

ANNEX A: TECHNICAL SPECIFICATIONS

PROCUREMENT OF NICHE TOURISM REPORTS

I. BACKGROUND:

The Tourism Promotions Board (TPB) exists 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, to deliver a unique high-value experience for visitors and significantly contribute to increased arrivals, receipts and investments to the country. The agency envisions the Philippines to become the preferred destination for sustainable, uniquely diverse and fun travel by 2028.

With the above responsibilities of TPB, an important strategy to maintain the position of the Philippines as a top of mind destination is to leverage on the different tourism products of the country that can cater to travelers with special interest. Even before the pandemic, the TPB has promoted the Philippines through different tourism products and services such as a MICE, dive and culinary tourism. These types of products are part of the umbrella term known as ‘niche tourism’ which introduces how a specific tourism aspect can be tailored to meet the needs of a market segment interested in something particular or distinct.

II. OBJECTIVES:

Nowadays, people are putting more value on experiences, with modern tourists demanding tailored tourism products that suits their preference, tastes, and life goals. With this kind of trend, the ‘one size fits all’ traditional package tourism model no longer applies, and niche tourism has become more prevalent as a means to promote destinations to travelers with specific interests. Niche tourism is often viewed as a more positive form of tourism than mass tourism. This is because it generally targets a small number of consumers, but at the same time generates higher tourism receipts due to its exclusivity and tailored features.

As the Philippines prepares to welcome domestic and international tourists once again, it is beneficial to utilize our country’s specific tourism products to encourage key markets to visit the Philippines’ destinations. With the improving COVID-19 situation in the country, continuously progressing vaccination program, and gradual lifting of travel restrictions, it is necessary to gain more knowledge about niche tourism products that can help the TPB to create programs, projects,

and activities anchored on tourist specific interests and promote the Philippines as a sustainable, uniquely diverse and fun-filled destination.

With the above, the TPB intends to procure market research reports pertaining to some niche tourism products it is promoting. The reports are expected to help the TPB become more updated on trends related to these products and enable the agency to apply data-driven decision making in its marketing and promotional efforts.

The reports to be purchased are also expected to be shared to TPB members (tourism stakeholders affiliated to TPB through membership) as a means to increase their awareness about niche tourism products and the psychographic characteristics of travelers interested in these segments.

III. SPECIFICATIONS:

NICHE TOURISM PRODUCTS COVERAGE

Dive Tourism- tourist trips for which the primary purpose is underwater diving in freshwater or saltwater and typically undertaking multiple dives over several days per trip with a dive operator. Despite the pandemic, the TPB has continuously participated in different dive shows such as the Marine Diving Fair (Japan), Boot Dusseldorf (Germany), and the Diving Equipment and Marketing Association Show (United States).

Bleisure Travel- trips that combine business travel and leisure activities. In connection with TPB's aim of promoting travel related to Meetings, Incentives, Conventions, and Exhibitions (MICE) and utilizing the trend of 'workcation', additional knowledge on bleisure will help the agency to create programs, projects, and activities that cater to business travelers with intention of extending their trips to engage in relaxing leisure or sightseeing activities.

Culinary Tourism- a specialized tourism where people visit destinations in order to sample authentic cuisine and truly immerse in the experience of living in that place through the food. The Philippine gastronomy is a strong pillar of the country's tourism industry, leveraging on the diversity, richness, and unique taste of local cuisine.

Faith-based tourism- trips to religious sites to experience religious forms or to learn and admire related arts, architecture, food and other traditions. In 2021, the TPB provided support to the Philippine Faith and Heritage Tourism by conducting pilgrimage tours that aims to attract local tourists to strengthen their faith while

traveling. The agency also printed 3,500 copies of pilgrims’ passport in recognition of the 500th Year Anniversary of Christianity in the Philippines.

EcoTourism / Sustainable Tourism- a form of tourism involving responsible travel to natural areas, conserving the environment, and improving the well-being of the local people. This niche tourism is aligned to the TPB’s strategic goal on ‘restourism’ which aims to set the bar higher in promoting sustainability in tourism by carrying out nature tourism activities while restoring ecological balance in different destinations.

RECOMMENDED REPORTS TO BE PURCHASED:

TITLE	PAGES	DATE PUBLISHED	PUBLISHER
Diving Tourism Market Outlook (2022-2032)	200 pages report	May 2022	Future Market Insights (FMI)
Bleisure Travel Tourism Market Outlook (2022-2032)	200 pages report	April 2022	
Culinary Tourism Market Outlook (2022-2032)	300 pages report	May 2022	
Faith Based Tourism Market Outlook (2022-2032)	200 pages report	April 2022	
Sustainable Tourism Market Outlook (2022-2032)	200 pages report	June 2022	

IV. PROJECT IMPLEMENTATION SCHEDULE

The project is a one-time purchase of reports.

The copy of the reports in PDF format, together with the accompanying excel files, should be forwarded to the end-user unit within three (3) working days upon receipt of the Notice to Proceed (NTP).

V. TECHNICAL REQUIREMENTS

QUALIFICATION OF THE RESELLER OR DISTRIBUTOR

- a. At least five (5) years in the business of acquiring rights for reselling or distributing market research reports.

- b. Authorized reseller or distributor of market research reports (*provide proof of authorization*).
- c. Engaged in the business of providing information-based solutions such as library automation systems, interactive media systems, and online library resources that feature databases, reports, e-books, and e-journals.

OTHER TECHNICAL REQUIREMENT:

- Submit the list of completed government and private projects similar to the contract to be bid within the last five (5) years, with corresponding Certificate of Satisfactory Completion of Services.

VI. APPROVED BUDGET FOR THE CONTRACT (ABC):

The approved budget for the purchase of the five market research reports is **PhP 950,000.00**, inclusive of applicable taxes. **The ABC per item is PhP190,000.00 only, inclusive of applicable taxes.**

VII. TERMS OF PAYMENT

Full payment to the supplier will be remitted within 30 calendar days upon receipt of Invoice.

VIII. CONTRACT DURATION

The project is a one-time purchase of reports.

The copy of the reports in PDF format, together with the accompanying excel files, should be forwarded to the end-user unit within three (3) working days upon receipt of the Notice to Proceed (NTP).

IX. PROJECT OFFICER’S CONTACT INFORMATION

<p>MR. WILSON R. SUBA Acting Head, CPBD Department Email address: wilson_suba@tpb.gov.ph Tel. No: 8 525-6443 / 8 525-9318 local 209</p>	<p>MS. MARIEL ANGELICA A. DIMAANO Planning Officer II Email address: mariel_dimaano@tpb.gov.ph Tel. No: 8 525-6443 / 8 525-9318 local 212</p>
--	--