

TECHNICAL SPECIFICATIONS

SERVICES OF A TOUR OPERATOR FOR THE CONDUCT OF DESTINATION BRANDING AND MARKETING TRAINING

25-28 September 2022 | Marinduque

***Dates subject to change without prior notice*

I. BACKGROUND

Reference to the recently conducted ocular inspection of the Department of Tourism (DOT) and Tourism Promotions Board (TPB), capacity building and training were recommended to improve the services of various tourism stakeholders in Marinduque to their existing and potential tourists. In addition, tourist attractions in Marinduque will further need development to be offered to the international market.

Pursuant to Tourism Promotions Board's (TPB) mandate to market and promote the Philippines domestically and internationally as a major global tourism destination, the TPB will conduct a Destination Branding and Marketing Training in Marinduque.

Such program is aligned to the vision of the National Tourism Development Plan 2016-2022 to develop a globally competitive, environmentally sustainable and socially responsible tourism industry that promote inclusive growth. It also aims to equip the provincial and municipal tourism offices and other tourism stakeholders with principles, strategies and actions to promote the province of Marinduque as a tourist destination.

The Tourism Promotions Board (TPB) Philippines is in need of the services of a tour operator for the conduct of Destination Branding and Marketing Training in Marinduque.

II. OBJECTIVES

The conduct of the program aims to:

1. Upgrade the skills and competency levels of the participants through a marketing and branding workshop fitted for the province of Marinduque;
2. Achieve global competitiveness and promote travel excellence while practicing sustainable and responsible tourism;
3. Capacitate and retool participants on destination marketing and branding;
4. Help the province and municipalities of Marinduque come up with a brand; and
5. Help the province and municipalities of Marinduque identify their niche market and come up with an effective marketing tools and strategies

III. SCOPE OF WORK/SERVICES

Accommodation	<ul style="list-style-type: none"> • 2 twin sharing room, 1 single room • 4D/3N with daily breakfast • Must be a business-type of hotel located in Boac, Marinduque
Land Transportation 02 Sept San Juan City Quezon City Pasay City Las Pinas Cavite Lucena (Dalahican Port) – Marinduque 03 Sept Around Marinduque 04 Sept Around Marinduque 05 Sept Marinduque – Lucena (Dalahican Port) Cavite Pasay City Las Pinas Quezon City San Juan City <i>**Subject to change without prior notice</i>	<ul style="list-style-type: none"> • One (1) unit of van model must be at least 2016 or not more than 5-years old; Adequate to transport 4 – 6 persons with luggage and driver • Inclusive of fuel, driver, toll, parking, RORO fees for the van and passengers, and other related expenses • Inclusive of driver accommodation, meals and other expenses • Maximum use of 15 hours per day inclusive of overtime and driver's overtime, accommodation and meals • Includes third-party liability insurance • First Aid kit on board • Provision of umbrella on board • Equipped with GPS or Waze and charge units for phones • Driver should have strong navigation skills • Draft itinerary provided (subject to change without prior notice) • Should the van develop any mechanical fault in transit, the tour operator must find a replacement within one-hour
Meals 02 Sept – Breakfast, Lunch, Dinner, PM Snacks (4 pax) 03 Sept – Dinner (4 pax)	<ul style="list-style-type: none"> • Meal requirement per day as indicated with one (1) round of drinks (choice of choice of bottled water, juice or soft drinks) worth Php2,000.00 per person per day (02 and 05 September 2022) and Php600.00 per person per day (03-04 September 2022). Meals are subject to approval of the TPB.

04 Sept – Dinner (4 pax)	
05 Sept – Lunch, Dinner, AM/PM Snacks (4 pax)	
Event Proper Logistics (26-27 September 2022)	<ul style="list-style-type: none"> • Provision of venue with basic sound system, white screen and projector for 2 days. Should be with access to internet connection in a business-type hotel located in within Boac, Marinduque • Venue should comfortably accommodate 45-50 pax in a classroom set-up • Provision of AM Snacks, Lunch, and PM Snacks for 45 pax for 2 days. Should include one (1) round of drinks per meal with free-flowing coffee and tea each day • Meals are subject to approval of the TPB
Speaker's Honorarium Fees and materials	<ul style="list-style-type: none"> • Provision of speaker's honorarium fee amounting to Php 45,000.00 for 2-day speaking engagement • Provision of prizes for icebreaker activities • Provision of printing of materials, pentel pens, pencils, Manila papers, bond papers and other supplies
Training Kit/Materials and Souvenirs	<ul style="list-style-type: none"> • Printing of training certificates. Template of certificate to be provided by the TPB • Provision of training kit (notebook, ballpen, catcha bag and other training supplies) for 45 pax • Provision of event souvenir for 45 pax • Should include 5 sets of event souvenir, kits, etc., as buffer • Training kit/materials and souvenirs are subject to the approval of the TPB
Photo/Video Coverage	<ul style="list-style-type: none"> • Program photo and video coverage for two (2) days with the following output: <ul style="list-style-type: none"> ✓ 150 color-enhanced photos ✓ 4-6 minutes event highlight video ✓ Submission of raw videos and photos ✓ Must be submitted in a hard drive • Photographer/videographer should be based in Marinduque • Team should be composed of 1 photographer, 2 videographer/editor. Must have serviced corporate

	photo/video coverage in the past 3 years. Required to submit portfolio.
Provision of Load Card	<ul style="list-style-type: none"> Two (2) PhP 500.00 load cards for TPB personnel
On-site related expense	<ul style="list-style-type: none"> Provision of incidental and other miscellaneous expenses amounting to PhP25,000.00 (additional participants, equipment rental, wifi connection/upgrade, coordination meetings and other expenses)

IV. PROJECT IMPLEMENTATION SCHEDULE

Date	Schedule
25 September 2022	Residential pick-ups: Cavite Pasay City Las Pinas Quezon City San Juan City Metro Manila – Quezon <u>Quezon (Dalahican Port) – Marinduque</u>
26 September 2022	Day 1 of training seminar <i>*pick-up and drop off of participants around Marinduque</i>
27 September 2022	Day 2 of training seminar <i>*pick-up and drop off of participants around Marinduque</i>
28 September 2022	Marinduque - Quezon (Dalahican Port) Quezon – Metro Manila Residential drop-offs: Cavite Pasay City Las Pinas Quezon City San Juan City

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V. ADDITIONAL TECHNICAL ELIGIBILITY REQUIREMENTS

- Must be legally registered tour operator company or travel agency under Philippine laws for 5 years. **Required to submit proof of registration either from SEC or DTI;**
- Must have previously completed a minimum of 3 projects for the past 3 years' in providing/ servicing tour operations for National Government Agencies (NGAs), Local Government Units (LGUs) and/or Private Agencies, Institutions or Organizations. **Required to submit a list of completed projects from 2019 – 2021 and issued Notice of Award (NOA) or Notice to Proceed (NTP)**
- Must have previously completed 3 projects handling seminar/trainings for National Government Agencies (NGAs), Local Government Units (LGUs) and/or Private Agencies, Institutions or Organizations. **Required to submit a list of completed projects from 2019 – 2021 and issued Notice of Award (NOA) or Notice to Proceed (NTP)**
- Must be DOT-accredited tourism establishment. **Required to submit either a DOT – accreditation certificate or provisional accreditation certificate;**
- Preferably a registered TPB Member. **Required to submit TPB Certificate of Membership.**
- Must have free cancellation, rebooking, transferable or refundable policies. **Required to submit a notarized certificate of undertaking that the tour operator company or travel agency concerned have free cancellation, rebooking, transferable or refundable policies.**

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The ABC is **Four Hundred Ninety-Six Thousand Three Hundred Pesos Only (Php 496,300.00)** inclusive of all applicable taxes and fees.

VII. TERMS OF PAYMENT

Payment will be on send-bill arrangement to the Tourism Promotions Board (TPB) with a 30-day payment term from the receipt billing. Full payment upon completion of the requirements stipulated in the technical specifications.

VIII. CONTRACT DURATION

Shall commence from the acceptance of Notice to Proceed (NTP) until the full/complete delivery of the requirements.

IX. PROJECT OFFICER'S CONTACT INFORMATION

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