

## TERMS OF REFERENCE

### 2016 Customer Satisfaction Survey of the Tourism Promotions Board

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#### Summary:

<b>Purpose</b>	To assess the customers' overall satisfaction and perception on TPB's International and Domestic Projects and Activities.
<b>Location</b>	Philippines
<b>Submission of Final Results and Report</b>	17 February 2017
<b>Budget Source</b>	COB 2016 – CPBD Department, Satisfaction Survey
<b>Reporting to</b>	Corporate Planning and Business Development Department

*\*Customers – domestic private and public sector stakeholders*

#### Background and Objective:

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Philippine Department of Tourism under the Republic Act No. 9593 otherwise known as the Tourism Act of 2009.

It is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments; marketing the Philippines as a Major Meetings, Incentives, Conventions and Exhibitions (MICE) destination; attracting. Promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like; ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs; and providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.

In compliance with its performance agreement with the Governance Commission for Government-owned and Controlled Corporations (GOCCs) (GCG) and the Department of Budget and Management (DBM), the TPB Philippines is seeking to engage a research/survey agency to carry out a transparent and objective customer satisfaction survey to determine the Corporation's execution of its mandate and to determine levels of customer satisfaction and how it may be improved.

The main objective of this survey is to assess the customers' overall satisfaction and perception on TPB's implementation of its International and Domestic Projects and Activities, whether their service expectations are being met by the Corporation and whether customers have intentions of participating in future activities of the Corporation.

### Survey Methodology:

The research/survey agency shall recommend methodologies on how the survey will be conducted depending on the Corporation's present undertakings and needs.

### Scope of Work:

The selected research/survey agency must undertake the following activities:

- Develop a composite measure of customer satisfaction and use it to determine the overall rating of the current level of satisfaction;
- Determine the quality of service delivery as perceived by the customers;
- Identify whether expectations are being met or otherwise;
- Identify future intentions of participations by the customers;
- Identify gaps in service delivery;
- Identify the sources of customer complaints/dissatisfaction in regard to service delivery;
- Incorporate in the analysis the result gathered from the internally conducted customer satisfaction survey from different events
- Compare result from last year's survey
- Propose service improvement measures; and
- Prepare and deliver a comprehensive report detailing the methodology, findings, and recommendations from the assessment.
- Coverage and minimum sample size to be surveyed

Particulars	Sample Size
Accommodation Facilities (Hotels and Resorts)	35
Tour Operators/Travel Agencies	20
Dive Operators	10
MICE Suppliers	20
LGUs and DOT Regional Offices	15
Total	100

### Deliverables:

- A report sharing methodology and tools to be used. This should be presented within 15 calendar days after signing the contract;
- Draft report on survey findings, recommendations and suggestions on how to improve customer service in a manner which addresses customer concerns within the framework of TPB's mandate on **2 February 2017**; and
- Final report on findings and recommendations taking account the Corporation's comments on draft report in both hard and soft copy 10 to 15 calendar days after receiving comments on the draft report.
  1. Highlights of the result of the survey in PowerPoint format (soft copy only); and
  2. Detailed report in 3 hard copies as well as digital format

**ABC:**

The surveys will be undertaken for the amount of Php 1,500,000.00, inclusive of value added tax (VAT) and other applicable taxes. The indicative payment scheme is as follows:

<b>Output/Milestone</b>	<b>% of payment</b>
Upon submission and approval of survey methodology;	15%
Upon approval of sample size and timeline	20%
Upon submission and acceptance of first draft of report on findings and recommendations	20%
Upon submission and acceptance of comprehensive report ready for presentation to the TPB Management Committee	35%
Upon submission and acceptance of final comprehensive report (hard copies and digital format)	10%
<b>Total:</b>	<b>100%</b>

**Proposal:**

The research/survey agency will be expected to submit technical and financial proposals which include:

- A brief profile and description of the research/survey agency demonstrating their ability to achieve tight deadlines and flexibility in meeting the client's needs;
- A brief profile of at least three personnel who will be assigned in the projects showing areas of specialization;
- List and evidence (i.e. Notice of Award, Notice to Proceed, Conforme, Contract, Proof of payment for services rendered, Certification of Satisfactory services rendered, etc.) of relevant work experience for at least 3 years;

**Qualification of the Research/Survey Agency:**

- Has at least 3 years of experience in conducting customer satisfaction researches and surveys, including the analysis and presentation;
- Had provided services to multinational clients in the past 3 years;
- Has own proprietary research tool/s or methodology which is internationally accepted that provides clients with comprehensive insights on customer satisfaction and perception;
- Assign 3 key personnel should have the relevant qualification in the field;
- Should be able to provide a brief presentation of their credentials prior to presenting their research proposal; and
- Agency should be a member of good standing in any internationally-recognized association of marketing research agencies.