



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number	8937476
Procuring Entity	DEPARTMENT OF TOURISM
Title	Consultancy Services on the Formulation of a National Ecotourism Strategic Action Plan (2023-2028)
Area of Delivery	Metro Manila

Solicitation Number:	RFQ No. 2022 - 08 - 0077	Status	Pending
Trade Agreement:	Implementing Rules and Regulations	Associated Components	5
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Consulting Services	Document Request List	0
Category:	Consulting Services	Date Published	19/08/2022
Approved Budget for the Contract:	PHP 812,000.00	Last Updated / Time	18/08/2022 10:00 AM
Delivery Period:	3 Month/s	Closing Date / Time	23/08/2022 14:00 PM
Client Agency:			
Contact Person:	John Paulo Samonte Francisco Administrative Assistant III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 jsfrancisco@tourism.gov.ph		

Description

TERMS OF REFERENCE
CONSULTANCY SERVICES ON THE FORMULATION OF A
NATIONAL ECOTOURISM STRATEGIC ACTION PLAN (2023-2028)

1. Project Background

The National Ecotourism Strategy's (NES) overarching goal is to develop and manage globally competitive ecotourism sites and products. The National Ecotourism Strategy and Action Plan (NESAP) 2013-2022 provided a roadmap for ecotourism development and promotion in the Philippines, contributing to inclusive growth through the collaborative efforts of its stakeholders. The NESAP was essential in advancing ecotourism programs and projects throughout the country, particularly at the grassroots level.

Given that the NESAP 2013-2022 will be completed in less than a year, there is a need to prepare a successor plan that will continue providing direction and a development framework for ecotourism stakeholders on their path to full recovery. As a result, the DOT will need to hire a consulting firm to create the National Ecotourism Strategic Action Plan (NESAP) 2022-2028. The members of the National Ecotourism Technical Working Group (NETWG) agreed at their regular meeting last 28 February 2022 that the NESAP should also coincide with the term of the President, hence, the new plan will only have a duration of five years, 2023 – 2028. This aligns with other national plans like the National Tourism Development Plan (NTDP), and the Philippine Development Plan (PDP), among others.

The NESAP shall cover and manage areas of industry concern such as investment promotion and financing; market research, trends, innovations, and information; market promotion and development; research, development, and extension; institutional and human resource development; and infrastructure support. It shall likewise define the roles and responsibilities of the national government agencies, local government units (LGUs), travel trade, the academe, and other industry stakeholders in the plan's implementation.

The new NESAP will have to be aligned with the objectives of the new administration on tourism: accessibility, digitalization, enhanced tourist experience, "e-qualization" of product development and promotion, multi-dimensional tourism, maximization of domestic tourism, and strengthening tourism governance. Ecotourism must be developed with the business framework in mind and guided by what the visitors seek from an ecotourism destination.

2. LEGAL BASIS

Executive Order 111, Establishing Guidelines for Ecotourism Development in the Philippines was signed into law in June 1999. It calls for the preparation of a National Ecotourism Strategy (NES) that serves as a framework for sustainable ecotourism development in the country and provides the roadmap for the Philippines to gain a competitive chunk in the global ecotourism market. The NES forged by the DENR and the DOT is a strategy to develop unique, authentic, and environment-friendly destinations and products. Likewise, the NES spouses for a systematized collection of ecotourism data for policymaking and planning, as well as to determine the market and contribution of ecotourism in the country. Further, Republic Act No. 9593, mandated the Department to conduct research, studies, and disseminate relevant data on tourism to monitor and analyze the socio-economic impact upon local communities and the nation.

3. Project Objectives

The project aims to:

1. Formulate the National Ecotourism Strategic and Action Plan 2023-2028; which will have at least the following components:
 - a. Strategic Directions and programs aligned with the new National Tourism Policy, National Economic agenda, and the policies concerning environmental protection, conservation, and rehabilitation;
 - b. Strategic Directions and programs elevating ecotourism destinations and products to international quality standards and which can be marketed internationally.
 - c. Strategic direction for ecotourism market development and prioritization.
 - d. Identification of priority ecotourism destination and product.
 - e. Establishment of domestic and international ecotourism networks.
 - f. Directions and programs based on the following, but not limited to:
 - i. Report of the NESAP 2013 – 2022 review and other pertinent documents.
 - ii. Consultation with the National Ecotourism Steering Committee, the Regional Ecotourism Committees, and tourism professionals and stakeholders in the private sector with regards to the business strategy, product development, and networking in support of its sustainability and growth as a destination.
 - iii. Analysis from validation trips to model ecotourism sites.
 - iv. New ecotourism trending principles based on sustainable tourism, regenerative tourism, blue and green economy, and circular economy, among others.
2. Cascade the National Ecotourism Strategic and Action Plan 2023-2028 to local destinations.

4. Scope of Work

The formulation of the NESAP 2023-2028 shall be based primarily on the conduct of site visits, and consultations with the stakeholders, desktop research of demand and supply, previous studies, and existing plans.

The Consultant will undertake various tasks such as but not limited to the following stages and deliverables:

- a. Inception Report which will contain the methodology, work plan and schedules, outputs and deliverables, and the project organization;
- b. Design a consultation process with the relevant private and public stakeholders to introduce the project, its background, purpose, and identifies preliminary issues, concerns, and current state of ecotourism;
- c. Design the validation process for model ecotourism sites;
- d. Prepare the Situational Analysis of the Philippine Ecotourism Sector;
- e. Assessment of the previous NESAP and its achievement using existing review documents (e.g. NESAP Review 2021);
- f. Conduct consultations with ecotourism stakeholders and relevant institutions necessary for data and information;
- g. Conduct validation trips to model ecotourism sites with the project technical working group;
- h. Identify gaps in market demand and supply of leisure-based products, services, and facilities to assess opportunities for bridging the gaps through the integrated development area;
- i. Develop a strategic directions anchored on the National Tourism Development Plan and other policies;
- j. Identify and develop action plans including but not limited to ecotourism destination and product development, program implementation timeframe priority ecotourism destinations and market development;
- k. Determine roles of the public and private sectors in plan implementation;
- l. Develop a monitoring and evaluation framework for the DOT and its stakeholders to offer feedback on the progress of programs implemented under the NESAP; and
- m. Identify and establish ecotourism networks.

5. Expert Requirements

A Team Leader or Ecotourism Planning and Marketing Expert will be responsible for leading the group to prepare the NESAP. In particular, he/she shall undertake the following tasks:

1. Provide technical advisory services in the preparation of the NESAP;
2. Provide expert advice and recommendation on the situational analysis of the ecotourism sector;
3. Provide expert advice and guidance during the public and private sector stakeholders' consultation;
4. Provide recommendations on competitive situational analysis;
5. Provide technical support in the drafting NESAP, including the related design of a monitoring framework/system;
6. Prepare the draft NESAP that will be presented to the Undersecretary of Tourism Development;
7. Conduct special studies as may be necessary; and
8. Provide other technical support as may be required during the project.

Meanwhile, a Tourism Economic and Investments Expert will prepare content regarding tourism investments and the economic requirements necessary for the adoption and implementation of the NESAP. In particular, these will be his/her following tasks:

1. Provide expert analysis on investment requirements of ecotourism, including the implementation of an investment program with DENR among others.
2. Prepare economic evaluation and impact analyses of infrastructure and facility investment requirements and projects in TDAs;
3. Provide expert guidance and act as a resource person or facilitator during stakeholder consultations;
4. Provide evidence-based cost estimates for the projects in the medium-term infrastructure development action plan for the NESAP;
5. Prepare investment portfolio suitable for presentation to potential investors at fora and events;
6. Prepare ecotourism investments and promotion program with proposed costing covering the period years; and
7. Provide other investment requirements as may be required.

6. Deliverables and Timeline

Deliverable Timeline

- A. Inception Report with a detailed timeline of project activities, methodology applied and an indicative list of deliverables, printed and in digital format; Fifteen (15) Days from receipt of Notice to Proceed (NTP)
- B. Consultation workshop and Validation Trips Reports 1 month from receipt of NTP
- C. Situational Report on the following:
 - a. Current status of the Ecotourism Industry
 - b. Institutional Framework (if any);
 - c. International Markets (existing and emerging)
 - d. Key issues, challenges, and opportunities in the development of ecotourism;
 - e. Model Ecotourism Sites – Philippine destinations, and other countries 2 months from receipt of NTP
- D. First Draft generated from data and inputs, assessments, and discussions with ecotourism and tourism industry, experts, and stakeholders, printed and in digital format. It should include, among other parts of the plan:
 1. Strategic Directions, goals, and targets; and
 2. Steps moving forward 2/12 months from receipt of NTP
- E. Second Draft generated from data and inputs, assessments, consultations, and focus group discussions, printed and in digital format. 3 months from receipt of NTP
- F. Final Draft, subject to approval, printed in six (6) copies and digital format. 3 1/2 months from receipt of NTP

7. Indicative Cost and Remuneration

The project will approximately cost Eight Hundred Twelve Thousand Pesos (₱812,000.00) including taxes and other fees. Logistical requirements such as airfare, accommodation, meals, and arrangements for consultations, data gathering, and report generation shall be borne by the consultant/s. Payment of remuneration shall be made following the following tranches:

- 1st fee (30% of the total) upon delivery and approval of Deliverable A.
- 2nd fee (30% of the total) after delivery and approval of Deliverables B and C
- Last fee (40% of the total) after delivery and approval of Deliverable F.

8. Documents and Eligibility Requirements:

The consultant/s shall be eligible for the following qualifications:

- a. Master's or higher degree in tourism, natural resources management, environment, and development or related field of studies relevant to the assignment
- b. Must have at least five (5) years of extensive national experience in the preparation of tourism plans, strategies, frameworks, or roadmaps; experience in developing public use-based and tourism-based products and services.
- c. Must have been related and have successfully formulated at least three (3) strategic action plans in different tourism-related national government agencies or local government units.
- d. Experience in working with government institutions as well as civil society/private organizations.
- e. Sound knowledge and understanding of the tourism industry, and best national and global practices in ecotourism development.

Once qualifications are met, interested parties may submit their Curriculum vitae (CV), a copy of related projects, and a proposed work plan.

9. Contact Person

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Noted by:

RAMIL S. BASUEL
OIC-Chief, Tourism Planning Development Division

Line Items

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Consulting Services	Consultancy Services on the Formulation of a National Ecotourism Strategic Action Plan (2023-2028)	1	Lot	812,000.00

Other Information

Eligibility Requirements

1. Registration Certificate from Security and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or CDA for cooperatives.
2. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.
- For individual consultants not registered under a sole proprietorship, a BIR Certificate of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit.
3. PhilGEPS Registration Number
4. Latest Income/Business Tax Return (For ABC above PhP500, 000.00)
5. Professional License/Curriculum Vitae
6. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data.
7. Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period as provided in the Terms of Reference. (See attached Annexes TD 1 & 2)
8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement (to be submitted prior to award)

Note: Kind submit your proposals together with your eligibility requirements thru email and sent it to jsfrancisco@tourism.gov.ph on or before 23 August 2022 at 2:00 pm. Late and unsigned proposals shall not be accepted.

Created by John Paulo Samonte Francisco

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