

SERVICE PROVIDER TO DESIGN AND IMPLEMENT THE CONDUCT OF TOURISM MARKETING EDUCATIONAL SEMINAR

TERMS OF REFERENCE

I. BACKGROUND

Supported by the National Tourism Development Plan (NTDP) 2016-2022, the Domestic Promotions Department (DPD) carries NTDP's vision to build and upgrade the implementation of tourism programs through a focused and prioritized approach designed to deliver a more competitive, sustainable and inclusive tourism sector.

Upon Management's directive for the DPD to create innovative and new initiatives in conducting its program, the Department will converge with the DOT Regional Office and/or Local Government Unit (LGU) in executing the seminars that provide up-to-date knowledge and enhanced understanding of the tourism trends, best practices, new marketing approaches to increase marketability of tourism destinations while it promotes sustainable and responsible tourism, and to achieve global competitiveness and promote travel excellence.

Anchored on the DPD's responsibility to direct, initiate, oversee and sustain the development and implementation of marketing programs and activities to encourage Filipinos to travel domestically, it is incumbent for DPD to provide seminars that lead to improved products and services.

People will always be the heart of our industry, as a result, there is always a need to support and develop a skilled and passionate workforce. Providing skills training for the DOT Regional Offices and the Local Government Units (LGUs) tourism officers will help reach the line of excellence geared towards developing new strategies and solutions that will improve employment, improve income opportunities and increase tourism arrivals, investments and receipts.

The Tourism Marketing Educational Seminar will be conducted in **three (3) runs** namely: Luzon in March, Visayas in June and Mindanao in September. Each run will start with a briefing followed by the seminar/workshop proper. It is held for 5 days that will focus on the topic of '**Negotiation Principles and Pitching Your Tour/Destination Packages**'.

In partnership with experts from the government agency and/or academe, the assistance of industry leaders in the field of tourism, shall facilitate the seminar/training for 30-40 tourism officers per run. The seminar/training management provider should be able to upgrade the competency level of the tourism officers combined with the application of high-level professional and

technical knowledge in negotiation and pitching resulting to improved performance and long-term benefits in a fun and engaging environment.

Below is the suggested course outline (tentative):

Day	Course	Activities
Day 0		Arrival, Check-in & Briefing
Day 1	Overview of Marketing Negotiation Principles	Setting, planning and developing one's negotiation skills) Assess one's negotiation skills Role-playing exercises
Day 2	Pitching Principles	Setting, planning and developing one's sales/business/promo pitch) Assess one's pitching skills Role-playing exercises
Day 3	Challenges of Negotiation and Pitching	Conflict-handling Characters of a good and a bad negotiator Role-playing exercises
Day 4	Seminar closing remarks	Summary of the topics learned Group presentation Distribution of certificate

II. OBJECTIVES

- a. To conduct a tourism marketing educational seminar/training for local government units (LGUs) and DOT Regional Offices to achieve global competitiveness and attract more travelers/visitors/investors.
- b. To reinforce the participant's knowledge in marketing and promoting tourism and travel, discuss common issues affecting the tourism sector, focus on necessary and relevant concerns that may impact the market at present or future, and most of all, provide an opportunity to improve the performance and decision-making skills.
- c. To encourage active engagement with participants in terms of workshop activities, individual or group presentation, collaborative research, etc.
- d. To upgrade the competency level of the tourism officers which contributes to sustainable economic and social development in their respective region.

III. TARGET AUDIENCE

- a. Local Government Unit tourism officers or destination managers and DOT Regional Officers, preferably with plantilla positions.
- b. Approximately 30-40 participants per run.

IV. DATE/VENUE

As guideline, below is the schedule of seminar/training for the year:

RUN 1 (LUZON) / LAGUNA

	Date (tentative)	Activity	Participating Region	No. of Participants per Region
Day 1	Mar 29	Arrival/Check-in Seminar proper	NCR CAR	5 5
Day 2	Mar 30	Seminar proper	Region 1	5
Day 3	Mar 31	Seminar proper	Region 2	5
Day 4	Apr 1	Seminar proper/ Check-out	Region 3 Region 4A Region 4B Region 5	5 5 5 5

RUN 2 (VISAYAS) / BOHOL

	Date (tentative)	Activity	Participating Region	No. of Participants per Region
Day 1	June 15	Arrival/Check-in Briefing	Region 6 Region 7	10 10
Day 2	June 16	Seminar proper	Region 8	10
Day 3	June 17	Seminar proper		
Day 4	June 18	Seminar proper		
Day 5	June 19	Seminar / Check-out		

RUN 3 (MINDANAO) / ZAMBOANGA DEL NORTE

	Date (tentative)	Activity	Participating Region	No. of Participants per Region
Day 1	Sep 21	Arrival/Check-in Briefing	Region 9 Region 10	8 8
Day 2	Sep 22	Seminar proper	Region 11	8
Day 3	Sep 23	Seminar proper	Region 12	8
Day 4	Sep 24	Seminar proper	Region 13	8
Day 5	Sep 25	Seminar/Check-out		

V. SCOPE OF WORK

Scope of Work:

- a. Formulate a methodological framework for an integrated 'negotiation principles and pitching your tour/destination packages' course, with the inclusion of improving competency skills.
- b. Identify appropriate pointers with the latest trends/information that will help upgrade the development skills and competency levels of the tourism officers in negotiation and pitching.
- c. Provide adequate insights to support sustainable planning and tourism programs of the regions.
- d. Provide the regions a tool for strategic planning and decision-making that identifies strengths to be harnessed and weaknesses to be addressed.
- e. Provide a roster of local or foreign speakers, guests or tourism experts appropriate for each course topic. DPD may suggest preferred speakers.
- f. A maximum of 6-member team (2-3 speakers and 3 facilitators) will assist and engage in a purposeful dialogue with the participants and be able to cite valuable information (seminar/training/workshop/open forum).
- g. Include ice breakers (warm up activities) between periods.
- h. Conduct an evaluation of the seminar/training through post survey evaluation.
- i. Conduct a graduation ceremony on the last day, if schedule permits.

Service Provider to provide:

- a. Produce two (2) copies of the approved Program.
- b. Turnover to TPB three (3) copies of the Course Module and Terminal Report including an Executive Summary, Content of the Training Program, Seminar/Workshop Output and Evaluation/Recommendations. Copies are for TPB Domestic Department, Corporate Planning and Finance Department, which will serve as reference for the conduct of its succeeding and future educational seminars and to support processing of payment.
- c. Assist in the dissemination of TPB evaluation forms and provide a summary of the feedback result.
- d. Provide a co-signed Certificate of Participation for each participant who have completed the whole course (100% attendance).
- e. Provide the necessary preparatory work for the participants prior the seminar proper.

TPB to provide:

a. Run 1 (Luzon)

Land transportation (Day 1 & 4: office to hotel and vice versa)
Meals (Day 1: dinner; Day 2-3: full board; Day 4: Lunch)
Accommodation (3 twin sharing rooms with complimentary
breakfast x 4 nights)

b. Run 2 (Visayas)

Land transportation (Day 1 & 4: office to airport and vice versa)
Airfare: 6 round trip tickets on economy class
Meals (Day 1: dinner; Day 2-4: full board; Day 5: Lunch)
Accommodation (3 twin sharing rooms with complimentary
breakfast x 4 nights)

c. Run 3 (Mindanao)

Land transportation (Day 1 & 4: office to airport and vice versa)
Airfare: 6 round trip tickets on economy class
Meals (Day 1: dinner; Day 2-4: full board; Day 5: Lunch)
Accommodation (3 twin sharing rooms with complimentary
breakfast x 4 nights)

d. Provide venue and basic technical requirements as recommended and required during the actual session.

e. Provide each participant a Certificate of Attendance.

VI. ELIGIBILITY REQUIREMENTS

Based on the 2016 Revised Implementing Rules and Regulations of Republic Act No. 9184, procurement under Agency-to-Agency Agreements should be subject to the following conditions:

- a. The Procuring Entity (PE) shall justify that entering into an Agency-to-Agency Agreement with the Servicing Agency (SA) is more efficient and economical to the government;
- b. SA has the mandate to deliver the goods and services required to be procured or to undertake the infrastructure project or consultancy required by the PA;
- c. SA has the absorptive capacity to undertake the project;
- d. SA owns or has access to the necessary tools and equipment required for the project;
- e. Sub-contracting is not allowed. However, the SA may implement the infrastructure project in-house, by job-order, or through the *pakyaw* contracting system; and

- f. For procurement of infrastructure projects, the SA must have a track record of having completed, or supervised a project, by administration or by contract, similar to and with a cost of at least fifty percent (50%) of the project at hand.

VII. APPROVED BUDGET FOR THE CONTRACT

SEVEN HUNDRED SEVENTY FIVE THOUSAND PESOS ONLY (PhP 775,000.00), inclusive of management fee or professional fee, honorarium for resource speakers, material/module preparation, training supplies, coordination expense (e.g. communication expense, logistical expense, meals expense), site validation expense and other applicable taxes.

VIII. TERMS OF PAYMENT

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

Phase	Payment Tranche	Percentage of Payment	Amount
Phase 1: Upon submission of the Program, training module, Statement of Account, confirmation of speakers and the required eligibility requirements stated in item VI.	1 st payment	15%	PHP 116,250.00
Phase 2: After the implementation of Run 1 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample of Certificate of Participation	2 nd payment	35%	PHP 271,250.00

Phase	Payment Tranche	Percentage of Payment	Amount
Phase 3: After the implementation of Run 2 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample of Certificate of Participation	3 rd payment	35%	PHP 271,250.00
Phase 4: After the implementation of Run 3 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample of Certificate of Participation	4 th payment	15%	PHP 116,250.00

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