



TERMS OF REFERENCE

(Third-Party Service Provider)

PROJECT TITLE: *EXCEED! THE TOURISM SALES AND MARKETING WORKSHOP*

I. BACKGROUND:

- A. Target Participants: Sales and Marketing Managers / Supervisors of Tourism Accommodation Establishments particularly those who are categorized as micro, small and medium enterprises (MSMEs).
- B. Target number of participants: 40 tourism stakeholders per run
- C. Facilitators: Two (2) facilitators per run from the Hotel Sales and Marketing Association (HSMA)
- D. Event Type: In-person / Face-to-Face
- E. Target Date of Implementation
 - Preparation and coordination meetings with the training coordinators and trainers/ facilitators – December 12, 2022 – January 19, 2023
 - Conduct of Training in Cebu – January 24 – 27, 2023 (inclusive of travel time)
 - Conduct of Training in Tacloban – February 7 – 10, 2023 (inclusive of travel time)
- F. Time: 8:00 AM – 5:00 PM

II. OBJECTIVES:

- To facilitate tourism recovery by upgrading the skills of tourism accommodation operators through effective sales and marketing techniques
- To train MSME tourism accommodation business operators and owners on sales and marketing to achieve higher revenue
- To assist them in preparing Budget and Marketing Plan for their establishment
- To encourage tourism entities to focus on sales and marketing as a way to improve their business and revenue
- To make this seminar a venue to increase tourist arrivals and repeat visits

III. MINIMUM REQUIREMENTS FOR BIDDERS

- Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
- Must have experience in handling events and tour/ travel coordination and arrangements (e.g. meetings, seminars, workshops, etc).
- Must have rendered services preferably with DOT or other government agencies
- Start-up companies/ organizations are welcome but have been in the business for at least two (2) years
- Must be willing to provide services on a send bill arrangement

IV. SCOPE OF WORK

A. Training Coordination and Arrangements (December 15, 2022 to January 23, 2023)

- Meet with OIMD Project Officers and Supervisors regarding the preparation and arrangements for the training.
- Finalization of program flow, itinerary and ground arrangements (accommodation, transportation, venue, logistics) for the two (2) workshops)
- Arrange accommodation of HSMA Representatives and DOT Personnel for the following period:
 - Moalboal, Cebu – January 24 - 27, 2023 (4 days / 3 nights)
 - Tacloban. Leyte – February 7 - 10, 2023, (4days / 3 nights)
- Arrange training venue for two days, with 40 pax capacity with physical distancing. Venue / Meeting rooms shall include basic PA system (3 microphones, LCD projector and screen)

B. WORKSHOP PROPER

a. WORKSHOP 1: 24 to 27 January 2023 (Moalboal, Cebu)

1. Transportation

- **Airfare**
 - Manila – Cebu on January 24, 2023 (flight details will be provided)
 - Cebu – Manila on January 27, 2023 (flight details will be provided)
- **Van Hire**
 - 24 January 2023 (pick-up/ drop-off only)
 - 27 January 2023 (pick-up/ drop-off only)
 - Transportation to training venue and off-session lunch and dinner venues, if necessary.

2. Accommodation

- Two (2) single rooms and two (2) twin-sharing rooms inclusive of breakfast
- Check-in date: 24 January 2023
- Check-out date: 27 January 2023

3. Meals (In-session and Off-session)

- Provision of meals for 40 pax (AM snacks, Lunch, and PM snacks) with drinks during the workshop proper on 25-26 January 2023)
- Dinner with drinks for ten (10) pax on 24 to 26 January 2023
- Lunch with drinks for ten (10) pax upon arrival on 24 January 2023 and Departure on 27 January 2023.

4. Function Room / Training Venue on 25-26 January 2023

- Function room with room capacity of 40 pax on 25- 26 January 2023.

- Provision of secretariat table
- Fast and stable wifi internet that can accommodate 40 users; and
- Provision of audio-visual equipment and technical assistance

5. Training Supplies

- Provision of training kits inclusive of envelopes, note pads/ notebooks, pens, seminar badges (IDs) with lanyards for 40 pax.
- Printing of Certificates of Participation for 30 participants, and Certificate of Appreciation for the two (2) resource speakers.
- Provision of tokens for Guests and Speakers for 5 pax

6. Antigen Testing

- Provision of Rapid Antigen Testing for seven (7) pax **only if required** by the LGU or the hotel or training venue

b. WORKSHOP 2: 07 to 10 February 2023 (Tacloban, Leyte)

1. Transportation

- **Airfare**
 - Manila – Tacloban on February 07, 2023 (flight details will be provided)
 - Tacloban – Manila on February 10, 2023 (flight details will be provided)
- **Van Hire** - Transportation to training venue and off-session lunch and dinner venues, if necessary.

2. Accommodation

- Two (2) single rooms and two (2) twin-sharing rooms inclusive of breakfast and airport transfers for February 7 and 10, 2023
- Check-in date: 07 February 2023
- Check-out date: 10 February 2023

3. Meals (In-session and Off-session)

- Provision of meals for 40 pax (AM snacks, Lunch, and PM snacks) with drinks during the workshop proper on 08-09 February 2023)
- Dinner with drinks for ten (10) pax on 07 to 09 February 2023
- Lunch with drinks for ten (10) pax upon arrival on 07 February 2023 and Departure on 10 February 2023.

4. Function Room / Training Venue on 08 – 09 February 2023

- Function room with room capacity of 40 pax on 08 – 09 February 2023.
- Provision of secretariat table
- Fast and stable wifi internet that can accommodate 40 users; and
- Provision of audio-visual equipment and technical assistance

5. Training Supplies

- Provision of training kits inclusive of envelopes, note pads/ notebooks, pens, seminar badges (IDs) with lanyards for 40 pax.
- Printing of Certificates of Participation for 30 participants, and Certificate of Appreciation for the two (2) resource speakers.
- Provision of tokens for Guests and Speakers for 5 pax

6. Antigen Testing

- Provision of Rapid Antigen Testing for seven (7) pax **only if required** by the LGU or the hotel or training venue

V. APPROVED BUDGET ESTIMATE

**Five Hundred Seventy-One Thousand Four Hundred Forty Pesos only
(P571,440.00)**

VI. PAYMENT PROCEDURE

- The payment shall be on a send-bill arrangement, which shall be settled upon submission of the Statement of Account and other payment documents after the activities are complete.
- Payment shall be based on actual expenses incurred but not to exceed **Five Hundred Seventy-One Thousand Four Hundred Forty Pesos only (P571,440.00)** for the total actual cost of services rendered inclusive of VAT and other taxes , subject to government accounting and auditing rules and regulations.

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Note: The winning bid however, shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of the bid does not exceed the above total budget.

Approved by:

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OIC - Director
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