

**SERVICE PROVIDER TO DESIGN AND IMPLEMENT THE
TOURISM MARKETING EDUCATIONAL SEMINAR**

Run 1: July 09-14, 2023 | Cagayan Valley

Run 2: August 06-11, 2023 | Cagayan de Oro City

Run 3: August 21-26, 2023 | Tacloban City

(indicative dates)

TERMS OF REFERENCE

I. BACKGROUND

One of the Domestic Promotions Department's (DPD) commitments is the conduct of a tourism marketing educational seminar. A seminar that provides up-to-date information and an enhanced understanding of tourism trends, best practices, new marketing approaches to increase the marketability of tourism destinations while promoting sustainable and responsible tourism, and to achieve global competitiveness and promote travel excellence.

Target participants are tourism and marketing officers from the Local Government Units (LGUs) and the Department of Tourism Regional Offices (DOT ROs) nationwide. The confirmed participants will attend one (1) run equivalent to a 3-day session or 24 learning hours.

There will be one (1) over-all topic for the three (3) run in Luzon, Visayas and Mindanao. The subject matter is based on the approval of Management to which its topics will be expanded to highlight their skills and knowledge as it comes to marketing and promoting their destination's products and services.

II. OBJECTIVES

- a. To upgrade the skills and competency levels of the participants through understanding of new marketing approaches and techniques to increase marketability of their tourism destination.
- b. To achieve global competitiveness and promote travel excellence while practicing sustainable and responsible tourism.

- c. To capacitate and retool the participants on marketing methodology adapting to the new normal.
- d. To provide an intelligible and interactive seminar.

III. SCOPE OF SERVICES AND DELIVERABLES

Seminar Management

Management / Professional Fee	<ul style="list-style-type: none"> • Formulate a methodological framework of the determined topic. • Provide the regions a tool for strategic planning and decision-making that identifies strengths to be harnessed and weaknesses to be addressed. • Provide a monitoring and evaluation method vis-a-vis program objectives. • Preparatory work for the participants prior to the seminar proper may be requested. • Provide printed seminar/training materials for the participants (e.g. Powerpoint slide deck, activity/exercise sheets/workbook, course outline/guide/manual). • Data analytics (registration total, demographics, attendee profile, attendee engagement, etc.)
Module / Training Material Preparation	<ul style="list-style-type: none"> • Design the module and implement the approved program/topic. • Identify appropriate pointers with the latest trends/information that will help upgrade the decision-making skills of the officers. • Provide adequate insights to support sustainable planning and tourism programs of the regions. May use community-based sustainable tourism programs as a case study. • Create and disseminate an e-reminder prior to the event proper and post-thank you e-mail to all participants.
Speakers' Honorarium Fees	<ul style="list-style-type: none"> • Provide a minimum of two (2) local and/or foreign speakers, guests, or tourism experts appropriate for each run. The DPD may suggest preferred speakers.

Transfer of Speakers' Presentation to USB	<ul style="list-style-type: none"> • Store Speakers' presentation in USB (universal serial bus). USB will be provided for by the facilitator.
Other Inclusion	<ul style="list-style-type: none"> • A maximum of an 6-member team including the speakers, to join the actual implementation • Printing of Certificates of Participation and Certificates of Attendance • Support staff allowances • Other transportation expenses • Training supplies • Other applicable fees

TPB to provide the following logistics requirements for the Service Provider:

Accommodation	Maximum of four (4) twin sharing rooms on a 6 days / 5 nights stay
Land Transportation	Airport-hotel-airport transfers (except for Manila airport)
Meals	Full board (daily breakfast, AM snacks, lunch, PM snacks & dinner)
Airfare	Maximum of six (6) roundtrip economy class air tickets per run
<p><i>Note:</i></p> <ol style="list-style-type: none"> 1. Airfare, transportation and meal expenses outside the above-mentioned are charged to own pax account. 2. In case of a Post-Tour, a maximum of six (6) participants are allowed to join free of charge. 	

IV. PROJECT IMPLEMENTATION / SCHEDULE OF REQUIREMENTS

<i>Target No. of Invited Participants</i>	<i>30 (5-6 participants per region)</i>
<i>No. of Service Provider/Facilitators</i>	<i>6</i>
<i>No. of TPB Staff</i>	<i>4</i>
<i>Total No. of Pax / Run</i>	<i>40</i>

COMPONENT OF THE PROGRAM

- a. Target Implementation Dates : 1 run in July and 2 runs August 2023
- b. Physical set-up : Classroom / Boardroom
- c. No. of Runs : Three (3)

- d. Seminar Hours : Maximum of eight (8) hours a day
x 3 days or 24 hours per run
- e. No. of Participants per Run : Thirty (30) onsite participants per run
- f. Target Participants : Department of Tourism Regional Office (DOT-RO)
and Local Government Units (LGUs) tourism and
marketing officers, from the sixteen (16) regions
- e. Proposed Program (tentative) :

Day	Program/Activity
Day 0	<ul style="list-style-type: none"> • Arrival / Check-in • Seminar Briefing
Day 1	<ul style="list-style-type: none"> • Introduction / National Anthem/ Invocation • Ground Rules • Plenary Session / Break-out Session • Synthesis and wrap-up
Day 2	<ul style="list-style-type: none"> • Plenary Session / Break-out Session • Q & A • Synthesis and wrap-up
Day 3	<ul style="list-style-type: none"> • Plenary Session / Break-out Session • Q & A • Synthesis and wrap-up • Closing
Day 4	<ul style="list-style-type: none"> • Departure / Check-out

Break-out Sessions may be a workshop, group discussions, quiz test, individual or group presentation, role playing exercises, Kahoot! game, etc.

V. ADDITIONAL TECHNICAL REQUIREMENTS

1. Turnover to TPB three (3) copies of the Course Module and Terminal Report (per run) including:
 - a. Executive Summary
 - b. Program
 - c. Expectations vs Output
 - d. Observations / Recommendation
 - e. Survey Result & Evaluation
 - f. List of Participants

2. Assist in the dissemination of TPB evaluation forms and provide a summary of the feedback result.
3. Provide a co-signed Certificates of Participation and Attendance.
4. Submit a copy of the Certificate of Satisfactory Completion of Services of the Single Largest Completed Contract (SLCC)
5. Submit the list of completed government and private projects similar to the contract to be bid within the last three (3) years, with corresponding Certificate of Satisfactory Completion of Services.

VI. ELIGIBILITY REQUIREMENTS

1. Bidder must be duly registered under the Philippine Law and must be in operation for the last five (5) years.
2. Bidder must have handled at least five (5) seminar, workshop and training sessions for the last three (3) years.
3. Bidder must have handled at least three (3) tourism-related projects for the last three (3) years
4. All key personnel must have at least three (3) years of relevant experience.
 - Project Manager/Coordinator (1 personnel)
 - Facilitators (1 personnel)
 - Secretariat (1 personnel)

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **ONE MILLION TWO HUNDRED THOUSAND PESOS ONLY (Php 1,200,000.00)**, inclusive of all applicable fees and taxes. The cost of items in the bid should be broken down. The winning bid shall be determined based on the quality of the proposal with the most advantageous package cost, provided that the amount of bid does not exceed the above-mentioned approved budget. The deadline for submission of bids should be a time and place specified in the request for proposal (RFP).

VIII. TERMS OF PAYMENT

Payment for the service provider shall be based on the completion of each phase of the project as follows:

Phase	Percentage of Payment
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<p>Phase 1:</p> <p>Upon submission of the approved design and training module based on chosen topic/s, Statement of Account, list of qualified speakers, and the required eligibility requirements stated in item VI.</p>	<p>15% of the total contract price</p>
<p>Phase 2:</p> <p>Upon completion of Run 1 and the submission of the following:</p> <ol style="list-style-type: none"> 1. Statement of Account 2. Three (3) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample copy per Certificate of Participation and Certificates of Attendance 5. Digital copy of the Speaker's Presentation 6. Three (3) sets of Participant's Kit/Manual 	<p>25% of the total contract price</p>
<p>Phase 3:</p> <p>Upon completion of Run 2 and the submission of the following:</p> <ol style="list-style-type: none"> 1. Statement of Account 2. Three (3) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample copy per Certificate of Participation and Certificates of Attendance 5. Digital copy of the Speaker's Presentation 6. Three (3) sets of Participant's Kit/Manual 	<p>25% of the total contract price</p>
<p>Phase 4:</p> <p>Upon completion of Run 2 and the submission of the following:</p> <ol style="list-style-type: none"> 1. Statement of Account 2. Thee (3) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample copy per Certificate of Participation and Certificates of Attendance 5. Digital copy of the Speaker's Presentation 	<p>25% of the total contract price</p>

6. Three (3) sets of Participant's Kit/Manual	
<p>Phase 5:</p> <p>Upon completion of Run 3 and the submission of the following:</p> <ol style="list-style-type: none"> 1. Statement of Account 2. Three (3) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample copy per Certificate of Participation and Certificates of Attendance 5. Digital copy of the Speaker's Presentation 6. Three (3) sets of Participant's Kit/Manual 	15 % of the total contract price

VIII. CONTRACT DURATION

Period: July to August 2023

IX. ADDITIONAL REQUIREMENTS

Qualified Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach (the date of the presentation will be on short notice). The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical	85%
Financial	15%
Total	100%

X. RATING GUIDE FOR TECHNICAL PROPOSAL

A. Eligibility Check and Shortlisting Criteria Rating (85% Passing Rate)

Evaluation Criteria	Rating	
I. Applicable Experience of the Bidder		50%
A. Years active in the field (20%)	20%	

• Five (5) years and above (20%)		
• Four (4) years and below (0%)		
B. Handled seminar, workshop and training sessions	20%	
• Five (5) and above related projects within the last three (3) years (20%)		
• Four (4) and below related projects within the last three (3) years (15%)		
C. Handled tourism-related projects/events	10%	
• Three (3) and above related projects within the last three (3) years (10%)		
• One (1) related projects within the last three (3) years (0%)		
II. Years of Experience of Personnel Who Will Be Assigned to The Project		30%
<p>Required minimum 3 years of experience of ALL key personnel in handling online and offline training event</p> <p>A. Project Manager/Coordinator (1 personnel)</p> <ul style="list-style-type: none"> • With three years or more of relevant experience (15%) • With less than three (3) years of relevant experience (0%) <p>B. Facilitators (1 personnel)</p> <ul style="list-style-type: none"> • With three years or more of relevant experience (10%) • With less than three (3) years of relevant experience (0%) <p>C. Secretariat (1 personnel)</p> <ul style="list-style-type: none"> • With three years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) <p>Above three (3) years (all personnel) – 30%</p> <p>Less than 3 years (any personnel) – 0%</p>		
III. Current Workload Relative to Capacity		20%
Number of ongoing projects/accounts as of 2020 being handled of similar scope and nature		
Below 5 projects (20%)		
5 and above projects (15%)		
TOTAL		100%

B. Technical Bid/Proposal Criteria and Rating (85% Passing Rate)

CRITERIA	RATING	
I. Qualification of Personnel who may be Assigned to the Project		40%
<p>Required qualifications and experience of the following key personnel in organizing training sessions:</p> <p>A. Project Manager/Coordinator</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (10%) • With less than three (3) years of relevant experience (0%) <p>B. Facilitator</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (10%) • With less than three (3) years of relevant experience (0%) <p><i>Facilitator may be replaced if unavailable during time of actual webinar, given the replacement complied with the above qualification</i></p> <p>C. Secretariat</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) <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 CVs)</i></p>		
II. Firm Experience and Capability		20%
<p>Experience of the firm in handling similar nature of work (20%)</p> <p><i>Consultant has presented evidences in conducting training sessions similar to educational seminar requirements.</i></p> <ul style="list-style-type: none"> • With three (3) or more evidences in conducting training sessions(20%) • With at least two (2) evidences in conducting training sessions (10%) • With less than two (2) evidence in conducting training sessions (0%) 		
III. Plan Approach and Methodology		40%
<p>a. Formulation of the methodological framework in relation to the specified topic (15%)</p>		

b. Quality of the proposed speakers, resource persons, guest, and tourism experts (15%)		
c. Feasibility of the planned execution of the overall scope (10%)		
TOTAL		100%

XI. PROJECT OFFICER'S CONTACT INFORMATION

1. Cesar R. Villanueva
Division Chief, Sales Division
cesar_villanueva@tpb.gov.ph / 0928-504-3056
2. Rona Jean N. Olaivar
Market Specialist III
rona_olaivar@tpb.gov.ph / 0917-924-7434
