

TERMS OF REFERENCE
CONSULTING SERVICES
PROCUREMENT OF SERVICES OF MULTIMEDIA COMPANY
FOR THE DEVELOPMENT AND PRODUCTION OF A WEB-BASED
360° VIRTUAL REALITY EXPERIENTIAL REGIONAL TOURS
December 2020 - March 2021

I. BACKGROUND

The Philippine Tourism Promotions Board (PTPB) is mandated to promote and market the Philippines as a major global tourism destination. Its core mission is to market and promote the Philippines domestically and internationally as a world class tourism and MICE destination, in strategic partnership with private and public stakeholders as a preferred destination for fun and travel. Its vision is to make the Philippines as a destination for safe, uniquely-diverse and fun travel experiences by 2025.

The global tourism has almost come to standstill due to the CoVid-19 pandemic. As travel restrictions and social distancing continue to be enforced across the world for the conceivable future, travel-related businesses such as airlines, cruise lines, hotels, restaurants, and museums have ceased operations. With travels now confined to their respective homes, clamor for indoor activities is on the rise.

The introduction of virtual tours, artificial intelligence and virtual/augmented reality are seen as huge potential in tourism. With recent advancements in technology and the availability of video hardware and software worldwide, virtual tours are a staple of digital marketing and promotion.

TPB recognizes the relevance of virtual tours and virtual tourism experience platform to strategically market and promote the Philippines as a preferred destination for safe and fun travel.

The 360°VR Experiential Regional Tours, in essence, is a virtual experience in exploring the many Philippine tourism attractions and interesting sites/activities in the virtual environment through the use of technology.

For the Phase I of the project, TPB will initially cover the following regions:

1. CORDILLERA AUTONOMOUS REGION (CAR)

Provinces / Key Areas / Tourism Hubs	Top Tourism Sites & Attractions
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<p>ABRA</p>	<p>Kaparkan Falls San Lorenzo Ruiz Shrine Viciosa Kimkimay Lake Tineg River, Tineg Vira Tubo Rice Terraces, Tubo Tagpao, Tubo Mayabo, Dacaug River Kili River, Kili Rice Terraces, Kili Hot Spring Apao Rolling Hills Piwek Rock Formations Gabriella Silang Gallery of Fine Arts Lagangilang Talinawen Spring Dolores Sinimbaan Picnic Grove Abra River Abra Weavers and products, crafts, bamboo products Culture, People and Tinguans</p>
<p>APAYAO</p>	<p>Lussok Crystal Cave and Underground River Manacota Underground River Marag Hanging Bridge Gololan Falls Mataguisi Church Ruins Maton River Mt. Solo, Mt. View Deck Dupag Rock Formation Caves: Allabang Cave, Lussok Crystal Cave, and Nalvo Culture, Isnag Tribe and People</p>
<p>BAGUIO</p>	<p>Burnham Park Session Road Camp John Hay Baguio Cathedral Bencab Museum Tam-awan Village The Mansion Gastronomic adventure Bell church Diplomat Hotel Mt Pulag National Park Baguio City Market Local breweries Woodcarver's village Forest Bathing -Camp John Hay Showcase of arts and crafts Chalk art (every sundays at Session Road) Baguio Convention Center</p>

	<p>Specialty/themed restaurants - Oh My Gulay!, Batirol, Baguio Brew, etc. Local market & local products Other special interest activities Cultural attractions Hotel accommodations (TPB Member)</p>
BENGUET	<p>Colors of StoBosa La Trinidad Strawberry farm, Fruits & Flower Farms Kabayan Mummies Northern Blossoms Mt. Pulag Cultural attractions Other special interest activities Igorots, Ibaloy (tribe), culture</p>
IFUGAO	<p>RiceTerraces: Banaue, Batad, Mayoyao, Hungduan, Kiangan Community based tourism Ifugao tribes Culture and heritage Other special interest activities Weaving village in Kiangan Local markets Hotel accommodations (TPB Member)</p>
MT PROVINCE	<p>Sagada Sagada Cellar Door (bonfire/camping at night) Bontoc Museum Sumaguing Cave Kiltepan Peak Echo Valley (hanging coffins) Homestays Community based tourism projects Weaving center Other special interest activities People and other cultural attractions</p>
KALINGA	<p>Mt. Binuluan Falls (Tinglayan) Rice Terraces (Lubo and Mangali) Chico River People / Tribe and other cultural attractions Special interest activities</p>

2. REGION 1 - ILOCOS REGION

Provinces / Key Areas / Tourism Hubs	Top Tourism Sites & Attractions
LA UNION	Surfing sites Tangadan Falls Luna Pebble Beach Culinary or Food trip Grape Farms & Fruit picking Agoo Church Surftown Nightlife People / Community based tourism Hotel Accommodations (TPB Members)
PANGASINAN	Hundred Islands Bolinao Beach, Patar Beach, Tondol Beach, Cabongaon White Sand Beach, Tambobong Beach Cape Bolinao Lighthouse Panacalan Island, Colibra Island Enchated Cave Tayug Sunflower Eco Park Manaoag Church Culinary & Food Trip People / Community based tourism Arts & Crafts Other special interest activities Hotel Accommodations (TPB Members)
ILOCOS NORTE	Paoay Church Burgos Lighthouse Museo Ilocos Norte Malacanang of the North Bangul Windmill Cape Bojeador Ferdinand E. Marcos Museum Pagudpud beach Sinking Bell tower Paoay Sand dunes Juan Luna Shrine Bacarra Domeless Tower Kapurpurawan Rock Formation Dos Hermanos Islands Bulu River (Kayaking) Culinary and food trip Arts & Crafts

	Farm tourism People / Community Based Tourist Other cultural/historical attractions Other special interest activities Hotel Accommodations (TPB Members)
ILOCOS SUR	Vigan Heritage Town Crisologo Museum Santa Maria Church Padre Burgos House Dancing Fountain at Plaza Salcedo National Museum, Masingal Bantay Bell Tower National Museum, Vigan City Plaza Pagburnayan Baluarte Zoo Pottery Plaza Burgos Crisologo Museum Cultural, historical, and culinary attractions Hotel Accommodations (TPB Members)

3. REGION IV-A (CALABARZON)

Provinces / Key Areas / Tourism Hubs	Top Tourism Sites & Attractions
RIZAL	Angono Artists Village Higantes Masungi Geo-reserve Daranak Falls Tinipak River Hiking (Mt. Daraitan, Treasure Mountain, Nagpatong Rock, Mt. Mapalad, Mt. Batolusong) Cloud 9 Antipolo (Metro Manila skyline at night) ATV Adventure (Antipolo) Churches/Pilgrimage (Antipolo Cathedral, Regina Rica) Laguna de Bay Other historical and cultural attractions Other special interests activities

LAGUNA	<p>Pagsanjan River and shooting the rapids Old churches Lake Caliraya 7 Lakes (San Pablo) Rizal Shrine Nuvali (Wakeboarding) Paete (carving) Mt. Banahaw, Mt. Makiling Farm Tourism Other historical and cultural attractions Other special interest activities Community-based projects (like embroidery center) & arts/crafts</p>
BATANGAS	<p>Beaches Dive sites Taal Volcano Fortune Island, Masasa Beach, Isla Verde Taal heritage town Culinary Hiking (Mt. Batulao, Mt. Maculot, Mt. Galugod-Baboy) Community based projects and arts/crafts Other historical, cultural, and special interests attractions /activities</p>
QUEZON	<p>Culinary Tour (Lucban, etc.) Villa Escudero Cagbalete Island, Jomalig Island Island Hopping (Borawan, Kwebang Lampas/Putting Buhangin) Kamay ni Hesus Other historical, cultural, and special interest attractions</p>
CAVITE	<p>Tagaytay Aguinaldo Shrine Hiking trails (Pico de Loro, etc.) Maragondon Corregidor Island Community based tourism projects Other historical, cultural, and special interest attractions</p>

4. REGION IV-B (MIMAROPA)

Provinces / Key Areas / Tourism Hubs	Top Tourism Sites & Attractions
PALAWAN	<p>Puerto Princesa - Honda Bay islands, Puerto Princesa Subterranean River National Park Tubbataha Reefs, diving Ugong Rock Adventure Mitra's ranch Palawan Tribal Village Plaza Cuartel Iwahig Prison and Penal Farm Iwahig Firefly Watching & Mangrove Forest PPC Baywalk Park Inagawan Rice Field Viet Ville PPC theme restaurants/ exotic foods -Badjao, Kalui, Kinabuch, Ka Inato etc. Nagtabon Beach & West Coast Beaches San Vicente- beach, new airport Port Barton Long Beach, Inoladoan Island, Naonao Beach, Starfish Island, Boayan Island El Nido - lagoons, limestone rock formations, town Coron - Kayangan Lake, Barracuda Lake, Siete Picados, Mt. Tapyas, islands, beaches Busuanga Islands- Calauit Island National Park Community based tourism projects Other historical, cultural, and special interest attractions</p>
OCCIDENTAL MINDORO	<p>Apo Reef National Park Inasakan Beach Trekking (Mt. Iglit-Baco National Park) Kalong River Sightseeing (Parola Park) Swimming and snorkeling (Mamburao Beach Resort) Community based tourism projects Other historical, cultural, and special interest attractions</p>
ORIENTAL MINDORO	<p>Beaches and islands (Bulalacao Islands) Dive sites Puerto Galera</p>

	<p>Hiking (Mt. Halcon) Walang Langit Falls Tagbungan Mountain Resort Kayaking (Arigoy River) Onoda Trail and Caves Bancuro Church Ruins Community based tourism projects Other historical, cultural, and special interest attractions</p>
ROMBLON	<p>Cresta de Gallo Islet (Sibuyan) Marble Shopping Center Looc Fish Sanctuary (Tablas) Bonbon beach Island hopping (Cobrador Island, Marakay Marakay (cliff jumping spot), Lugbon Beach, Tinagong Dagat, and Alad Caves) Carabao Island Community based tourism projects Other historical, cultural, and special interest attractions</p>
MARINDUQUE	<p>Boac Church Sta. Cruz Cathedral Moriones Festival Beaches (Poctoy Beach, the Palad Sandbar, Mongpong Island, Aroma Beach, Maniwaya Island) Diving (Poctoy Underwater Museum) Community based tourism projects Other historical, cultural, and special interest attractions</p>

5. REGION VI – WESTERN VISAYAS

Provinces / Key Areas / Tourism Hubs	Top Tourism Sites & Attractions
PANAY ISLAND (ILOILO)	<p>Culinary attractions Convention Center Old churches (Miag-ao, Molo, Jaro Cathedral) Iloilo River Espalanade Islas de Gigantes Sicogon Island Garin Farm</p>

	<p>Old Mansions/houses (Molo, Lopez, Camina Balay nga Bato, Casa Mariquit) Calle Real (at night) Dinagyang Festival Community based tourism projects Other historical, cultural, and special interest attractions</p>
BORACAY	<p>White Beaches Watersports Community based tourism projects Other cultural and special interest attractions TPB-member establishments</p>
AKLAN	<p>Ati-Atihan Festival Motag Living Museum Bakhawan Ecopark Community based tourism projects Other historical, cultural, and special interest attractions</p>
NEGROS OCCIDENTAL	<p>Bacolod City Silay heritage town Masskara Festival Culinary attractions Lakawon Island Farm Tourism Community based tourism projects Other historical, cultural, and special interest attractions/activities</p>
GUIMARAS ISLAND	<p>Mango Research Center Trappist Monastery Mango Farm Guisi Lighthouse and Guisi beach Beaches Community based tourism projects Other historical, cultural, and special interest attractions</p>
ANTIQUE	<p>Tibiao river (Kawa bath, water tubing) Arts and crafts Community based tourism projects Other historical, cultural, and special interest attractions/activities</p>
CAPIZ	<p>Seafood Capital Islands</p>

	Farm Tourism Palina Greenbelt Ecopark Manuel Roxas Shrine Sta. Monica Church/Pan-ay Convention Center Community based tourism projects Other historical, cultural, and special interest attractions/activities
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II. PURPOSE/OBJECTIVES

As this pandemic has made social distancing a priority for all of us, there is a need to create a web-based 360° virtual reality experiential regional tours of Philippine tourist destinations without an in-person tour.

The Philippine Tourism Promotions Board (PTPB) is in need to engage the services of a reputable multimedia services company with experience and expertise in the production and development of a web-based 360° VR tours, with the following objectives:

1. To serve as a marketing tool of the Regions to the wider travel industry:
 - A sales marketing platform based on the concept of the traditional fam trip and allows TPB/DOT/FOs to take travel agents on virtual tour of the Philippines;
 - It enables travel agents to explore and improve their destination knowledge for a wider range of places and products which they can promote to their consumers and make them “Philippine Specialists”; and
 - Online travel resource for the travel planners.
2. To sustain interest of existing tourist destinations in the Philippines;
3. To provide visitors with immersive VR experience of different Philippine tourist destinations;
4. To increase ePublicity of different Philippine tourist destinations; and
5. To support promotion of responsible tourism to some environmentally sensitive/ vulnerable Philippine tourist destinations.

For this purpose, a Multimedia Services Company refers to a company who provides many services that uses a combination of different content forms such as text, audio, images, animations, video and interactive content, such as Audio Visual Presentations, 3-Dimensional (3D) and Virtual Reality Tours, among others. In summary, a Multimedia Services Company for this project is a

professional media company experienced in conceptualizing, producing and executing Audio Visual Presentations, 3-Dimensional (3D) and Virtual Reality Tours.

III. SCOPE OF SERVICES/ DELIVERABLES

1. PRE-PRODUCTION consists of developing a virtual tour application that is engaging, interactive and contains rich visual content for the audience.

The Consultant shall develop the following:

- Virtual tour concept featuring Philippine local travel and highlighting tourist attractions, nature and adventure, history, arts & culture, food and hospitality per region
 - Storyboard and shoot guide of determined locations and activities
 - Branded graphic design skins and interface of virtual tour navigation icons and component features
 - Establish proper communication and support for the project with local government officials per region and location
 - Securing of local permits and approvals through endorsement letter requests
 - Coordination with key personnel, local guide and representatives per locality
 - Logistical planning, mobilization, accommodations, scheduling, scouting and ocular per region
 - Research reference and information sourcing on Philippine tourism for 5 regions and corresponding locations
 - Script development (English language), copywriting for information tagging and voice over narration
 - Voice over talent scouting and casting
2. PRODUCTION. After storyboard and script has been approved, the Consultant shall set off to shoot, produce and capture the materials needed for the virtual tours, which includes:
 - 360° Photography and Videography for each region and corresponding localities
 - Panoramic photos from ground and aerial hotspots
 - Aerial HD photography and videography of key destinations, arts & culture, nature and adventure activities, landmarks, local persons
 - Time-lapse and live panorama highlight features for nature locations (sunset, beach activities, waterfalls, etc.)
 - Recording of natural background sound environment in applicable destinations
 - Photo and video gallery

- Guided Tour Voice Over Recording Interior/Exterior 3D Reality Capture Scanning of Key Landmarks, such as National Cultural Treasures (NCTs) or Important Cultural Properties (ICPS): Identified Key Landmark and heritage sites, churches, and museum structures shall be captured and produced into following formats:
 - 360 flythrough animation to include cross section views, top down views and other unique perspectives using scan data.
 - 3D walkthrough tour and enabled to view in the following modes and perspectives:
 - Walkthrough view
 - 3D Dollhouse View
 - Floor Plan View
 - Customized Slideshow Highlights
 - Multimedia Information Tags
 - Video Teasers
 - Introduction AVP per region and module highlighting key shots per local province.
 - Audio Recording of VO talent and music scoring (royalty free music background)
3. POST-PRODUCTION. The virtual tour application shall be interactive, customizable, and optimized for both online and offline viewing viewable on multiple devices (smart phone, tablet, desktop/laptop and VR headsets), and published on google street view for increased online presence. Post-production shall include:
- Video and Photo Editing of still images, aerial footage
 - 360° panoramic processing and stitching, and color grading
 - 3D tour post processing, editing of space, custom slideshow/animation and multimedia information tagging
 - AVP editing, compositing, text superimpositions/graphics and effects
 - Programing of virtual tour application, navigation and mapping, transition effects
 - Multimedia information tagging (hyperlinks to external sites and reference information)
 - Audio embed of VO recorded narration
 - Incorporation of graphic design skins and custom interface
 - Background music and sound effects
 - Photo and video gallery compilation
 - Virtual Tour program cloud upload and file export
 - Virtual Tour Finalization
4. TECHNICAL SUPPORT, inclusive for one year, which includes:

- Virtual Tour Management Support
- One-year Cloud Hosting Plan and Technical Support and Tour Navigation Training for TPB Team
 - Cloud hosted URL Link to Virtual tour application for 5 Regions Locations
 - Inclusive of one year 5 gig cloud hosting plan for 5 regions
 - Offline .exe file of Virtual Tour of 5 Regions
 - FTP links for TPB local server hosting
 - One-year Cloud Hosting Plan and Technical Support and Tour Navigation Training for TPB Team
- Inclusive of TPB Virtual Tour Software License
- Inclusive of 3D Reality Capture Viewing Software
- 3-Day Training for Program for TPB Team
 - Virtual tour basics on creating virtual tours, processing, navigation, best practices
 - Compilation folder of video tutorial references/links and instruction manual on basic custom virtual tour features
 - One (1) User account access for 3D tours
 - Training on multimedia tagging, user navigation and best practices of 3D Tour
 - Cloud hosted URL link for all 3D Tours of Key Landmarks Structures inclusive of one-year hosting
 - Training on navigation, viewing, animation creation using 3D Reality Capture scans.
- All Raw Photos, Videos and 360°Panoramics delivered to TPB
- Audio Visual Presentations for each Region in .mp4 format

5. Minimum Required Personnel. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by curriculum vitae (CVs):

- Project Manager
- CAAP Licensed Drone Pilot
- Reality Capture Specialist
- Graphic Designer
- Videographer/ Photographer
- Copywriter
- Virtual Tour Programmer

Note: Bidders may recommend additional personnel deemed fit for the team. All additional personnel must have at least three (3) years of relevant experience.

IV. ELIGIBILITY REQUIREMENTS

Prospective bidder should be able to comply with the legal, technical and financial requirements as provided under R.A. 9184 and its Revised Implementing Rules and Regulations.

V. QUALIFICATION OF PROSPECTIVE BIDDERS

Prospective bidder should have the following qualifications:

1. Engaged in the business as professional media company for at least three (3) years;
2. Must be Filipino owned, operated and legally registered under Philippine laws;
3. **Must have previously completed projects, a minimum of three (3) projects for the past three (3) years in providing virtual tours and similar works for National Government Agencies, Local Government Units, and/or Private Agencies, Institutions or Organizations** (with at least 1 government client); **and**
4. Must have the necessary manpower to create high-quality/world-class web-based 360°VR tours as stipulated in Item III of this terms of reference.

IV. ADDITIONAL REQUIREMENTS

Bidders are required to make a presentation (maximum of 20 minutes) of their plan approach. The winning bidder must attain a hurdle rate of **85%** based on the following set of selection criteria with their corresponding weight assignment:

V. CRITERIA FOR EVALUATION

PROPOSAL	WEIGHT
Technical Proposal	80%
Financial Proposal	20%
TOTAL	100%

VI. SHORLISTING CRITERIA AND RATING SYSTEM

The criteria and rating system for the shortlisting of multimedia companies are as follows:

	PARTICULARS		PERCENTAGE	RATING
I.	Applicable Experience of the Multimedia Company			50%
	A.	<p>At least 3 years of experience in business as professional media company</p> <p><i>With 3 years or more relevant experience (30%)</i></p> <p><i>With less than 3 years (0%)</i></p>	30%	
	B.	<p>Previously completed a minimum of 3 similar projects for the past 3 years (minimum of 3 virtual tours-related projects, with at least 1 government client)</p> <p><i>Based on submitted Certificates of Project Completion showing satisfactory delivery of service.</i></p> <p><i>Minimum of 3 virtual tours-related projects, with at least 1 government client (20%)</i></p> <p><i>Minimum of 3 virtual tours-related projects, with no government client (10%)</i></p> <p><i>Less than 3 virtual tours-related projects (0%)</i></p>	20%	
II	Qualification of personnel who may be assigned to the project			30%
	<p>All key personnel must have a minimum of 3 years of work experience</p> <p><i>All key personnel with 3 years or more of relevant work experience (30%)</i></p>			

	<i>All key personnel with less than 3 years of relevant work experience 0%)</i>		
III	Current Workload relative to Capacity		20%
	The multimedia company is currently handling maximum of 10 projects Currently handling 5 or less projects (20%) Currently handling 6 to 10 projects (15%) Currently handling more than 10 projects (0%)		
	TOTAL		100%

Passing rate: 85%

VII.RATING GUIDE FOR TECHNICAL PROPOSAL

CRITERIA	RATING	
I. Qualification of Personnel Assigned to the Project		25%
<p>A. Required qualifications and experience of key personnel assigned to the project:</p> <ul style="list-style-type: none"> • Project Manager • CAAP Licensed Drone Pilot • Reality Capture Specialist • Graphic Designer • Videographer/ Photographer • Copywriter • Virtual Tour Programmer <p><i>Key personnel involved in the project must have</i></p> <ul style="list-style-type: none"> • <i>Three (3) or more years of relevant experience (25%)</i> • <i>Two (2) years of relevant experience (15%)</i> • <i>One (1) year of relevant experience (10%)</i> • <i>No relevant experience (0%)</i> <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 curriculum vitae)</i></p>		

II. Company's Experience and Capability		25%
<p>A. Experience of the company in handling similar nature of work of virtual tour production:</p> <ul style="list-style-type: none"> • Three (3) years and above (15%) • • Below three (3) years (0%) <p>B. List of implemented similar nature of work for the past three (3) years (10%)</p> <ul style="list-style-type: none"> • More than three (3) projects (10%) • At least three (3) years (5%) • Less than three (3) projects (0%) 		
III. Plan Approach and Methodology		50%
<p>1. Proposed content of the virtual tour which is composed of the story angle/ story board, script, visual appeal, music/ sound design and others (35%)</p> <p>a. Originality/Creativity/Innovativeness of the Concept (20%)</p> <p>b. Resonance of the concept of the target audience (15%)</p>		
<p>2. Functionality, usability and user engagement (15%)</p> <p>a. Accessibility/ Usability (adaptable to all screens and mobile devices, search engine optimization, ease of navigation, speed/ load time) (10%)</p> <p>b. Proposed user engagement and analytics to be incorporated in the virtual tours (5%)</p>		
TOTAL		100%

Passing rate: 85%

VIII. CONTRACT OF SERVICE

The financial proposal of the Multimedia Services Company should cover all expenses to include Professional Fees of the project manager, CAAP licensed drone pilot, graphic designer, reality capture specialist, copywriter, videographer/photographer, virtual tour programmer and other personnel involved in the project as well as their food, accommodation and air, sea or/and land transportation, RT PCR (Covid-19) tests, PPEs and other miscellaneous expenses.

IX. DELIVERY PERIOD AND SCHEDULE

The contract period is four (4) months, which shall commence from receipt of the Notice to Proceed (NTP).

(Please see attached proposed timeline/ Gantt chart for reference)

VII. TERMS OF PAYMENTS:

The indicative payment scheme is as follows:

Output/Milestone	% of Payment
Upon submission and approval of virtual tour concept, storyboard outline and shoot guide, and script.	15%
Upon submission and approval of timeline and Gantt chart	
Upon presentation, approval and acceptance of the first two identified key regional areas 360°VR tour application	35%
Upon presentation, approval and acceptance of the last three identified key regional areas 360°VR tour application	40%
Upon complete delivery and acceptance of services, accomplishments and terminal reports	10%
TOTAL	100%

VIII. APPROVED BUDGET FOR THE CONTRACT (ABC):

Approved Budget for the Contract is Nine Million Two Hundred Thousand Pesos (PhP9,200,000.00) –inclusive of all applicable fees and taxes. The deadline for submission of bids should be at time and place specified in the bidding documents.

DEADLINE OF SUBMISSION AND OPENING OF BID

Each consultant will be given a maximum of 30 minutes to present their respective Design Concept and Plan Approach for the project.

Hard and e-file copies of the presentation shall be submitted to TPB.

For further information, please refer to Ms. Susana J. Del Mundo, Project Officer at telephone number +63918-951-4209.

Date _____