

ANNEX A: 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 + REGIONAL COMPARATIVE ANALYSIS

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.

From being one of the countries struggling the most with COVID-19, the Philippines' handling of the pandemic has significantly improved in 2022, which led to the reopening of international borders and easing of travel restrictions. On 10 February 2022, the Philippines lifted a two-year ban on foreign travelers in an effort to boost tourism and related industries. Foreign travelers from 157 countries with visa-free arrangements with the Philippines who have been fully vaccinated and tested negative for the virus were welcomed back and no longer required to quarantine upon arrival. The government also ended a risk classification system that banned travelers from worst-hit countries.

By 01 March 2022, the National Capital Region (NCR) was placed under Alert Level 1, the most lenient pandemic alert classification in the country, as COVID-19 infections continued to decline and the hospital bed utilization rate remained low. Thirty-eight (38) other areas were also placed in the same alert level status.

On international affairs, the World Health Organization (WHO) announced on 02 March 2022 that more than half of the global population is now fully vaccinated against COVID-19. With this milestone, amid the declining number of global cases and the acceptance of many countries that COVID-19 is now something endemic to the population, the tourism industry which has been adversely affected by the pandemic, is starting to move forward towards gradual recovery while remaining vigilant against the virus.

With the above developments on the tourism industry and the COVID-19 situation in the Philippines, the TPB finds it necessary to continue monitoring the sentiments of the public towards resuming local travel, including their expectations from tourist destinations and establishments, to help boost domestic trips and receipts. On the supply side, it is important to know the needs and requirements of tourism stakeholders in rebuilding their businesses, attracting customers, and maintaining the required health and safety protocols to better assist them through different programs, projects, and activities.

On the other hand, now that the Philippine tourism is gradually restarting, it would be beneficial to benchmark the performance and recovery of the industry compared to the leading ASEAN destinations to measure the competitiveness and effectiveness of the government's programs and promotional efforts compared to regional peers, and to determine opportunities for improvement and best practices.

With these in mind, the TPB intends to seek the services of a research/survey company to conduct a Philippines tourism online news media scan and social media listening with regional comparative analysis. The outputs for this engagement involve the creation of trend spotting reports for July to December 2022 (indicative months).

II. Scope of Work

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

1. 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
2. Conduct of Regional Comparative Analysis on Philippine tourism vis-à-vis Thailand, Malaysia, Vietnam, Indonesia, and Singapore (top 5 ASEAN destinations).
3. Report Creation:
 - a. Six (6) monthly reports from July to December 2022 (indicative months)
 - Coverage of the report (scanning period)- last week of the previous month and three weeks of the current month
 - First draft- to be submitted not later than the 5th of the month after the scanning period.
 - Succeeding drafts- to be submitted within three (3) working days upon receipt of TPB's comments and inputs.
 - b. The reports to be submitted to TPB should have very minimal grammar mistakes. As a guarantee of proofreading, the drafts should be signed by the personnel who prepared it as well as the reviewer and approver.
 - c. Subject to the end-user unit's approval, each report should be presented by the research/survey company to TPB Management Committee (MANCOM) and Project Officers within the month succeeding the scanning period.
4. 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
- h. Special Mention Alert Setup: provide a short report via email if at least 20 mentions of “Department of Tourism” or “Tourism Promotions Board” have been detected in an hour. The report should include a description of the mentions and if there are any negative issues identified.

III. Duration

This project engagement will cover a period of six (6) months from the issuance of Notice to Proceed.

IV. Deliverables

This engagement is expected to yield the following outputs:

1. Six (6) 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 moved over time?
 - ii. Which platforms can we expect to be the most influential? How are the different platforms influencing online sentiment?
 - iii. What are the people’s general sentiments, expectations, and considerations in conducting travel?
 - iv. How has the travelers’ behavior changed?
 - v. What are the tourism stakeholders’ general concerns and needed assistance in delivering products and services to customers?
 - b. Reports on the following matters:
 - 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 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. Seasonal Sentiment Analysis- to identify when there are positive spikes towards travel and what drives positive and negative sentiments towards travel and tourism as well as perceived sentiments of consumers.
 - iv. Search Trends- to identify leading and rising search terms related to travel and tourism in search engines.

- v. Audience Demographic Data- to identify the general audience participating in travel and tourism discussions online.
- c. Comparative analysis on the status (recovery and performance) of the Philippine tourism industry vis-à-vis Thailand, Malaysia, Vietnam, Indonesia, and Singapore (top 5 ASEAN destinations), including but not limited to the following aspects:
- i. Number of COVID-19 cases (improving or worsening COVID-19 situation)
 - ii. Opening of international borders
 - iii. Lifting of local lockdowns or restrictions
 - iv. Optimistic sentiment of the residents/citizens about domestic or international travel
 - v. Increase in domestic tourists or international tourist arrivals
 - vi. Quality and quantity of tourism activities and events
 - vii. Strategic, branding, and promotional efforts for the new normal
 - viii. Best practices
 - ix. Other emerging travel trends
2. Six (6) monthly presentations of the trend spotting reports to TPB Management Committee (MANCOM) and Project Officers. The summary/highlights of the discussion during the actual presentation should be submitted to the TPB via email within two (2) working days.
3. The research/survey company is required to submit one (1) set of the presentation materials (hardcopy) to the TPB upon approval of the reports.
4. After the preparation of the six monthly Trend Spotting Reports, a Post-Project Terminal Report must be submitted to the TPB to detail the movement of the Philippine tourism industry recovery in the past six months compared to the top ASEAN destinations and provide recommendations to further support the development of the industry within TPB's mandate.

V. Approved Budget for the Contract:

This engagement will be undertaken for the total amount of **ONE MILLION SIX HUNDRED THOUSAND PESOS (PHP1,600,000.00)**, inclusive of all applicable taxes and fees.

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.

VI. Terms of Payment

The indicative payment scheme is as follows:

Output/Milestones	% of Payment
Upon submission and approval of Inception Report	15%
Upon submission and approval of the 1 st to 3 rd Monthly Reports (3 months)	35%
Upon submission and approval of the 4 th to 6 th Monthly Reports (3 months)	40%
Upon submission and approval of the Post-Project Terminal Report	10%
TOTAL	100%

The research/survey company should have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the research/survey company.

VII. 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 should not be divulged to any third party other than the research/survey company, unless 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.

VIII. Qualifications 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 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
Data Analytics Expert	3 years
Data Analytics Expert	3 years
Marketing Communications Specialist	3 years

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

IX. Shortlisting Criteria and Rating System:

Based on section 24.5.3 of R.A. 9184, the criteria and rating system for the shortlisting of research/survey agencies is as follows:

	PARTICULARS	PERCENTAGE	RATING
I.	Applicable Experience of the Research/Survey Company		50%
A.	At least 5 years' experience in conducting consumer in-sighting and related researches, including data analysis & presentation	30%	
	<i>With more than 5 years of experience (30%)</i>		
	<i>With 5 years of experience (25%)</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	15%	
	<i>Have proprietary tool, software, application or system in place (15%)</i>		
	<i>No proprietary tool, software, application or system in place (0%)</i>		
C.	Member in any internationally recognized association of marketing research agencies.	5%	
	<i>Bidder should provide proof of membership.</i>		
	<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>		
II.	Qualification of personnel who may be assigned to the project		30%
	All key personnel should have at least 3 years of work experience in conducting research, preferably on the field of integrated marketing communications and data insights and analytics.		

	PARTICULARS	PERCENTAGE	RATING
	<i>Project Manager – 11%</i> <i>Assistant Project Manager – 10%</i> <i>Data Analytics Expert – 3%</i> <i>Data Analytics Expert – 3%</i> <i>Marketing Communications Specialist – 3%</i>		
III.	Current Workload relative to Capacity		20%
	The research/survey company is currently handling maximum of 10 projects.		
	<i>Currently handling 5 or less projects (20%)</i>		
	<i>Currently handling 6-10 projects (15%)</i>		
	<i>Currently handling more than 10 projects (0%)</i>		
	TOTAL		100%

Hurdle rate for Shortlisting: At least 85%

X. Presentation of Plan Approach

Bidders are required to present their plan of approach for the project (maximum of 15 minutes).

Based on section 33.2.2. of R.A. 9184, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria with corresponding numerical weights:

	PARTICULARS	%Weight	RATING
I.	Quality of Personnel to be assigned to the Project		30%
A.	Conformity with the required key personnel composition		
	<i>The proposed project team composition includes the key personnel indicated in the TOR (30%)</i>		
	<i>Some of the key personnel indicated in the TOR are not included in the proposed project team (0%)</i>		
II.	Research/Survey Company's Experience and Capability		30%
A.	At least 5 years' experience in conducting consumer in-sighting and related researches, including data analysis & presentation	15%	
	<i>With more than 5 years of experience (15%)</i>		
	<i>With 5 years of experience (10%)</i>		
	<i>With less than 5 years of experience (0%)</i>		
B.	Quality / profile of previous clients in similar projects	15%	
	<i>With at least 3 similar projects and 1 government client (15%)</i>		
	<i>With at least 3 similar projects but no government client (10%)</i>		

	PARTICULARS	%Weight	RATING
	<i>Less than 3 similar projects (regardless if there is a government client or none) (0%)</i>		
III.	Plan of Approach and Methodology		40%
	A. Consistency of the proposed workplan with the Scope of Work indicated in the TOR	15%	
	B. Plan of approach to achieve the deliverables/ expected outputs within the specified project period	15%	
	C. Manner of presenting the monthly trend spotting results and regional comparative analysis	10%	
	TOTAL		100%

Hurdle rate for Technical Proposal: At least 85%

The research/survey company is expected to submit technical and financial proposals which shall be evaluated using the Quality Cost Based Evaluation (QCBE). The winning bidder must attain a **hurdle rate of 85%** based on the following weight assignments:

Proposal	Weight (%)
Technical	85
Financial	15
TOTAL	100

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