



## OFFICE OF INDUSTRY MANPOWER DEVELOPMENT

### TERMS OF REFERENCE (TOR)

#### **FOR CONSULTANCY SERVICES TO CONDUCT LEARNING NEEDS ASSESSMENT (LNA) TO DETERMINE TOURISM HUMAN CAPACITY BUILDING PROGRAMS AND INTERVENTIONS**

##### **I. Background and Project Description**

RA 9593 mandates the Office of Industry Manpower Development to implement a 5-year tourism human resource development plan to detail strategic actions needed to upgrade the capacity of human capital and to meet the projected needs of the sector in the succeeding years.

The updated Philippine Tourism Human Capacity Development (PTHCD) Plan 2021-2025 identifies key strategic actions which includes the facilitation of education and training and comprises the development and enhancement of new courses relevant to industry needs.

The National Tourism Development Plan (NTDP) endeavors to establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, that is sustainable, resilient, and competitive to transform the Philippines into a tourism powerhouse in Asia.

Given the above considerations, the OIMD shall conduct a Learning Needs Assessment (LNA) which is a critical process in the identification of Training Programs that will support the goals of the NTDP and PTHCD. The LNA process will involve the identification of gaps, needs and gender issues occurring in the tourism industry which should lead to the identification of relevant training programs to be undertaken.

OIMD's target clients are the workforce in the tourism value chain which include but not limited to:

1. Distribution - Tour Operators/Travel Agents
2. Promoters represented by media persons or bloggers who write about tourism products
3. Transportation - land and water transportation drivers or operators
4. Accommodation - hotels, resorts, tourist inns, homestays, Mabuhay accommodations
5. Attractions/Activities
6. Restaurants/Food chain - food providers, vendors
7. Tour Guides
8. Destination Operators - covered by the DOT Priority Product Portfolios
9. Community Based Tourism Organizations

## 10. LGUs and Other Frontliners

Working with the DOT Regional Offices, the final product of the LNA is a Training Work Program per Region which is adapted to the situation of the tourism workforce in the Top10 Ready and Top 5 Emerging Destinations/Sites in all the regions nationwide.

### **II. Objectives**

1. To determine the appropriate capacity development interventions to be provided by the Department of Tourism Office of Industry Manpower Development.
2. To conduct situational analysis on the 2021 LNA results vis-à-vis actual trainings conducted in 2021, 2022 and 2023.
3. To administer/conduct validation workshops/focus group discussions in the regions on the Training Needs Analysis among key tourism stakeholders in the identified priority destinations;
4. To validate the identified Top 10 Ready and Top 5 Emerging Destinations in all regions of the country;
5. To identify key technical and functional capacity gaps and training needs of workforce/stakeholders and LGUs in the tourism value chain through the use of needs assessment tool; and based on the assessment, develop a data capture/tabulation form in order to analyze the survey results based on the tabulated data;
6. To develop a workshop design in gathering the learning needs of the workforce/stakeholders and LGUs in the tourism value chain;
7. To prepare a 2-year Training Work Program for each region based on the documented results of the LNA that should be aligned with the NTDP and PTHCD 2021-2025 Strategic Action Plans.

### **III. Requirements**

- The DOT is in need of a Consultancy Firm/Company to provide professional and technical consultancy services in order to ensure the assessment of the situations and the learning needs of the target participants in the tourism industry will lead to appropriate training activities and other interventions by DOT.
- At least one (1) Project Lead/Consultant with the following required professional skills and experience:
  - Must have at least 5 years of prior work experience in the field of training and/or tourism industry;
  - Must demonstrate knowledge and experience in conducting need assessments and skills in facilitating stakeholder/working group consultations;
  - Must have experience in conducting surveys in tourism training; and
  - Must be flexible to adjust to DOT-OIMD's schedule of activities.
- At least two (2) Support Staff to assist in the following:

- Assist in the LNA activities and preparation of the necessary reports;
- Facilitate registration and documentation of the activities
- Will act as workshop/technical support staff; and collate surveys and feedback forms from the FGD participants.

#### **IV. Scope of Work and Deliverables**

1. Collect and evaluate the current training needs information including situational analysis of previous 2021 LNA vis-à-vis actual training conducted and identify the gaps in coordination with the DOT-OIMD.
2. Develop a survey questionnaire that will capture training needs of the tourism workforce in the tourism value chain including gender issues occurring in the tourism industry.
3. Prepare data capture/tabulation form, encode and process/analyze the Survey Results based on the tabulated data.
4. Develop consultation/validation workshop design in gathering the training needs including gender issues of the workforce/stakeholders and LGUs in the tourism value chain.
5. Facilitate and moderate the conduct of Focus Group Discussions/Consultation Workshops in 16 Regions.
6. Document the FGD consultations (e.g., screenshots and recordings of the proceedings as applicable).
7. Collate, review, and evaluate the technical inputs, comments, and feedback made by the stakeholders for submission to the OIMD.
8. Prepare report of the Learning Needs Assessment including a 2-year Training Work Program using the DOT prescribe format and present results to the DOT.
9. Facilitate and moderate the conduct of Workshop, and mentoring sessions on the Preparation of Training Calendars for 2024 and 2025 for 16 regions.

*Note: Number of participants and schedule of FGDs shall be in coordination with DOT OIMD and Regional Offices*

#### **OTHER DELIVERABLES**

- Bidder must submit proposed activities and timeline.
- Selected company shall render deliverables (LNA Work Program) within the approved activities and timeline.
- The Consultant shall coordinate with the counterpart DOT support team in the editing and revision of the content, format of the workshop design/tabulation form and other reportorial requirements.
- Ensure the conduct of briefing prior to the conduct consultation/validation workshops in 16 Regions, and coaching/mentoring sessions for the counterpart DOT support team.
- Provide licensed online platform in the conduct of activities as necessary.

- Administer registration and feedback/post-evaluation of GD workshops in consultation with the end-user.

**The Bidder must submit the following documentary requirements:**

1. Company Profile
2. Curriculum Vitae of Lead Consultants and Team Members/Support Staff who will handle the project
3. List of relevant projects, both in public and private sector

**V. Project Duration**

Five (5) months from the issuance of Notice to Proceed.

**VI. Approved Budget Cost**

The Consultant shall be paid the amount of Eight Hundred Thousand Pesos (Php 800,000.00) inclusive of all applicable government taxes in accordance with government procedure and based on the following tranches:

<b>Payment Reference</b>	<b>Amount</b>
Conduct of LNA situational analysis and submission of Gap Report - Submission and approval of survey questionnaire - Submission of Survey Analysis Report	25 %
- Facilitation and conduct of FGDs in 16 regions - Uploading of materials in the drive (Documentation, Presentations, etc.)	25 %
- Submission of LNA National and Regional Report and 2-year Training Work Program - Submission of documentations, registration and attendee reports - Facilitation and conduct of Workshop/ Mentoring sessions on the Preparation of Training Calendars for 2024 and 2025 - Submission of Terminal Report	50 %

**Note:**

*If the man-days will exceed, no additional cost shall be charged to the DOT, as long as the activities are within the scope and deliverables set forth between the DOT and the winning bidder.*

*Service provider shall submit Terminal Report and/or other requirements requested by the end-user (if applicable), prior to the processing of payment. All Reports shall be submitted in soft copy and three (3) sets of hard copy.*

**VII. Project Officer/Contact Person**

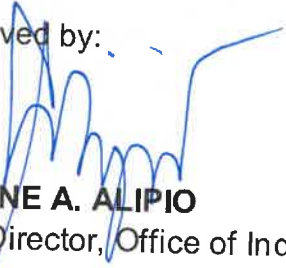
CASSANDRA S. CAMONGGOL  
Manpower Planning and Monitoring Division  
Office of Industry Manpower Development  
Email: cscamonggol@tourism.gov.ph

Prepared by:



**CASSANDRA S. CAMONGGOL**  
Project Officer, OIMD

Approved by:



**ARLENE A. ALIPIO**  
OIC- Director, Office of Industry Manpower Development

PROJECT: LEARNING NEEDS ASSESSMENT CONSULTANCY SERVICES

Bidder: \_\_\_\_\_

<b>A.</b>	<b>QUALIFICATION OF CONSULTANT</b>	30%	
<b>I.</b>	Bidder has at least 5 years prior work experience in the field of training development and/or tourism industry	20	
	Bidder has at least 3 years prior work experience in the field of training development and/or tourism industry	15	
	Bidder has at least 2 years prior work experience in the field of training development and/or tourism industry	10	
<b>II.</b>	Bidder has at least 5 years demonstrated knowledge and experience in conducting needs assessments and skills in facilitating stakeholder/working group consultations.	20	
	The bidder has at least 3 years demonstrated knowledge and experience in conducting needs assessments and skills in facilitating stakeholder/working group consultations.	15	
	The bidder has at least 2 years demonstrated knowledge and experience in conducting needs assessments and skills in facilitating stakeholder/working group consultations.	10	
<b>B.</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	30%	
<b>I.</b>	Both assigned personnel have experience working on needs assessments and facilitation of workshops and group consultations.	20	
	At least one assigned personnel have experience working on needs assessments and facilitation of workshops and group consultations	10	
<b>C.</b>	<b>PLAN OF APPROACH AND METHODOLOGY</b>		
<b>I.</b>	<b>Previously conducted activities</b>	30%	
	Bidder has provided previously conducted Training Needs activities	20	
	Bidder has provided previously conducted Gap/Needs Activities	10	
<b>II.</b>	<b>Previously Training Needs Reports</b>	10 %	
	Bidder has provided previously Training Needs Reports	20	
	Bidder has provided previously Needs Reports	10	
	<b>Total</b>	<b>100</b>	
	<b>Passing Rate</b>	<b>70</b>	

Prepared by:



**CASSANDRA L. STA.MARIA- CAMONGGOL**  
SVTOO, OIMD-MPMD