

TERMS OF REFERENCE (TOR)

PROCUREMENT OF SERVICES OF A RESEARCH/SURVEY COMPANY TO CONDUCT A PHILIPPINE TOURISM ONLINE NEWS MEDIA SCAN AND SOCIAL MEDIA LISTENING (Eleven Months)

I. Background and Objectives:

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, receipts, and tourism investments.

The travel industry is one of the most affected sectors by the COVID-19. As per the report of the UNWTO, the International Tourist Arrivals in 2020 went down to as low as -74% compared to previous year¹. For the Philippines, the contribution of the tourism industry to the country's economy was estimated at 12.7% in 2018 according to Philippine Statistic Authority². In 2019, contribution of visitor receipts from international tourists alone was estimated at Php482.15 billion, 20.81% higher compared to 2018 figures³. However, the pandemic resulted to a 84% decline on international visitor arrivals that translates to P84.4Billion decreased in tourism receipts⁴.

To ensure that programs, plans and activities moving forward will yield the maximum result and will be aligned with the current travel sentiments of the travelers while taking into consideration the requirements of the Philippine tourism stakeholders there is a need to study:

- the current state of the industry;
- the readiness of travelers in the Philippines to travel between the period of March 2021 to February 2022 through news media scan and social media listening;
- the tourists' travel intentions and changes in their travel behavior; and
- the tourists' motivators in resuming travel

¹ <https://www.unwto.org/global-and-regional-tourism-performance>

² <https://psa.gov.ph/content/contribution-tourism-philippine-economy-127-percent-2018>

³ http://www.tourism.gov.ph/news_features/VisitorReceipts.aspx

⁴ Usec. Bengson's "2020 The Year in Retrospect" presentation on 12 Jan 2021

The conduct of the social and digital monitoring of news and posting is essential for TPB to effectively fulfill its mandate in marketing and promoting the Philippines in strategic partnership with private and public stakeholders. The data and information gathered by the research/survey company particularly on the changing narrative brought about by the pandemic will be used as one of the bases for necessary adjustment of the TPB's Recovery Plans.

II. Scope of Work

The selected survey company must undertake the following activities:

1. Conduct Online Tourism Monthly Trend Spotting for 11 months
2. Conduct Monthly News Media Scan and Social Media Listening: Research and Analysis through digital listening tool, software, application or system to understand news media coverage and social media sentiment on Philippine Tourism
3. Report Creation:
 - a. Eleven (11) Monthly Philippine tourism news media scan and social media listening Reports;
 - b. Summary of Findings
4. Organize eleven (11) Monthly Client Presentations via Zoom
5. Prepare eleven (11) Monthly Presentation Materials to be presented to the end-user during the monthly Zoom meeting
6. Other Services Inclusions:
 - a. Data Collation
 - b. Manual Review and Verification
 - c. Data Processing
 - d. Establishment of Data Points
 - e. Comparison of Data Points
 - f. Analysis of Findings
 - g. Recommendation

III. Duration

The Job will commence and cover the period of 12 months from the issuance of Notice to Proceed.

IV. Deliverables

This engagement is expected to yield the following outputs:

1. Eleven (11) Trend Spotting Reports comprising of an Executive Summary and reports on specific subject matters/topics:
 - a. An Executive Summary that answers the following questions:

- i. How has the narrative about tourism and COVID-19 moved over time?
- ii. Which platforms can we expect to be the most influential?
- iii. How are the different platforms influencing online sentiment?
- iv. What are people's general concerns and sentiments towards travel?
- v. How has traveler behavior changed?
- vi. Which triggers can encourage travelers to resume travel and tourism consumption behaviors?
- vii. Can we expect the recovery of the travel and tourism industry anytime soon?

b. Reports on the following studies/topics:

- i. News Narrative Movement Study on Travel and Tourism- to show the key news topics that publications reported on and which events or topics shaped the travel and tourism trends.
- ii. Social Media Narrative Movement Study on Travel and Tourism- to identify which topics the online population cared most about to share and interact with, which topics drove positive sentiment, and which ones drove negative sentiment on the social platforms.
- iii. Concept Cloud- to identify key conversation drivers and topics related to travel and tourism.
- iv. Seasonal Sentiment Analysis- to identify when there are positive spikes towards travel and what drives positive and negative sentiment towards travel and tourism as well as perceived sentiments of consumers.
- v. Top Pickups or Trend Topics from non-news websites- to identify other travel and tourism topics that had the most views and reach online.
- vi. Audience Demographic Data- to identify the general audience participating in travel and tourism discussions online

2. Eleven (11) monthly presentations of findings to the end-user. The research/survey company is required to submit two (2) sets of the

presentation materials (similar to Powerpoint format) to TPB upon approval of the reports.

V. Eligibility and Technical Requirements of the Research/Survey Company

- a. The research/survey company should possess at least five (5) years’ experience in conducting consumer in-sighting and related researches, including data analysis & presentation.
 - *Submit Articles of Incorporation, DTI or CDA registration, whichever is applicable*
 - *Submit a list of ongoing and completed government or private contract for the last five (5) years whether similar or not similar to the project (provide copy of the contract, Notice of Award/Notice to Proceed, or certificate of project completion, whichever is applicable)*
- b. Member of good standing in any internationally-recognized association of research agencies *(provide proof of membership)*.
- c. Have proprietary tool, software, application or system for conducting data mining, news media scanning and social media listening *(provide proof of availability of proprietary tool, software, application or system)*.
- d. All key personnel to be assigned in the project should have relevant work experience in conducting research, preferably on the field of integrated marketing communications and data insights and analytics:

Key Personnel	Minimum No. of Experience
Project Manager	3 years
Assistant Project Manager	3 years
Statistician / Data Analytics Expert	3 years
Junior Data Analyst	3 years
Marketing Communications Specialist	3 years

Curriculum vitae (CV) of all key personnel must be submitted using the TPF6 Form.

VI. Presentation of Plan Approach

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:

	PARTICULARS	%Weight	RATING
I.	Quality of Personnel to be assigned to the Project		20%
A.	Conformity with the required key personnel composition	10%	

	PARTICULARS	%Weight	RATING
	<i>The proposed project team composition includes the key personnel indicated in the TOR (10%)</i>		
	<i>Some of the key personnel indicated in the TOR are not included in the proposed project team (0%)</i>		
	B. Profile of key personnel, showing relevant work experience in conducting research, preferably on integrated marketing communications and data insights and analytics	10%	
	<i>All key personnel have at least 3 years' relevant work experience (10%)</i>		
	<i>Some or all key personnel have less than 3 years' relevant work experience (0%)</i>		
II.	Research/Survey Company's Experience and Capability		35%
	A. At least 5 years' experience in conducting consumer in-sighting and related researches, including data analysis & presentation	10%	
	<i>With more than 5 years of experience (10%)</i>		
	<i>With 5 years of experience (5%)</i>		
	<i>With less than 5 years of experience (0%)</i>		
	B. Availability of proprietary tool, software, application or system for conducting data mining, news media scanning and social media listening	10%	
	<i>Have proprietary tool, software, application or system in place (10%)</i>		
	<i>No proprietary tool, software, application or system in place (0%)</i>		
	C. Quality / profile of previous clients in similar projects	10%	
	<i>With at least 3 similar projects and 1 government client (10%)</i>		
	<i>With at least 3 similar projects but no government client (5%)</i>		
	<i>Less than 3 similar projects (regardless if there is a government client or none) (0%)</i>		
	D. Member of good standing in any internationally recognized association of marketing research agencies.	5%	
	<i>With membership in any internationally-recognized association of marketing research agencies (5%)</i>		
	<i>No membership in any internationally-recognized association of marketing research agencies (0%)</i>		
III.	Plan of Approach and Methodology		45%
	A. Consistency of the proposed workplan with the Scope of Work indicated in the TOR	20%	

	PARTICULARS	%Weight	RATING
B.	Plan approach to achieve the deliverables/ expected outputs within the specified project duration	15%	
C.	Manner of presenting the monthly trend spotting results and other research findings	10%	
	TOTAL		100%

Bidders are expected to submit technical and financial proposals which shall be evaluated based on the quality of the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the approved budget for the contract. The winning bidder must attain a **hurdle rate of 85%** based on the following weight assignments:

Proposal	Weight (%)
Technical	85
Financial	15
TOTAL	100

VII. Approved Budget for the Contract:

This engagement will be undertaken for the total amount of **Nine Hundred Ninety Thousand Pesos (PHP990,000.00)**, inclusive of all applicable taxes.

TPB reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set.

VIII. Terms of Payment

The indicative payment scheme is as follows:

Output/Milestones	Payment	
	% share	Amount
Upon submission and approval of Inception Report	15%	PHP148,500.00
Upon submission and approval of the first three (3) Monthly Reports	25%	PHP247,500.00
Upon submission and approval of the 4 th – 6 th Monthly Reports (3 months)	25%	PHP247,500.00
Upon submission and approval of the 7 th – 9 th Monthly Reports (3 months)	25%	PHP247,500.00
Upon submission and approval of 10 th – 11 th Monthly Reports (2 months)	10%	PHP99,000.00
Total	PHP990,000.00 inclusive of all applicable taxes	

Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

IX. Terms and Conditions

- a. The TPB shall have full ownership of all the data gathered and presented (both in hard or softcopy files) from the study.
- b. All records are regarded as confidential and therefore will not be divulged to any third party, other than the research/survey company if legally required to do so to the appropriate authorities. The TPB has the right to request sight of, and copies of any and all records kept, on the proviso that the research/survey company is given reasonable notice of such a request.

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