Act (RA) No. 9593, otherwise known as the Tourism Act of 2009, which was enacted into law on 12 May 2009 with its implementing Rules and Regulations (IRR) promulgated by the Secretary of Tourism last 10 November 2009, the Philippine Convention and Visitors Corporation (PCVC) was reorganized as the Philippine Tourism Promotions Board. As an attached agency of DOT, the TPB is primarily responsible for implementing an integrated domestic and international promotions and marketing program for the Philippines as a tourism destination as well as for tourism investments. As such, the Industry Relations and Services Division – Domestic Promotions Department of TPB shall provide technical assistance to its Members in equipping them with the skills and knowledge to effectively analyze and interpret market intelligence data, enabling them to make informed, strategic decisions that optimize resource allocation and improve overall operational efficiency.

2. TPB Board Resolution No.207, Series of 2019 approved the proposed TPB Membership Program. Among the benefits outlined in the Program are:

Network and Capacity-Building Opportunities

- a. Discounted tourism training programs, business development, and marketing workshops
- b. Participation in programs that will enhance business development

Access to Information

- a. Targeted market information
- b. Latest tourism statistics and analysis

3. TPB Board Resolution No. 421 Series of 2023 approved the Enhanced TPB Membership Program. Among the benefits outlined under the Program are:

- a. Access to training on digital marketing, capacity building and skills development
- b. Access to market intelligence

4. Following the strategic directions of the National Tourism Development Plan (NTDP) 2023-2028 to establish a sustainable, resilient, Filipino-centered, and globally competitive tourism industry, more key tourism managers in the national and local government would need to be provided with immediate technical assistance in ensuring the maximization of tourism benefits.

IV. OBJECTIVES

The MILTP aims to:

1. Equip stakeholders in the tourism industry with the skills and knowledge to effectively analyze and interpret market intelligence data, enabling them to make informed, strategic decisions that optimize resource allocation and improve overall operational efficiency.
2. Empower stakeholders to identify new market opportunities, tailor market offerings, and develop innovative business strategies that maintain competitiveness and drive sustainable growth in the tourism sector.
3. Facilitate a common understanding of market dynamics among stakeholders, fostering collaboration through joint initiatives, partnerships, and collective efforts to advance the growth and sustainability of the Philippine tourism industry.

V. EXPECTED RESULTS

By the end of the contract period under this TOR, the Consultancy Firm is expected to have successfully conducted and facilitated the Market Intelligence Learning/Training Program for the TPB Members in which the participants should be able to:

- Understand and apply data analysis and market intelligence in forming good business strategies and decisions;
- Develop a market-driven business strategy or project that leverages new market opportunities; and
- Present a comprehensive implementation plan for their proposed business strategy, ensuring it aligns with current market dynamics and promotes competitiveness.

VI. SCOPE OF WORK

The Consultant will undertake various tasks but not limited to the following stages and deliverables:

1. Design an online and onsite, in-person market intelligence learning/training program for TPB Members.

ONLINE:

2. Conduct a maximum of one (1)-hour online onboarding session with TPB Members at an agreed date and time, to present the training rationale, objectives, expected learning outcomes, expected output, and timeline, before the start of the one (1)-month online training; confirmation of schedules should be done at least two (2) weeks before the actual program run.
3. Host the online onboarding session via online platform.
4. Agree on specific dates for participants to complete the one (1)-month online training.
5. Allow participants to complete the online modules of the program in one (1) month (30 days); and another 30 days to formulate their capstone project.

ONSITE:

6. Conduct three (3)-full day in-person sessions for TPB Members and select TPB Personnel.
7. Assign faculty experts to handle each of the in-person modules.
8. Provide hybrid-ready venue airconditioned, classroom/seminar-style within Metro Manila.
9. Provide meals during the in-person sessions and training materials during onboarding to all participants.
10. Provide photo and video documentation during the in-person sessions.
11. Conduct a formal closing ceremony after the presentation of expected output.
12. Organize a panel presentation comprising the faculty identified in this section at Item 7 and at least 3 experts from the tourism industry to provide feedback on the outputs.

OTHERS:

13. Provide Certificates of Learning and Completion to the participants who shall comply with all academic requirements of MILTP – completion of three (3) online modules; completion of three (3) days onsite sessions; attendance in all onsite sessions; and presentation of expected output to the faculty.
14. Provide Certificates of Participation to participants who would not be able to comply with all academic requirements.
15. Provide Certificates of Appearance to all participants.

The Consultant shall be responsible for all the necessary documents and information pertinent to the conduct of the training program. They shall likewise submit any other related data or report that may be requested by the TPB.

VII. DELIVERABLES

The Consultant is expected to run this program in 3 batches with 45 people per batch. The Consultant will be required to submit progress reports on the major activities required during the implementation, as well as a terminal report capturing the entire duration of the program. It shall include the following outputs during the engagement:

Learning/Training Program Components

- a. Development of Training Program Designs
 - Training Programs, Modules, Licenses, and Certification

- Training Kits
 - Online platform/system
 - Facilitator/Resource person/s
- b. Provision of Project Reports and Documentation
- c. Provision of Venue and Meals during the on-site/in-person training
- Inclusive of full board meals for 45 pax
 - With consideration of guests with dietary restrictions (i.e. vegetarian, food allergies, diabetic, etc.)
 - Must be able to accommodate approximately fifty (50) persons during the in-person/on-site training per program.
 - Must include the following services and amenities in the function room:
 - Classroom setup
 - Secretariat table
 - Free-flowing coffee and tea
 - Mint/candies/chips
 - Complimentary conference Wi-fi access
 - AVP system
 - Widescreen Projector/LED
 - 3 wireless microphone
 - Whiteboard, flipchart, marker, and eraser
 - Paper/notepad and pencil

VIII. PROJECT DURATION

The program will run for at least four (4) man-months for the whole course of implementation of the market intelligence learning/training program and formulation of the necessary materials.

The project duration or schedule is based on working days and shall exclude the client's review and approval. The Industry Relations and Services Division (IRSD) shall be provided with a copy of each deliverable for review and comments.

IX. IMPLEMENTATION ARRANGEMENTS

The Consultant will be contracted under the TPB terms and conditions and undertake the assigned tasks and responsibilities under the direct supervision of the Domestic Promotions Department (DPD) of the TPB. The Consultants will also be working closely with the TPB, specifically the IRSD, the TPB's Corporate Planning and Business Development Department, Local Government Units, Academic Institutions, TPB Members, and other tourism stakeholders. The IRSD will provide the necessary administrative support. All local travel costs, professional fees, and logistical arrangements of the Consultants relative to the assignment, as well as the indicated costs of the participants shall be covered by the Consultants following the above deliverables and scope of work.

X. CONSULTANT QUALIFICATIONS AND EXPERIENCE

The consultancy firm should be an academic institution that has extensive experience in the formulation and preparation of modules, learning materials, tourism development plans, and tourism marketing strategies at an international or national scale.

The consultancy firm must likewise be highly competent technical experts with recognized international or national experience in local and overseas projects, as well as relevant education and training on tourism planning, marketing, sustainable tourism, product development,

standards setting, local governance, and economic, environmental, and socio-cultural planning. The consultancy firm must have at least five (5) years of prior experience and a track record in undertaking similar or relevant projects within the context of the tourism industry.

Most importantly, the consultancy firm shall provide a team of tourism or multi-disciplinary experts/faculty who will be facilitating the training, which shall include but not be limited to the following key personnel:

1. One (1) Project Manager / Team Leader
 - To plan, organize, direct and manage the planning, execution, reporting, production and communication of the Market Intelligence Learning/Training.
 - Must have a Doctoral degree in Tourism, Tourism Development and Management, Economics, Business Administration, Statistics, or other related courses.
 - Must have a minimum of ten (10) years of professional experience in tourism planning and strategic development planning projects similar to or with greater magnitude and complexity.
 - Has previous experience in training adult learners.

2. One (1) Training Development Manager/Facilitator
 - To plan, organize, and direct the execution of the development of project design and modules as well as derive strategies for the client.
 - Must have at least a master's degree in Tourism, Tourism Development, Management, Economics, Business Administration, Statistics, or similar qualifications.
 - A minimum of five (5) years of experience in tourism planning, training/module development, socio-economic impacts, and tourism promotions at a country level.

3. One (1) Technical Support Staff
 - To assist the development and execution of the MILTP as well as to prepare reports/documentation.
 - Must have a degree in Tourism, Tourism Development, Management, Economics, Business Administration, Statistics, or similar qualifications.
 - Must have a minimum of two (2) years of experience in tourism planning and development, socio-economic impacts, technical writing, and project management.

XI. PROJECT BUDGET AND TERMS OF PAYMENT

The total allocation for the consultancy services for Market Intelligence Learning/Training Program is **THREE MILLION PESOS ONLY (PHP3,000,000.00)**. The amount shall include Value-Added Tax (VAT) and all other applicable government taxes and charges, and all professional, incidental, administrative costs incurred by the Consultants arising from the performance of the activities covered by the Scope of Work and Services such as but not limited to the cost of conducting meetings, training, and administrative costs such as printing and reproduction costs, transportation and all other expenses.

Payable in tranches based on the submitted milestone report on a send-bill arrangement (Government Procedure):

TRANCHE	MILESTONE	PAYMENT %
1 st Tranche Payment	After the approval of an inception report and conduct of the online onboarding session	15% of the total
2 nd Tranche Payment	After the conduct of the program for the first batch and submission of the approved progress report for the first batch	35% of the total

3 rd Tranche Payment	After the conduct of the program for the second batch and submission of the approved progress report for the second batch	35% of the total
4 th Tranche Payment	After the conduct of the program for the third batch and submission of the approved terminal report	15% of the total

XII. ADDITIONAL REQUIREMENTS / RATING GUIDE FOR TECHNICAL PROPOSAL

Eligibility Check and Shortlisting Criteria and Rating (85% passing score)

PARTICULARS		%	RATING
I. Applicable Experience of the Firm			50%
a.	<p>Bidder must have been in operation as a consultant firm for at least 5 years</p> <ul style="list-style-type: none"> • More than 8 years of experience (30%) • More than 5 years to 8 years of experience (20%) • Exactly 5 years of experience (15%) • Less than 5 years of experience (0%) 		
b.	<p>Successfully implemented similar projects within the last 5 years (minimum of 10 projects with at least 1 government client) *Bidder to provide Certificate of Satisfactory Completion</p> <ul style="list-style-type: none"> • Minimum of 10 projects, with 2 or more government clients (20%) • Minimum of 10 projects, with 1 government client (15%) • Minimum of 10 projects and no government client (0%) 		
II. Qualification of personnel who may be assigned to the project			30%
<p>All key personnel have the minimum number of years of relevant experience in the conduct of similar work, as follows:</p> <p>One (1) Project Manager / Team Leader with at least a Doctoral degree in Tourism, Tourism Development and Management, Economics, Business Administration, Statistics, or other related courses. (10 years)</p> <p>One (1) Training Development Manager/Facilitator with at least a master's degree in Tourism, Tourism Development, Management, Economics, Business Administration, Statistics, or similar qualifications. (5 years)</p> <p>One (1) Technical Support Staff with a minimum of two (2) years of experience in tourism planning and development, socio-economic impacts, technical writing, and project management. (2 years)</p> <ul style="list-style-type: none"> • Key personnel have more than the required number of years of relevant work experience (30%) • All key personnel have the minimum number of years of relevant work experience (25%) • One or more key personnel have less than the minimum number of years of relevant work experience (0%) 			
III. *Current Workload relative to Capacity			20%
<ul style="list-style-type: none"> • Currently handling 5 or less projects (20%) • Currently handling 6-9 projects (15%) • Currently handling more than 10-15 projects (10%) • Currently handling more than 15 projects (0%) 			
TOTAL			100%

*Refers to the implementation dates based on the contracts. Projects for implementation shall be construed as "currently handling".

Technical Bid/Proposal Criteria and Rating (85% passing score)

PARTICULARS		%	RATING
I. Quality of Personnel to be assigned to the Project			30%
Profile and expertise of key personnel assigned to the project showing specialization and/or experience in the conduct of similar events, training or seminars with minimum number of years of experience. <ol style="list-style-type: none"> 1. One (1) Project Manager / Team Leader (10 years): 10% 2. One (1) Training Development Manager/Facilitator (5 years): 10% 3. One (1) Technical Support Staff (2 years): 10% Number of projects handled per key personnel: <ul style="list-style-type: none"> • 4 or more similar projects handled: 10% • 2 to 3 similar projects handled: 5% • 0 to 1 similar project handled: 0% *Covering the suitability of the key staff to perform the duties of the particular assignments with general qualifications and competence including education, training, and similar projects handled by personnel (based on submitted CVs).			
II. Firm Experience and Capability			30%
Bidder has presented evidence in implementing/managing similar projects whose quality is acceptable to the MILTP requirement. <ul style="list-style-type: none"> • More than 10 training or seminar projects conducted in the last 5 years (30%) • 10 training or seminar projects conducted in the last 5 years (25%) • Less than 10 training or seminar projects conducted in the last 5 years (0%) 			
III. Plan of Approach and Methodology			40%
a.	Adherence of the proposal to all the required components of the training program as mentioned in this bid (20%)		
b.	Relevance of the concept, proposed topics, and speakers. Profiles of speakers and list of topics to be submitted (15%)		
c.	Feasibility of the planned execution of the overall scope of work (5%)		
TOTAL			100%

Qualified Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach.

The winning bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

XIII. CONTACT PERSON

MR. JOSEPH KERR T. VILLAR

Project Development Officer III, Industry Relations and Services
 Domestic Promotions Department
 Tourism Promotions Board
joker_villar@tpb.gov.ph | +639399461800