

## TERMS OF REFERENCE

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

#### I. BACKGROUND

One of the commitments of the Domestic Promotions Department (DPD) is to conduct 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) overall topic for the three (3) runs in Luzon, Visayas, and Mindanao. The subject matter will be 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 new marketing approaches and techniques to increase the 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 tourism trends and practices.
- 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"><li>• Formulate a methodological framework for the determined topic.</li><li>• Provide the regions a tool for strategic planning and decision-making that identifies strengths to be harnessed and weaknesses to be addressed.</li><li>• Provide a monitoring and evaluation method vis-a-vis program objectives.</li><li>• Preparatory work for the participants before the proper seminar may be requested.</li><li>• Provide printed seminar/training materials or kits for the participants (e.g. PowerPoint slide deck, activity/exercise sheets/workbook, course outline/guide/manual).</li><li>• Data analytics (registration total, demographics, attendee profile, attendee engagement, etc.)</li></ul>
Module / Training Material Preparation	<ul style="list-style-type: none"><li>• Design the module and implement the approved program/topic.</li><li>• Identify appropriate pointers with the latest trends/information that will help upgrade the decision-making and planning skills of the officers.</li><li>• May provide adequate insights to support the regions' sustainable planning and tourism programs. May use community-based sustainable tourism programs as a case study.</li></ul>

	<ul style="list-style-type: none"> <li>• Create and disseminate e-reminders before the event and post thank you e-mails to all participants.</li> <li>• Digitalize forms or survey copies and summarize results</li> </ul>
Speakers' Honorarium Fees	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Transfer of Speakers' Presentation to USB	<ul style="list-style-type: none"> <li>• Store Speakers' presentation in USB (universal serial bus). The facilitator will provide a USB.</li> </ul>
Other Inclusion	<ul style="list-style-type: none"> <li>• A maximum of an 8-member team including the speakers, to join the actual implementation</li> <li>• Printing of Certificates of Participation and Certificates of Attendance</li> <li>• Provision of 50 notebooks with pens for the participants per run</li> <li>• Provision of Participant IDs per run</li> <li>• Support staff allowances</li> <li>• Photo documentation during the seminar proper</li> <li>• Other transportation expenses</li> <li>• Training supplies</li> <li>• Other applicable fees</li> </ul>

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

Accommodation	Maximum of four (4) twin-sharing rooms on 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 eight (8) roundtrip economy class air tickets per run
<i>Note:</i>	
1. Airfare, transportation, and meal expenses outside the above-mentioned are charged to pax account.	
2. For the Post-Tour, a maximum of eight (8) participants are allowed to join free of charge.	

**IV. PROJECT IMPLEMENTATION / SCHEDULE OF REQUIREMENTS**

**COMPONENT OF THE PROGRAM**

- a. Target Implementation Dates : 1 run each in August, September and October 2025
- 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 :
- |                              |          |
|------------------------------|----------|
| Invited participants         | 42       |
| No. of Service Provider Team | 8        |
| <u>No. of TPB Staff</u>      | <u>5</u> |
| Total No. of Pax/Run         | 55       |
- f. Target Participants : Department of Tourism Regional Office (DOT-RO) and Local Government Units (LGUs) tourism and marketing officers, from the eighteen (18)\* regions (*\*when the Negros Island Region will be a fully functional administrative region*)
- e. Proposed Program (tentative) :
- |                        |                                    |
|------------------------|------------------------------------|
| 3 – 8 August 2025      | on Dumaguete City, Negros Oriental |
| 21 – 26 September 2025 | on Puerto Princesa City, Palawan   |
| 5 – 12 October 2025    | on Digos City, Davao del Sur       |

Run	Arrival / Check-in	Seminar Proper	Post-Tour	Check-Out / Departure	Participants
1	Aug 3	Aug 4-6	Aug 7	Aug 8	Regions V, VI, VII, Negros Islands, VIII and NCR
2	Sep 21	Sep 22-24	Sep 25	Sep 26	Regions I, II, III, CALABARZON, MIMAROPA, and CAR
3	Oct 5	Oct 6-8	Oct 9	Oct 10	Regions IX, X, XI, XII, XIII and BARMM

Day	Program/Activity
Day 1	<ul style="list-style-type: none"> <li>• Arrival / Check-in</li> <li>• Seminar Briefing</li> </ul>
Day 2	<ul style="list-style-type: none"> <li>• Introduction / National Anthem/ Invocation</li> <li>• Ground Rules</li> <li>• Plenary Session / Break-out Session</li> <li>• Synthesis and wrap-up</li> </ul>
Day 3	<ul style="list-style-type: none"> <li>• Plenary Session / Break-out Session</li> <li>• Q &amp; A</li> <li>• Synthesis and wrap-up</li> </ul>
Day 4	<ul style="list-style-type: none"> <li>• Plenary Session / Break-out Session</li> <li>• Q &amp; A</li> <li>• Synthesis and wrap-up</li> <li>• Closing</li> </ul>
Day 5	<ul style="list-style-type: none"> <li>• Post-Tour</li> </ul>
Day 6	<ul style="list-style-type: none"> <li>• Check-out / Departure</li> </ul>

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 copies of the following:
  - a. Course Module
  - b. Terminal Report
    - i. Executive Summary
    - ii. Program
    - iii. Expectations vs Output
    - iv. Observations / Recommendation
    - v. Survey Evaluation & Result
    - vi. List of Participants
    - vii. List of Winners (Group/Individual output)
  - c. Digital copy of the Speaker's Presentation and Photo documentation on USB
  - d. Copy of Certificate of Participation and Certificate of Attendance
  - e. Participant's Kit/Manual
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.

## 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 (3 personnel)
  - Secretariat (1 personnel)

**VII. APPROVED BUDGET FOR THE CONTRACT (ABC)**

The Approved Budget for the Contract is **ONE MILLION FOUR HUNDRED THOUSAND PESOS ONLY (Php1,400,000.00)**, 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.

**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
Phase 1: 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.	15% of the total contract price
Phase 2: Upon completion of Run 1 and the submission of the following: <ol style="list-style-type: none"> <li>1. Statement of Account</li> <li>2. Three (3) sets of:               <ol style="list-style-type: none"> <li>a. Course module</li> <li>b. Terminal Report</li> <li>c. Digital copy of the Speaker’s Presentation and Photo documentation on USB</li> <li>d. Copy of Certificate of Participation and Certificate of Attendance</li> <li>e. Participant’s Kit/Manual</li> </ol> </li> </ol>	35% of the total contract price
Phase 3: Upon completion of Run 2 and the submission of the following: <ol style="list-style-type: none"> <li>1. Statement of Account</li> <li>2. Three (3) sets of:               <ol style="list-style-type: none"> <li>a. Course module</li> <li>b. Terminal Report</li> <li>c. Digital copy of the Speaker’s Presentation and Photo documentation on USB</li> <li>d. Copy of Certificate of Participation and Certificate of Attendance</li> <li>e. Participant’s Kit/Manual</li> </ol> </li> </ol>	35% of the total contract price
Upon completion of Run 3 and the submission of the following: <ol style="list-style-type: none"> <li>1. Statement of Account</li> <li>2. Three (3) sets of:               <ol style="list-style-type: none"> <li>a. Course module</li> </ol> </li> </ol>	15% of the total contract price

<ul style="list-style-type: none"> <li>b. Terminal Report</li> <li>c. Digital copy of the Speaker’s Presentation and Photo documentation on USB</li> <li>d. Copy of Certificate of Participation and Certificate of Attendance</li> <li>e. Participant’s Kit/Manual</li> </ul>	
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**IX. CONTRACT DURATION**

Period: August to October 2025

**X. ADDITIONAL REQUIREMENTS**

Qualified 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:

Proposal	Weight
Technical	85%
Financial	15%
Total	100%

**XI. RATING GUIDE**

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

Evaluation Criteria	Rating	
<b>I. Applicable Experience of the Bidder</b>		<b>50%</b>
A. Years active in the field (20%)	20%	
<ul style="list-style-type: none"> <li>• Five (5) years and above (20%)</li> <li>• Four (4) years and below (0%)</li> </ul>		
B. Handled seminar, workshop, and training sessions	20%	
<ul style="list-style-type: none"> <li>• Five (5) and above related projects within the last three (3) years (20%)</li> <li>• Four (4) and below related projects within the last three (3) years (15%)</li> </ul>		
C. Handled tourism-related projects/events	10%	
<ul style="list-style-type: none"> <li>• Three (3) and above related projects within the last three (3) years (10%)</li> <li>• One (1) related project within the last three (3) years (0%)</li> </ul>		
<b>II. Years of Experience of Personnel Who Will Be Assigned to The Project</b>		<b>30%</b>
Required minimum 3 years of experience of ALL key personnel in handling online and offline training events		
A. Project Manager/Coordinator (1 personnel)		
<ul style="list-style-type: none"> <li>• With three years or more of relevant experience (15%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul>		
B. Facilitators (3 personnel)		
<ul style="list-style-type: none"> <li>• With three years or more of relevant experience (10%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul>		
C. Secretariat (1 personnel)		
<ul style="list-style-type: none"> <li>• With three years or more of relevant experience (5%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul>		

Above three (3) years (all personnel) – 30%		
Less than 3 years (any personnel) – 0%		
<b>III. Current Workload Relative to Capacity</b>		<b>20%</b>
Number of ongoing projects/accounts as of 2025 being handled of similar scope and nature		
Below 5 projects (20%)		
5 and above projects (15%)		
<b>TOTAL</b>		<b>100%</b>

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

<b>CRITERIA</b>	<b>RATING</b>	
<b>I. Qualification of Personnel who may be Assigned to the Project</b>		<b>40%</b>
<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"> <li>• With three (3) years or more of relevant experience (15%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul> <p>B. Facilitator</p> <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience (15%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul> <p><i>Facilitator may be replaced if unavailable during the time of actual webinar, given the replacement complied with the above qualification</i></p> <p>C. Secretariat</p> <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience (10%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul> <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>		
<b>II. Firm Experience and Capability</b>		<b>20%</b>
<p>Experience of the firm in handling similar nature of work (20%)</p> <p><i>The consultant has presented evidence of conducting training sessions similar to educational seminar requirements.</i></p> <ul style="list-style-type: none"> <li>• With three (3) or more proofs in conducting training sessions (20%)</li> <li>• With at least two (2) proofs in conducting training sessions (10%)</li> <li>• With less than two (2) proofs in conducting training sessions (0%)</li> </ul>		
<b>III. Plan Approach and Methodology</b>		<b>40%</b>
a. Formulation of the methodological framework in relation to the specified topic (15%)		
b. Quality of the proposed speakers, resource persons, guests, and tourism experts (15%)		
c. Feasibility of the planned execution of the overall scope (10%)		
<b>TOTAL</b>		<b>100%</b>

**XII. PROJECT OFFICER'S CONTACT INFORMATION**

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