

## **TERMS OF REFERENCE**

### **SERVICES OF A CONSULTANCY COMPANY FOR THE VALIDATION OF HOP ON HOP OFF TOUR PROGRAM IN CEBU**

#### **I. BACKGROUND**

Cebu is a vibrant metropolis brimming with cultural heritage, stunning landscapes, and a rich tapestry of history. It stands as a prominent destination in the Philippines, renowned for its fusion of modernity and tradition. With a plethora of tourist hotspots scattered across the city, including the iconic Magellan's Cross, the majestic Basilica Minore del Santo Niño, and the vibrant Carbon Market, navigating Cebu's diverse offerings can be overwhelming for visitors.

Amidst its bustling streets and historic landmarks, the concept of Hop-On Hop-Off (HOHO) tours presents an exciting opportunity to explore the city's myriad attractions conveniently and efficiently. This project aims to validate the feasibility and potential of implementing HOHO tours in Metro Cebu, catering to both residents and tourists alike.

The HOHO tour concept, originating from major tourist cities worldwide, provides a structured and flexible way for tourists to explore various attractions at their own pace. By offering designated stops and frequent departures, HOHO tours streamline the sightseeing experience, eliminating the hassle of transportation logistics and maximizing the exploration time.

#### **Building deeper and multi-dimension experiences: prioritizing the “changed traveler”**

As we set the stage for economic resurgence, the country's long-term growth as a global destination requires that we invest in and build deeper cultural experiences and communicate the stories of our peoples and communities. Through our heritage sites and cultural centers, our food, farms, and festivals, our arts and crafts, our traditions and faiths, we can properly anchor the tourism experience as being distinctly Filipino.

With the ever-changing global tourism landscape post-pandemic, and the growing desire of the travelers for more immersive experiences, market repositioning, and rebranding strategies are among the priorities identified by the United Nations World Travel Organization (UNWTO) after the pandemic based on its Survey Findings on Member Priorities for UNWTO program of work 2024-2025.

As Tourism Secretary Christina Garcia Frasco said, “If we are to compete with our neighbors in our efforts as well to partner with them for Asia to become a powerhouse tourism region in the world, the time has come for us to add to the value proposition of the Philippines by telling the world how much more we have to offer.”

#### **Anchoring on the Filipino identity, sustainability, resilience, and competitiveness**

With a promising outlook ahead, the country must now focus on and emphasize shifting towards a path that invests in innovation, protects the natural, cultural, and human capital

on which tourism depends, and ensures that tourism embodies the Filipino identity, and is resilient not only for itself or its host communities, but also for the country as a whole.

By this, the Project hopes to highlight that Philippine tourism must be anchored on authentic experiences of the richness and diversity of Filipino cultures and the country's 7,641 islands, and must contribute to the holistic development of people, communities, and the nation.

Further, the Project also eyes on making tourism an effective vehicle for sustainable development. Sustainability must be understood not only in terms of balancing environmental impacts and economic development, but also as an approach that strives for social and cultural development through equitable and inclusive growth.

## **ABOUT THE PHILIPPINES HOP-ON-HOP-OFF PROGRAM**

Inspired by world-class hop-on-hop-off bus tours in Abu Dhabi, Argentina, London, Madrid, New York, Singapore, among others, the Philippines HOHO features a dedicated website with all essential information, a reloadable EMV-capable card, and to complete the tourist experience, a mobile app for booking tours, making cashless payments, GPS networked-bus arrival monitoring and video guides, as well as information on hotels, food, and tourism merchants.

Conceptualized principally to address the gap in the tourism market by offering tourists a chance to discover Metro Manila at their own convenience. By this, we mean providing them with the option to explore the city for as short as one day, to a maximum of three days. Tourists also should have a roster of places that they can choose from and get the necessary tools to immerse themselves in the places they want to discover.

Dubbed as "the country's first ever urban tourism circuit program," the Philippines Hop-On-Hop-Off (HOHO) on 06 July 2023 launched its newest stop at the capital city of Manila, connecting the "Cultural Hub" with Makati's "Financial Hub," which the Department of Tourism (DOT) and industry stakeholders piloted on 28 May 2023 and this 2024, the third hub was launched, aptly named the Entertainment Hub which traverses the cities of Pasay and Paranaque.

## **II. OBJECTIVES**

The objective of this project is to conduct a validation of the Hop-On Hop-Off Travel program in Cebu as part of the long-term objective to replicate this concept nationwide, bringing the same degree of comfort and improved tourism experiences to other Philippine locations.

Specifically, it aims to:

- a. Offer a seamless, contactless and a new concept and mode of exploring Cebu akin to other megacities with world-class transport and technology;
- b. Help revive tourism in the post-COVID era through a solid product which can bring back traveler's confidence and a new way of looking at Metro Cebu as a tourism destination;

- c. To help the DOT's direction under the leadership of Secretary Ma. Esperanza Christina Garcia Frasco on its 7-point agenda particularly on achieving connectivity, convenience and equality, as follows: improvement of tourism infrastructure and accessibility, cohesive and comprehensive digitalization and connectivity, enhancement of overall tourist experience, equalization of tourism product development and promotion, diversification of portfolio through multidimensional tourism, maximization of domestic tourism and strengthening tourism governance through collaboration with LGUs and stakeholders;
- d. Meet the National Tourism Development Plan (NTDP) which envisions developing a globally competitive, environmentally sustainable and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income thereby contributing to building a foundation for a high-trust society;
- e. Meet the UN Sustainable Development Goals through its 17 goals among which are decent work and economic growth, reduced inequalities, sustainable cities and communities, life on land and partnerships for the goals;

### **III. LEGAL BASIS**

Republic Act 9593 or the Tourism Act of 2009 touching on Section 2, Item C, which encourages DOT to promote a tourism industry that is sustainable, responsible, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities. as Item D, which encourages DOT to provide full government assistance by way of competitive investment incentives, long-term development fund and other financing schemes extended to tourism-related investments and Section 6 Item H which call upon relevant government departments, agencies and offices, in consultation with the private sector, to provide access to travel, to facilitate the process of obtaining and extending visas, to integrate and simplify travel regulations and immigration procedures and to ensure their efficient, fair and courteous enforcement to assure expeditious and hospitable reception of all visitors;

*Ambisyon Natin 2040* which aspires that by 2040, all Filipinos enjoy a strongly rooted, comfortable, and secure life – that they can take a vacation together with the country, with decent jobs that bring sustainable income including opportunities for entrepreneurship. Anchored on the words *matatag, maginhawa and panatag*, that Filipinos would have good connectivity through transport systems and communication;

#### **NTDP 2023-2028 Goal 2: Cohesive and Comprehensive Digitalization and Connectivity**

OBJECTIVE 2.3. Bridge remote tourism communities and sites through regional and cross-province tourism circuits.

OBJECTIVE 2.4. Responding to the needs of tourists, including the establishment of a tourism assistance call center.

OBJECTIVE 2.5. Connecting people for authentic experiences.

### **NTDP 2023-2028 Goal 3. Enhancement of Overall Tourist Experience**

OBJECTIVE 3.1. Expansion and strengthening of the accreditation system to be at par with global standards, including incentivizing sustainability practices and the introduction of Filipino components into interiors, operations, and services, especially for the accommodations sector, and the provision of support for tourism MSMEs. Our country's tourism roadmap, the **National Tourism Development Plan (NTDP) 2023-2028** to establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive to transform the Philippines into a tourism powerhouse in Asia.

### **NTDP 2023-2028 Goal 2: Cohesive and Comprehensive Digitalization and Connectivity**

OBJECTIVE 2.1. Mainstreaming of technological advances, including the development of a tourist lifecycle app and the use of financial technologies.

OBJECTIVE 2.2. Improve internet connectivity across destinations, enhance skills, systems, and infrastructure for the digitalization, gathering, and use of tourism data and the monitoring of tourism programs.

OBJECTIVE 3.2. Enhance the human capital of the Philippine tourism industry through expansive training and education, institutionalizing the Filipino Brand of Service Excellence.

OBJECTIVE 3.3. Strengthen collaborations with relevant government agencies for safety and security, health and social services, and the development and implementation of standards for food, products, and other services for tourists and tourism communities.

OBJECTIVE 3.4. Improve the experience of transportation modes, hubs, terminals, and rest areas.

OBJECTIVE 3.5. Provision of relevant tourism information to domestic and international markets through aggressive and innovative campaigns, promotions, events, and the provision of tourist information centers and tourist rest areas.

### **NTDP 2023-2028 Goal 6. Maximization of Domestic and International Tourism**

OBJECTIVE 6.1. Increase programs and promotions for new and existing domestic tourism opportunities within regions and between connected regions.

OBJECTIVE 6.2. Growth of existing international markets through the development of niche markets.

OBJECTIVE 6.3. Development of new international markets for long-term diversification and resilience. OBJECTIVE 6.4. Maximize the role of regional offices and foreign offices in research, promotions, and market development.

OBJECTIVE 6.5. Increase connectivity by air through the pursuit of route development for international and domestic destinations, push for the decongestion of primary gateway airports, the expansion to secondary gateway airports, and coordination with relevant government agencies for liberalization of entry and immigration policies.

OBJECTIVE 6.6. Increase connectivity by sea through the pursuit and development of a marine tourism highway, focused on improving and adding seaports, developing international and domestic cruises, and coordination with relevant government agencies for liberalization of entry and immigration policies.

Department Order 2024-0013 Designating Regional Director as the focal person for the nationwide implementation of the Hop-On Hop-Off travel program of the Department of Tourism.

## **PROJECT COVERAGE/SCOPE OF SERVICES**

The company will be responsible for the following tasks:

### **A. INTRODUCTION OF THE PHILIPPINES HOHO PROGRAM**

1. To conduct orientation and consultation for Cebu HOHO Product Development in Cebu;
2. To facilitate a Public - Private consultation of the Philippines HOHO program for Cebu tourism stakeholders in coordination with DOT Region 7; and
3. To establish partnership support with Cebu tourism Stakeholders

### **B. TOUR PRODUCT DEVELOPMENT**

1. To conduct Site Validation of possible bus stops with priority over identified tourist destinations and places of interest within Cebu. This will include different activities that would allow the end-user, business partners, and collaborators to experience the distinct features of each possible bus stop such as, but not limited to visiting various sites, attractions and places of interests of the said areas, inspection of existing offerings of each site and their unique value propositions, and assessment of contemporary and timely marketing strategy;
2. To develop of Do-It-Yourself (DIY) and Guided Tour Modules with suggested itinerary considering the following:
  - Assembly Point
  - Departure Point
  - Duration of Tour
  - Signature experience
  - Optional Activities
  - Meal inclusions (if possible)
  - Ground Handling Expenses
  - Others

3. To conduct initial planning with tourism suppliers/vendors in all identified routes/stations. This involves creating routes and stops by working with tourism suppliers and vendors to pinpoint potential points of interest, like restaurants, malls, and souvenir shops, depending on the station or tour itinerary. We suggest arranging these stops to meet the specific needs of each business and to develop a unique promotional strategy.

### **C. FINAL PRESENTATION AND REPORT:**

1. Presentation of the Cebu validation findings and established partnerships within Cebu tourism stakeholders; and
2. Final report summarizing the Cebu validation, the detailed plan, and recommendations for implementation and monitoring.

### **TIMELINE:**

Cebu Validation is set to be done in the first semester of 2024

### **QUALIFICATIONS OF THE CONSULTANCY COMPANY:**

The company should have the following qualifications:

1. Proven expertise in product development and validation of tourism-related programs, particularly urban tourism circuits, demonstrated through past successful projects.
2. Deep understanding of the tourism industry and the target market for Hop-On Hop-Off Travel.
3. Demonstrated capacity and experience in conducting both public and private consultations and forums, ensuring comprehensive stakeholder engagement throughout the validation process.
4. Exceptional communication and presentation skills, with the ability to clearly articulate findings and recommendations to diverse stakeholders.
5. Capacity to deliver high-quality work within the agreed-upon timeline.

### **SUBMISSION OF PROPOSAL:**

Interested consulting companies are invited to submit a detailed proposal outlining their approach, methodology, timeline, budget, and relevant experience.

Evaluation of Proposals:

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the company (30%)

- Methodology and approach (30%)
- Demonstrated understanding of the tourism industry and target market (20%)
- Budget and timeline (10%)
- Overall suitability for the project (10%)

Project stakeholders reserve the right to contact shortlisted companies for further discussions or clarifications before making a final decision.

Note: This Terms of Reference is a general framework and may be adjusted or modified as necessary to meet the specific requirements of the project.

## **DOCUMENTARY QUALIFICATIONS**

1. Company Profile
2. PhilGEPS Platinum Certificate/Membership
3. List of big-ticket company projects handled related to tourism for the last 4 years
4. Company Financial Statement (audited and recent)
5. SEC/DTI Certificates or its equivalent
6. Business Permit/Certification or its equivalent
7. TIN Certificate/Registration or its equivalent
8. Notarized Omnibus Sworn Statement
9. Willing to a send-bill arrangement and Memorandum of Agreement

## **TERMS AND CONDITIONS**

The DOT-NCR and Region 7 shall have full ownership of the tour programs. All contracts and engagements generated for the project shall accrue and shall be owned by the DOT-NCR and Region 7. Data gathered and presented (both in hard or softcopy files) from the project implementation should be forwarded to the proponent.

All tour records, contracts and formal engagements are regarded as confidential and therefore should not be divulged to any third party other than DOT-NCR and Region 7 unless legally required to do so by the appropriate authorities.

All relevant and key personnel should have the required experience and expertise. Curriculum vitae of engaged personnel should form part of the bid document.

An evaluation will be made of the Cebu Validation in which case, failure to deliver the expected outputs may mean cancellation of services can be issued by the DOT-NCR.

## **QUALIFICATIONS OF THE CONSULTANCY COMPANY**

- a. Must be affiliated with an international tourism body for fostering increased knowledge and understanding of sustainable tourism practices, promoting the adoption of universal sustainable tourism principles and building demand for sustainable travel.
- b. Must have created and deployed a similar Travel App.

- c. Must be a member of an organization of tour operators with national and global affiliations and alliances that promote and enhance domestic and inbound Philippine tourism.
- d. With the capacity to develop and deploy and initiative as a private sector, via JV or Partnership
- e. In addition, the company should possess at least 3 years of experience in handling tourism company projects
- f. Member of good standing in any internationally-recognized tourism association (provide proof of membership)
- g. Has provided services to multinational clients in the past three years (provide copy of Notice to Proceed, contract, official receipt for subscription payment, or whichever is applicable)
- h. Must have proprietary product or technology to be integrated to the HOHO system such as booking with Central Bank of the Philippines' regulated payment system

**TERMS OF PAYMENT**

<b>Output/Milestones</b>	<b>% of Payment</b>
Upon submission and approval of Inception Report that includes the following: <ol style="list-style-type: none"> <li>1. Submission of detailed methodology</li> <li>2. Submission of Schedule of Activities</li> <li>3. Submission of Manpower List</li> </ol>	15%
Upon submission and approval of the 1 <sup>st</sup> Milestone (1 <sup>st</sup> Month) Report that includes the following: <ol style="list-style-type: none"> <li>1. Orientation and consultation for Cebu HOHO Product Development with DOT Region 7 report</li> <li>2. Public - Private consultation of the Philippines HOHO program</li> <li>3. Establish partnership support with Cebu tourism Stakeholders (i.e., Tourism Associations)</li> </ol>	40%
Upon submission and approval of the 2 <sup>nd</sup> Milestone (2 <sup>nd</sup> Month) Report that includes the following: <ol style="list-style-type: none"> <li>1. Site Validation of possible bus stops</li> <li>2. Development of DIY and Guided tour modules</li> <li>3. Planning with initial tourism suppliers and vendors in all identified stops</li> </ol>	35%
Upon submission and approval of the Terminal Report (3 <sup>rd</sup> month) that includes the following: <ol style="list-style-type: none"> <li>1. Complete consultation report</li> <li>2. Final Time and Motion Validation</li> <li>3. Final tour packages and Validation findings</li> </ol>	10%



## SHORTLISTING CRITERIA AND RATING SYSTEM

Based on section 24.5.3 of R.A. 9184, the criteria and rating system for the shortlisting of research/survey agencies is as follows:

	<b>PARTICULARS</b>		<b>PERCENTAGE RATING</b>
<b>I.</b>	<b>APPLICABLE EXPERIENCE</b>		<b>50%</b>
	<b>A.</b>	At least 3 years of company services	<b>30%</b>
		With more than 3 years experience (30%)	
		With 3 years experience (25%)	
		With less than 3 years experience (0%)	
	<b>B.</b>	Member in any internationally-recognized tourism association (provide proof of membership)	<b>20%</b>
		With membership in internationally-recognized tourism association (20%)	
		No membership in internationally-recognized tourism association (0%)	
<b>II.</b>	<b>QUALIFICATIONS OF PERSONNEL WHO WILL BE ASSIGNED TO THE PROJECT</b>		<b>30%</b>
	<b>A.</b>	All key personnel must have at least 3 years of work experience and company services	
		All key personnel have more than 3 years of relevant	

		work experience (30%)	
		All key personnel have 3 years of relevant work experience (25%)	
		Some or all key personnel have less than 3 years' relevant work experience (0%)	
III.	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>		<b>20%</b>
		The company is currently handling maximum 10 projects	
		Currently handling 5 or less projects (20%)	
		Currently handling 6-10 projects (15%)	
		Currently handling more than 10 projects (0%)	

**Hurdle rate for shortlisting: at least 85%**

### **PRESENTATION OF PLAN APPROACH**

Bidders are required to present their plan of approach for the project (maximum of 15 minutes).

Based on section 33.2.2. of R.A. 9184, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria with corresponding numerical weights:

	<b>PARTICULARS</b>	<b>WEIGHT</b>	<b>RATING</b>
I	<b>QUALITY OF THE PERSONNEL TO BE ASSIGNED TO THE PROJECT</b>		
	<b>A.</b>	<b>30%</b>	
	<b>CONFORMITY WITH THE REQUIRED KEY PERSONNEL COMPOSITION</b>		
	The proposed project		

		team composition includes the key personnel indicated in the TOR (30%)		
		Some of the key personnel indicated in the TOR are not included in the proposed project team (0%)		
	<b>B.</b>	<b>COMPANY COMPANY'S EXPERIENCE AND CAPABILITY</b>		
	<b>A.</b>	<b>AT LEAST 5 YEARS' EXPERIENCE IN TOURISM COMPANY PROJECTS</b>	<b>15%</b>	
		With more than 5 years of experience (15%)		
		With 5 years of experience (10%)		
		With less than 5 years of experience (0%)		
		<b>QUALITY / PROFILE OF PREVIOUS CLIENTS IN SIMILAR PROJECTS</b>	<b>15%</b>	
		With at least 3 similar projects and 1 government client (15%)		
		With at least 3 similar projects but no government client (10%)		
		Less than 3 similar projects (regardless of if there is a government client or none) (0%)		
<b>PLAN OF APPROACH AND METHODOLOGY</b>				<b>40%</b>
	<b>A.</b>	Consistency of the proposed workplan with the Scope of Work indicated in the TOR	15%	

	<b>B.</b>	Plan of approach to achieve the deliverables/ expected outputs within the specified project period	15%	
	<b>C.</b>	Manner of presenting the monthly trend spotting results and regional comparative analysis	10%	

**Hurdle rate for shortlisting: at least 70%**

### **APPROVED BUDGET FOR THE CONTRACT**

This engagement will be undertaken for the total amount of FOUR MILLION FIVE HUNDRED THOUSAND PESOS ONLY (Php 4,500,000.00), inclusive of all applicable taxes and fees. DOT-NCR reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or failed to meet deadline/s set.

### **TIMELINE & MILESTONES**

The following are the target milestones of the project:

<b>MILESTONES</b>	<b>PARTICULARS</b>	<b>TIMELINE</b>	<b>BUDGET</b>
INCEPTION STAGE	<ul style="list-style-type: none"> <li>• Submission of Schedule of Activities</li> <li>• Submission of Manpower List</li> <li>• Submission of detailed methodology</li> </ul>	Month 0	<b>PhP675,000.00</b>
INTRODUCTION OF THE HOHO PROGRAM	<ul style="list-style-type: none"> <li>• A. Orientation and consultation for Cebu HOHO Product Development with DOT Region 7</li> <li>• B. Public - Private consultation of the Philippines HOHO program</li> <li>• C. Establish partnership support with Cebu</li> </ul>	Month 0-1	<b>PhP1,800,000.00</b>

	tourism Stakeholders (i.e., Tourism Associations)		
TOUR PRODUCT DEVELOPMENT	<ul style="list-style-type: none"> <li>• Site Validation of possible bus stops</li> <li>• Development of DIY and Guided tour modules</li> <li>• Planning with initial tourism suppliers and vendors in all identified stops</li> </ul>	Month 1-2	<b>PhP1,575,000.00</b>
TOUR VALIDATION REPORT PRESENTATION	<ul style="list-style-type: none"> <li>• Submission of complete consultation report</li> <li>• Final Time and Motion Validation report</li> <li>• Final Tour packages and Validation findings report</li> </ul>	Month 2-3	<b>PhP450,000.00</b>
		TOTAL ABC	<b>PhP4,500,000.00</b>

## CONTACT PERSON

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