

PHILIPPINE BIDDING DOCUMENTS

Procurement of Tourism Destination Marketing Company for Thailand (Part 1)

Reference No.: DOT-BAC-REI NO. 2024-012

CHECKLIST OF ELIGIBILITY REQUIREMENTS

THE ELIGIBILITY ENVELOPE SHALL CONTAIN THE FOLLOWING:

1. ELIGIBILITY DOCUMENTS SUBMISSION FORM (*ANNEX A*);

2. CLASS "A" DOCUMENTS:

LEGAL DOCUMENTS

- Valid PhilGEPS Platinum Certificate of Registration and Membership (all pages) in accordance with Section 8.5.2 of the IRR;

TECHNICAL DOCUMENTS

- Statement of the prospective bidder of all its ongoing (*ANNEX TD-1*) and completed (*ANNEX TD-2*) 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 last five (5) years. In case of completed contract, **please attach Certificate of Satisfactory Completion issued by the clients or any other proof of completion of contract;**
- Statement of the consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions (*ANNEX TD-3*), **including their respective curriculum vitae;**

CLASS 'B' DOCUMENTS:

- Valid Joint Venture Agreement (JVA) (*ANNEX JVA*), in case a joint venture is already in existence. In the absence of a JVA, duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of the JVA in the instance that the bid is successful, shall be included in the bid. Failure to enter into a joint venture in the event of a contract award shall be ground for the forfeiture of the bid security. Each partner of the joint venture shall submit the PhilGEPS Certificate of Registration in accordance with Section 8.5.2 of RA9184 and its IRR. The submission of technical and financial documents by any of the joint venture partners constitutes compliance. (*ANNEX JVA*)

Note: *All documents shall be current and updated and any missing document in the above-mentioned Checklist is a ground for outright rejection of the bid. Bidders are required to submit one (1) original and five (5) xerox copies of the original of their eligibility documents.*

To facilitate the eligibility check, bidders are advised to follow the arrangement in the above-mentioned checklist when placed in an Envelope, with documents tabbed and labeled accordingly.

NOTE: *For Foreign Bidders, the foregoing documents may be substituted by the appropriate equivalent documents in English, if any, issued by the country of the bidder concerned. Otherwise, it must be accompanied by a translation of the documents in English issued by the relevant foreign government agency, the foreign government agency authorized to translate documents, or a registered translator in the foreign bidder's country; and shall be authenticated by the appropriate Philippine foreign service establishment/post or the equivalent office having jurisdiction over the foreign bidder's affairs in the Philippines.*

ELIGIBILITY DOCUMENTS SUBMISSION FORM

[Date]

TO THE BIDS AND AWARDS COMMITTEE

Thru: FERDINAND C. JUMAPAO
*Undersecretary and Chairperson,
Bids and Awards Committee
Department of Tourism
Makati City, Philippines*

Ladies/Gentlemen:

In connection with your Request for Expression of Interest dated (*insert date*) for the (*Title of Project*), [*Name of Consultant*] hereby expresses interest in participating in the eligibility and short listing for said Project and submits the attached eligibility documents in compliance with the Eligibility Documents therefor.

In line with this submission, we certify that:

- a) [*Name of Consultant*] is not blacklisted or barred from bidding by the GoP or any of its agencies, offices, corporations, LGUs, or autonomous regional government, including foreign government/foreign or international financing institution; and
- b) Each of the documents submitted herewith is an authentic copy of the original, complete, and all statements and information provided therein are true and correct.

We acknowledge and accept the Procuring Entity's right to inspect and audit all records relating to our submission irrespective of whether we are declared eligible and short listed or not.

We further acknowledge that failure to sign this Eligibility Document Submission Form shall be a ground for our disqualification.

Yours sincerely,

Signature
Name and Title of Authorized Signatory
Name of Consultant
Address

STATEMENT ON CITIZENSHIP & PROFESSIONAL REGISTRATION

Date of Issuance

MA. ESPERANZA CHRISTINA GARCIA-FRASCO

Secretary

Department of Tourism

Makati City

Attention

The Chairperson

Bids and Awards Committee

Dear Sir/Madame:

In compliance with the requirements of the (Name of the Procuring Entity) BAC for the bidding of the (Name of the Project), I hereby certify that:

I am a (Nationality) citizen wishing to participate in the bidding.

I have the technical and financial capabilities to satisfactorily render the required services.

I possess the required professional license issued by the professional Regulation Commission or other appropriate regulatory body *(name of other regulatory body)*.

Very truly yours,

Name of Authorized Representative

Position

Name of the Bidder

JOINT VENTURE AGREEMENT

KNOW ALL MEN BY THESE PRESENTS:

That this JOINT VENTURE AGREEMENT is entered into By and Between _____,
of legal age, (civil status), owner/proprietor of _____ and a
resident of _____.

- and -

_____, of legal age, (civil status), owner/proprietor of
_____ a resident of _____.

THAT both parties agree to join together their manpower, equipment, and what is
need to facilitate the Joint Venture to participate in the Eligibility, Bidding and Undertaking of
the here-under stated project to be conducted by the (Name of the Procuring Entity).

NAME OF PROJECT

CONTRACT AMOUNT

That both parties agrees to be jointly and severally liable for the entire assignment.

That both parties agree that _____ and/or _____
shall be the Official Representative of the Joint Venture, and is granted full power and
authority to do, execute and perform any and all acts necessary and/or to represent the Joint
Venture in the bidding as fully and effectively and the Joint Venture may do and if personally
present with full power of substitution and revocation.

THAT this Joint Venture Agreement shall remain in effect only for the above stated
Projects until terminated by both parties.

Done this ____ day of _____, in the year of our Lord _____.

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Section I. Request for Expression of Interest



Procurement of Tourism Destination Marketing Company for Thailand
(Reference No.: DOT-BAC-REI NO. 2024-012)

1. The *Department of Tourism (DOT)*, through the *General Appropriations Act 2024* intends to apply the sum of *One Million Nine Hundred Sixty-Eight Thousand Forty-Six Pesos and 34/100 (PhP1,968,046.34)* being the Approved Budget for the Contract (ABC) to payments under the contract for *DOT-BAC-REI No. 2024-012*. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The *DOT* now calls for the submission of eligibility documents for a *Tourism Destination Marketing Company for Thailand to act as marketing representative for the period of four (4) months*. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before *18 September 2024 (until 9:00 a.m. only Manila Time) at the Procurement Management Division, 4th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Avenue, Makati City*. *Eligibility Check will be on the same day, to be held at the 4th Floor, Conference Hall, DOT Bldg., 351 Sen. Gil Puyat Avenue, Makati City at 10:00 a.m.* Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. Interested bidders may obtain further information from *DOT* and inspect the Bidding Documents at the address given below during *8:00 a.m. to 5:00 p.m.*
4. A complete set of Bidding Documents may be acquired by shortlisted eligible Bidders on *11 to 17 September 2024 (8:00 a.m. to 5:00 p.m., Manila Time) and 18 September 2024 (until 9:00 a.m, Manila Time)* from the address below.

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the website of the PDOT, provided that Bidders shall pay the applicable fee for the Bidding Documents not later than the submission of their bids.

5. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). The short list shall consist of **five (5)** prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are:

Criteria	Numerical Weight
Applicable experience of the consultant and members in case of joint ventures, considering both the overall experiences of the firms or, in the case of new firms, the individual experiences of the principal and key staff, including the times when employed by other consultants	60%
Qualification of personnel who may be assigned to the job vis-à-vis extent and complexity of the undertaking	35%
Current workload relative to capacity	5%
TOTAL:	100%

*Passing rate: 70%

6. Bidding will be conducted through open competitive bidding procedures using non-discretionary “pass/fail” criterion as specified in the IRR of RA 9184.

Bidding is open to all interested bidders, whether local or foreign, subject to the conditions for eligibility provided in the IRR of R.A 9184.

7. The Procuring Entity shall evaluate bids using the **Quality Based Evaluation (QBE)** procedure. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
8. The contract shall be completed within four (4) months upon receipt of Notice to Proceed.
9. The **DOT** reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder or bidders.
10. For further information, please refer to:

Mr. GODOFREDO R. MALDONADO, JR.
Head, DOT-BAC Secretariat
4th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City
Telephone Nos. 8459-5200 to 30 Loc. 425
Email Address: dot.bac@tourism.gov.ph
Website Address: www.tourism.gov.ph



USEC. FERDINAND C. JUMAPAO
DOT-BAC Chairperson



The DOT Building, 351 Sen. Gil Puyat Ave., 1200 Makati City, Philippines
Tel. Nos. (632) 8459-5200 to 8459-5230 • www.tourism.gov.ph

Section II. Eligibility Documents

1. Eligibility Criteria

- 1.1. **The following persons/entities shall be allowed to participate in the bidding for Consulting Services:**
 - (a) **Duly licensed Filipino citizens/sole proprietorships;**
 - (b) **Partnerships duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the interest belongs to citizens of the Philippines;**
 - (c) **Corporations duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the outstanding capital stock belongs to citizens of the Philippines;**
 - (d) **Cooperatives duly organized under the laws of the Philippines; or**
 - (e) **Persons/entities forming themselves into a joint venture, *i.e.*, a group of two (2) or more persons/entities that intend to be jointly and severally responsible or liable for a particular contract: Provided, however, That Filipino ownership or interest thereof shall be at least sixty percent (60%). For this purpose, Filipino ownership or interest shall be based on the contributions of each of the members of the joint venture as specified in their JVA.**
- 1.2. **When the types and fields of Consulting Services involve the practice of professions regulated by law, those who will actually perform the services shall be Filipino citizens and registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions specified in the EDS.**
- 1.3. **If the Request for Expression of Interest allows participation of foreign consultants, prospective foreign bidders may be eligible subject to the conditions stated in the EDS.**
- 1.4. **Government owned or –controlled corporations (GOCCs) may be eligible to participate only if they can establish that they (a) are legally and financially autonomous, (b) operate under commercial law, and (c) are not attached agencies of the Procuring Entity.**

2. Eligibility Requirements

- 2.1. **The following eligibility requirements, together with the Eligibility Documents Submission Form, shall be submitted on or before the date of the eligibility check specified in the Request for Expression of Interest and Clause 5 for purposes of determining eligibility of prospective bidders:**
 - (a) **Class “A” Documents –**

Legal Documents

- (i) **PhilGEPS Certificate of Registration and Membership in accordance with Section 8.5.2 of the IRR, except for foreign bidders participating in the procurement by a Philippine Foreign Service Office or Post, which shall submit their eligibility documents under Section 24.1 of the IRR, provided, that the winning Consultant shall register with PhilGEPS in accordance with Section 37.1.4 of the IRR;**

Technical Documents

- (ii) **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 provided in the EDS. The statement shall include, for each contract, the following:**
 - (ii.1) **the name and location of the contract;**
 - (ii.2) **date of award of the contract;**
 - (ii.3) **type and brief description of consulting services;**
 - (ii.4) **consultant's role (whether main consultant, sub consultant, or partner in a JV)**
 - (ii.5) **amount of contract;**
 - (ii.6) **contract duration; and**
 - (ii.7) **certificate of satisfactory completion or equivalent document specified in the EDS issued by the client, in the case of a completed contract;**
- (iii) **Statement of the consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions in accordance with Clause 1.2, including their respective curriculum vitae.**

- (b) **Class "B" Document –**

If applicable, the Joint Venture Agreement (JVA) in case the joint venture is already in existence, or duly notarized statements from all the potential joint venture partners in accordance with Section 24.1(b) of the IRR of RA 9184.

- 2.2. **The eligibility requirements or statements, the bids, and all other documents to be submitted to the BAC must be in English. If the**

eligibility requirements or statements, the bids, and all other documents submitted to the BAC are in foreign language other than English, it must

be accompanied by a translation of the documents in English. The documents shall be translated by the relevant foreign government agency, the foreign government agency authorized to translate documents, or a registered translator in the foreign bidder's country; and shall be authenticated by the appropriate Philippine foreign service establishment/post or the equivalent office having jurisdiction over the foreign bidder's affairs in the Philippines. The English translation shall govern, for purposes of interpretation of the bid.

- 2.3. Prospective bidders may obtain a full range of expertise by associating with individual consultant(s) and/or other consultants or entities through a JV or subcontracting arrangements, as appropriate. However, sub-consultants may only participate in the bid of one short listed consultant. Foreign Consultants shall seek the participation of Filipino Consultants by entering into a JV with, or subcontracting part of the project to, Filipino Consultants.

3. Format and Signing of Eligibility Documents

- 3.1. Prospective bidders shall submit their eligibility documents through their duly authorized representative on or before the deadline specified in Clause 5.
- 3.2. Prospective bidders shall prepare an original and copies of the eligibility documents. In the event of any discrepancy between the original and the copies, the original shall prevail.
- 3.3. The Eligibility Documents Submission Form shall be signed by the duly authorized representative/s of the Bidder. Failure to do so shall be a ground for the rejection of the eligibility documents.
- 3.4. Any interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the duly authorized representative/s of the prospective bidder.

4. Sealing and Marking of Eligibility Documents

- 4.1. Prospective bidders shall enclose their original eligibility documents described in Clause 2.1, in a sealed envelope marked "ORIGINAL – ELIGIBILITY DOCUMENTS". Each copy thereof shall be similarly sealed duly marking the envelopes as "COPY NO. ___ - ELIGIBILITY DOCUMENTS". These envelopes containing the original and the copies shall then be enclosed in one single envelope.
- 4.2. The original and the number of copies of the eligibility documents as indicated in the EDS shall be typed or written in ink and shall be signed by the prospective bidder or its duly authorized representative/s.
- 4.3. All envelopes shall:

- (a) contain the name of the contract to be bid in capital letters;
- (b) bear the name and address of the prospective bidder in capital letters;
- (c) be addressed to the Procuring Entity's BAC specified in the EDS;
- (d) bear the specific identification of this Project indicated in the EDS; and
- (e) bear a warning "DO NOT OPEN BEFORE..." the date and time for the opening of eligibility documents, in accordance with Clause 5.

4.4 Eligibility documents that are not properly sealed and marked, as required in the bidding documents, shall not be rejected, but the bidder or its duly authorized representative shall acknowledge such condition of the documents as submitted. The BAC shall assume no responsibility for the misplacement of the contents of the improperly sealed or marked eligibility documents, or for its premature opening.

5. Deadline for Submission of Eligibility Documents

Eligibility documents must be received by the Procuring Entity's BAC at the address and on or before the date and time indicated in the Request for Expression of Interest and the EDS.

6. Late Submission of Eligibility Documents

Any eligibility documents submitted after the deadline for submission and receipt prescribed in Clause 5 shall be declared "Late" and shall not be accepted by the Procuring Entity. The BAC shall record in the minutes of submission and opening of eligibility documents, the Bidder's name, its representative and the time the eligibility documents were submitted late.

7. Modification and Withdrawal of Eligibility Documents

7.1. The prospective bidder may modify its eligibility documents after it has been submitted; provided that the modification is received by the Procuring Entity prior to the deadline specified in Clause 5. The prospective bidder shall not be allowed to retrieve its original eligibility documents, but shall be allowed to submit another set equally sealed, properly identified, linked to its original bid marked as "ELIGIBILITY MODIFICATION" and stamped "received" by the BAC. Modifications received after the applicable deadline shall not be considered and shall be returned to the prospective bidder unopened.

7.2. A prospective bidder may, through a letter of withdrawal, withdraw its eligibility documents after it has been submitted, for valid and justifiable reason; provided that the letter of withdrawal is received by the Procuring Entity prior to the deadline prescribed for submission and receipt of eligibility documents.

- 7.3. Eligibility documents requested to be withdrawn in accordance with this Clause shall be returned unopened to the prospective bidder concerned. A prospective bidder that withdraws its eligibility documents shall not be permitted to submit another set, directly or indirectly, for the same project. A prospective bidder that acquired the eligibility documents may also express its intention not to participate in the bidding through a letter which should reach and be stamped by the BAC before the deadline for submission and receipt of eligibility documents.

8. Opening and Preliminary Examination of Eligibility Documents

- 8.1. The BAC will open the envelopes containing the eligibility documents in the presence of the prospective bidders' representatives who choose to attend, at the time, on the date, and at the place specified in the EDS. The prospective bidders' representatives who are present shall sign a register evidencing their attendance.

In case the submitted eligibility envelopes cannot be opened as scheduled due to justifiable reasons, the BAC shall take custody of the said envelopes and reschedule the opening on the next working day or at the soonest possible time through the issuance of a Notice of Postponement to be posted in the PhilGEPS website and the website of the Procuring Entity concerned.

- 8.2. Letters of withdrawal shall be read out and recorded during the opening of eligibility documents and the envelope containing the corresponding withdrawn eligibility documents shall be returned unopened to the withdrawing prospective bidder.
- 8.3. The eligibility documents envelopes and modifications, if any, shall be opened one at a time, and the following read out and recorded:
- (a) the name of the prospective bidder;
 - (b) whether there is a modification or substitution; and
 - (c) the presence or absence of each document comprising the eligibility documents vis-à-vis a checklist of the required documents.
- 8.4. The eligibility of each prospective bidder shall be determined by examining each bidder's eligibility requirements or statements against a checklist of requirements, using non-discretionary "pass/fail" criterion, as stated in the Request for Expression of Interest, and shall be determined as either "eligible" or "ineligible." If a prospective bidder submits the specific eligibility document required, he shall be rated "passed" for that particular requirement. In this regard, failure to submit a requirement, or an incomplete or patently insufficient submission, shall be considered "failed" for the particular eligibility requirement concerned. If a prospective bidder is rated "passed" for all the eligibility requirements, he shall be considered eligible to participate in the bidding, and the BAC

shall mark the set of eligibility documents of the prospective bidder concerned as “eligible.” If a prospective bidder is rated “failed” in any of the eligibility requirements, he shall be considered ineligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as “ineligible.” In either case, the BAC chairperson or his duly designated authority shall countersign the markings.

9. Short Listing of Consultants

- 9.1. Only prospective bidders whose submitted contracts are similar in nature and complexity to the contract to be bid as provided in the EDS shall be considered for short listing.**
- 9.2. The BAC shall draw up the short list of prospective bidders from those declared eligible using the detailed set of criteria and rating system to be used specified in the EDS.**
- 9.3. Short listed consultants shall be invited to participate in the bidding for this project through a Notice of Eligibility and Short Listing issued by the BAC.**

10. Protest Mechanism

Decision of the Procuring Entity at any stage of the procurement process may be questioned in accordance with Section 55 of the IRR of RA 9184.

Section III. Eligibility Data Sheet

Eligibility Documents	
1.2	<i>Tourism Destination Marketing Company for Thailand</i>
1.3	<p>Foreign consultants may be eligible to participate in this Project, subject to the following conditions to be complied within ten (10) days upon receipt of the Notice of Award:</p> <p style="margin-left: 40px;">a) Must be registered with the SEC and/or any agency authorized by the laws of the Philippines;</p> <p style="margin-left: 40px;">b) When the types and fields of consulting services in which the foreign consultant wishes to engage involve the practice of regulated professions, the foreign consultant must be authorized by the appropriate GoP professional regulatory body specified in Clause 1.2 to engage in the practice of those professions and allied professions: <i>Provided, however,</i> That the limits of such authority shall be strictly observed.</p>
2.1(a)(ii)	The statement of all ongoing and completed government and private contracts shall include all such contracts within <i>five (5) years</i> prior to the deadline for the submission and receipt of eligibility documents.
2.1(a)(ii.7)	May also attach Certificate of Services Rendered.
4.2	Each prospective bidder shall submit <i>one (1) original and five (5) photocopies</i> of its eligibility documents.
4.3(c)	<i>Usec. Ferdinand C. Jumapao, DOT-BAC Chairperson c/o Mr. Godofredo R. Maldonado, DOT-Head-BAC Secretariat, 4th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i>
4.3(d)	<i>Ref. No.: DOT-BAC-REI No. 2024-012</i>
5	<p>The address for submission of eligibility documents is at the <i>Procurement Management Division, 4th Floor, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i></p> <p>The deadline for submission of eligibility documents is <i>on or before 9:00 a.m. only Manila Time of 18 September 2024.</i></p>

8.1	<p>The place of opening of eligibility documents is at the 4th Floor, Conference Room, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</p> <p>The date and time of opening of eligibility documents is 18 September 2024 at 10:00 a.m.</p> <p><i>The Opening of Eligibility Documents will be conducted through video conference using the MS Team platform on 18 September 2024 at 10:00 a.m.</i></p> <p><i>Prospective bidders who are interested in joining the opening of eligibility documents must send the following details to the BAC Secretariat via e-mail at dot.bac@tourism.gov.ph not later than 5:00 p.m. of 17 September 2024.</i></p> <ul style="list-style-type: none"> • <i>Name of Representative(s) - Maximum of two (2)</i> • <i>Company Name:</i> • <i>Email Address:</i> • <i>Contact No.:</i> 																																											
9.1	<p>Similar contracts means performing both marketing and PR functions, including market intelligence and competitor analysis, or such services similar to Terms of Reference of this project.</p>																																											
9.2	<table border="1"> <thead> <tr> <th data-bbox="451 1032 523 1093">#</th> <th data-bbox="531 1032 1193 1093">Eligibility Check and Shortlisting Criteria</th> <th data-bbox="1201 1032 1401 1093">Numerical Weight</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 1099 523 1301">I</td> <td data-bbox="531 1099 1193 1301">Applicable experience of the consultant and members in case of joint ventures, considering both the overall experiences of the firms or, in the case of new firms, the individual experiences of the principal and key staff, including the times when employed by other consultants</td> <td data-bbox="1201 1099 1401 1301">60%</td> </tr> <tr> <td colspan="3" data-bbox="451 1308 1401 1346">Company Background (40% accumulated)</td> </tr> <tr> <td data-bbox="451 1352 523 1391">1</td> <td data-bbox="531 1352 1193 1391">Tourism Destination Marketing Company and/or PR Company*</td> <td data-bbox="1201 1352 1401 1391">12</td> </tr> <tr> <td></td> <td data-bbox="531 1413 1193 1473">Active member of an international or local tourism organization (with proof of membership)</td> <td data-bbox="1201 1413 1401 1473">9</td> </tr> <tr> <td></td> <td data-bbox="531 1480 1193 1518">With a physical office in Bangkok, Thailand</td> <td data-bbox="1201 1480 1401 1518">7</td> </tr> <tr> <td></td> <td data-bbox="531 1525 1193 1563">Former Market Rep for the Philippines</td> <td data-bbox="1201 1525 1401 1563">7</td> </tr> <tr> <td></td> <td data-bbox="531 1570 1193 1630">Former Market Rep for an NTO in any ASEAN country (aside from the Philippines)</td> <td data-bbox="1201 1570 1401 1630">5</td> </tr> <tr> <td data-bbox="451 1637 523 1675">2</td> <td data-bbox="531 1637 1193 1675">Years in Existence (20%)</td> <td data-bbox="1201 1637 1401 1675"></td> </tr> <tr> <td></td> <td data-bbox="531 1682 1193 1720">8 years and above</td> <td data-bbox="1201 1682 1401 1720">20</td> </tr> <tr> <td></td> <td data-bbox="531 1727 1193 1765">5 to 7 years</td> <td data-bbox="1201 1727 1401 1765">10</td> </tr> <tr> <td data-bbox="451 1771 523 1809">II</td> <td data-bbox="531 1771 1193 1854">Qualification of personnel who may be assigned to the job vis-à-vis extent and complexity of the undertaking</td> <td data-bbox="1201 1771 1401 1854">35%</td> </tr> <tr> <td colspan="3" data-bbox="451 1861 1401 1921">Educational Background of Personnel (20% accumulated)</td> </tr> <tr> <td data-bbox="451 1928 523 1966">1</td> <td data-bbox="531 1928 1193 2027">Marketing Director has a Bachelor's degree in Tourism, Business Marketing, Communications, Mathematics, or Economics</td> <td data-bbox="1201 1928 1401 2027">8</td> </tr> </tbody> </table>	#	Eligibility Check and Shortlisting Criteria	Numerical Weight	I	Applicable experience of the consultant and members in case of joint ventures, considering both the overall experiences of the firms or, in the case of new firms, the individual experiences of the principal and key staff, including the times when employed by other consultants	60%	Company Background (40% accumulated)			1	Tourism Destination Marketing Company and/or PR Company*	12		Active member of an international or local tourism organization (with proof of membership)	9		With a physical office in Bangkok, Thailand	7		Former Market Rep for the Philippines	7		Former Market Rep for an NTO in any ASEAN country (aside from the Philippines)	5	2	Years in Existence (20%)			8 years and above	20		5 to 7 years	10	II	Qualification of personnel who may be assigned to the job vis-à-vis extent and complexity of the undertaking	35%	Educational Background of Personnel (20% accumulated)			1	Marketing Director has a Bachelor's degree in Tourism, Business Marketing, Communications, Mathematics, or Economics	8	
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	Support team member has Bachelor's degree	7
	English Proficiency certificate, test result or similar (e.g. TOEFL, IELTS, PTE Academic) for both Marketing Director and Support Team Member was attached	5
2	Experience of both personnel in the Team (Executive / Marketing Director; and Support) in the Philippine Travel Industry (15% accumulated)	
	Marketing Director has implemented at least two projects (TDMC-related work) in the Philippines ((e.g. fam trips, B2Bs, attendance to travel fairs and travel exhibitions)	10
	Support team member has implemented at least one project and/or TDMC-related work in the Philippines (e.g. fam trips, B2Bs, attendance to travel fairs and travel exhibitions)	5
	III. Current Workload Relative to Capacity (5%)	5%
	No ongoing projects	4
	1 - 3 projects	5
	Above 4 projects	2

*not a visa-facilitating agency

Note: Passing Rate: 70%

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION:

Procurement of a Tourism Destination Marketing Company (TDMC) in Thailand
The Department of Tourism, Office of Product and Market Development

II. BACKGROUND:

The Tourism Act (R.A. 9593) designates the Department of Tourism (DOT) to be the primary planning, programming, coordinating implementing and regulatory government agency in the development and promotion of tourism industry, both domestic and international market. RA 9593 further vest in the DOT the mandate to provide an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country (*Section 5.e. Powers and Functions of the DOT*). Product and Market portfolio identified in NTDP 2023-2028 recognizes Southeast Asia, specifically identified as Vietnam, Thailand, Malaysia, Singapore and Indonesia as source markets for development.

The DOT OPMD has since 2009 obtained the services of a tourism destination marketing company (TDMC) as Market Representatives to complement existing DOT Foreign Offices and to service these other markets identified in the NTDP. The existing TDMC contact ended on August 18, 2024. Thailand currently ranks at 18th place in inbound tourism as of July 2024, and 5th place among MDD Opportunity Markets. Our continued presence in the Thai market for the implementation of overseas projects warrant the hiring of the services of a market-based coordinator/representative.

ASEAN arrivals contributes to a higher average of per capita/day spending making it equally lucrative to European arrivals and an important short haul destination. ASEAN countries have likewise recognized the value of interregional travel and distinctively prioritized these countries in their marketing strategies. The DOT seeks to engage the services of a TDMC for another 4 months for continuous recovery of arrivals from this region.

III. OBJECTIVES:

The objectives of hiring the TDMC aims to:

1. Provide assistance to DOT in the development of the market with the end goal of contributing to the recovery of the market to pre-COVID status;
2. Provide assistance in the full implementation of market development projects for Thailand and enable the evaluation and monitoring of projects within the prescribed period (4 months);
3. Provide assistance in the successful overseas procurement of all necessary services and engagements in the host country vital for the implementation of projects for Thailand; and
4. Support the DOT mandate to attract foreign visitors seeking the “Filipino Brand” of experience with the end goal of enhancing the prestige of the Philippines in the world and increasing the production of Philippine packages from the time of engagement for the target tourist segments.

IV. DURATION:

The duration of the requirement is for a period of four (4) months.

V. ELIGIBILITY REQUIREMENTS:

1. A duly registered PR or market representative/representation company in Thailand and must have a physical office in the said country market
2. Must have a minimum of 5 years' experience in the travel and tourism industry particularly in destination marketing, PR, or marketing
3. No existing contract representing other ASEAN countries particularly an ASEAN National Tourism Organization (NTO)
4. Must be a member of an international or local tourism association or organization in Thailand (with proof)
5. Must not be a travel agency, tour operator, or a visa facility agency

VI. MINIMUM REQUIREMENT FOR MARKET TEAM/SUPPORT

1. Executive Director/Marketing Director:
 - Bachelor's degree, preferably in Tourism, Business Marketing, Communications, Mathematics, or Economics
 - Citizen or permanent resident or a legal immigrant of Thailand and must have resided in the said country for a minimum of 5 years' prior his/her hiring
 - Proficient in the spoken English language (attach a certificate test result from TOEFL, IELTS, PTE, or similar exam/test)
 - Must have knowledge on Philippine destinations, having handled projects in the Philippines (with proof) is an advantage
 - Must have work experience with the Thai travel trade industry
 - Must have minimum 5 years' experience in marketing tourism accounts (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises)
2. Support Team Member:
 - Bachelor's degree/college graduate
 - Citizen or permanent resident or a legal immigrant of Thailand and must have resided in the said country for a minimum of 3 years prior to his/her hiring
 - Must be able to communicate in English and the major language of Thailand
 - Must have knowledge on Philippine destinations, having handled projects in the Philippines (with proof) is an advantage
 - Must have minimum 2 years' experience in marketing tourism accounts (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises)

VII. SCOPE OF WORK

1. Propose a Market Development Strategy and Action Plan for the Philippines for year 2025 to include: trade development activities, consumer promotion activities, and other activities deemed to improve inbound travel to the country
2. Implement marketing projects for Thailand and provide corresponding reports for the given period
3. Provide monthly market research and intelligence report that includes competitor analysis and benchmarking
4. Provide updated list of buyers and media contacts and others as may be requested by the DOT Head Office
5. Operate an office to entertain physical and virtual queries regarding travel to the Philippines to include queries of agents
6. Conduct sales calls on travel agencies, wholesalers, and corporate accounts in media on behalf of the DOT Head Office and report possible partnerships or leads

7. Monitor and evaluate projects implemented with a corresponding prescribed investment return metrics agreed upon with the DOT Head Office
8. Implement other activities that may be prescribed by the DOT Head Office

VIII. DELIVERABLES

1. Development of Market Development Strategy and Action for year 2025 to include annual market development plan, and financial plan
2. Implementation of travel trade development activities to include but not limited to:
 - a. Sales calls and presentations to tour operators, travel agents (wholesalers and retailers), corporate accounts and other industry partners to generate tour packages and to increase market knowledge
 - b. Business matching activities with appropriate business platforms (online or physical platforms)
 - c. Travel trade familiarization trip(s) that showcase new and established destinations suited for the Thai market
 - d. Seminars deemed to improve tourist arrivals
 - e. Joint-promotional activities with tourism entities
3. Implementation of consumer promotion and activation to include organizing/ managing and participating in any:
 - a. Social media activations and participation of tour wholesalers and agents
 - b. Media familiarization trip(s) that showcase new and established destinations that could provide the travel experience suited for the Thai market
4. Provision of market research and intelligence data/report:
 - a. Report on significant and current data to generate useful information to help in decision making to include up-to-date market database
 - b. Report on tourism trends including sex-disaggregated data in the market as well as economic trends that may affect travel industry
 - c. Report on competitor news (such as but not limited to tourism promotion efforts and budget of ASEAN countries) and emerging inbound and outbound tourism developments
 - d. Identify technology enabled marketing tools, if any
 - e. Develop a master list of contacts in the industry
5. Submission of monthly reports (format to be prescribed by the DOT Head Office) to include:
 - a. Above intelligence report
 - b. Analysis of effectiveness of activities conducted or engaged in during the said month with report on returns of investment/returns of objectives
 - c. Monitored media releases
 - d. Updated contact list of buyers (travel trade, establishments, tourism associations, and others as may be requested by the DOT Head Office)
 - e. Physical report of office operations and number of queries (walk-ins, telephone, online messaging applications, etc.)
6. Submission of terminal or accomplishment report for marketing projects
7. Submission of other significant reports that may be prescribed by the DOT Head Office

IX. BUDGET ALLOCATION

Budget Allocation: PHP1,968,046.34 to cover the professional fees and monthly operational costs (inclusive of applicable taxes and bank charges) to be charged against the 2024 Office of Product and Market Development GAA

X. TERMS OF PAYMENT AND REIMBURSEMENT

1. Payment of the professional fee and monthly operational cost shall be made on a monthly basis billed to the DOT Head Office subject to submission of the deliverables and end-user satisfactory performance of service rendered certification.
2. Reimbursement of all expenses related to project execution must be within the approved budget and Work and Financial Plan, subject to the approval of the Director of the Office of Product and Market Development prior to execution, and must be in compliance with existing Philippine government procurement, budgetary, accounting, auditing and other pertinent rules and regulations.


XI. TIMEFRAME

The contract timeframe is for a period of four (4) months from receipt of the Notice to Proceed (NTP).


XII. CONTACT PERSON

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Submitted by:


MICAH MARIA ANNE P. SALES
Tourism Operations Officer II
Office of Product and Market Development

Noted by:


PAULO BENITO S. TUGBANG, M.D.
Director
Office of Product and Market Development

**SHORTLISTING RATING SHEET
TOURISM DESTINATION MARKETING COMPANY IN THAILAND**

Eligibility Check and Shortlisting Criteria and Rating		%	
1	Company Background (40% accumulated)		
	Tourism Destination Marketing Company and/or PR Company*	12	
	Active member of an international or local tourism organization (with proof of membership)	9	
	With a physical office in Bangkok, Thailand	7	
	Former Market Rep for the Philippines	7	
	Former Market Rep for an NTO in any ASEAN country (aside from the Philippines)	5	
2	Years in Existence (20%)		
	8 years and above	20	
	5 to 7 years	10	
3	Educational Background of Personnel (20% accumulated)		
	Marketing Director has a Bachelor's degree in Tourism, Business Marketing, Communications, Mathematics, or Economics	8	
	Support team member has Bachelor's degree	7	
	English Proficiency certificate, test result or similar (e.g. TOEFL, IELTS, PTE Academic) for both Marketing Director and Support Team Member was attached	5	
4	Experience of both personnel in the Team (Executive / Marketing Director; and Support) in the Philippine Travel Industry (15% accumulated)		
	Marketing Director has implemented at least two projects (TDMC-related work) in the Philippines ((e.g. fam trips, B2Bs, attendance to travel fairs and travel exhibitions)	10	
	Support team member has implemented at least one project and/or TDMC-related work in the Philippines (e.g. fam trips, B2Bs, attendance to travel fairs and travel exhibitions)	5	
5	Current Workload Relative to Capacity (5%)		
	No ongoing projects	4	
	1 - 3 projects	5	
	Above 4 projects	2	

*not a visa-facilitating agency

Note: Passing Rate: 70%

**RATING SHEET FOR TECHNICAL PROPOSAL
TOURISM DESTINATION MARKETING COMPANY IN THAILAND**

	Criteria and Rating	%	
1	Experience and Capability of the Consultant		
	a) Years of experience as tourism destination marketing company (TDMC) or market representative company (MR) (15%)		
	- 10 years and above as TDMC or MR	15	
	- 6 – 9 years as TDMC or MR	10	
	- 5 years as TDMC or MR	5	
	b) Type of activities organized to promote a destination and/or brand from 2019 to present (30% accumulated)		
	- At least 5 trade development activities such as workshops, sales missions/ product presentations, trade fairs and travel exhibitions, trade, familiarization trips, and/or joint promotional activities	10	
	- At least 5 consumer promotion and activation activities such as consumer fairs, in-store/mall promotions, media familiarization trips, travel influencers fam trip, and/or creation of media plans / conduct of media placements	10	
	- At least 5 market research or market intelligence reports generated	10	
2	Plan of Approach and Methodology (40% accumulated)		
	An Overall Market Development Strategy and Action Plan was presented		
	- Trade Development Activities were presented.	10	
	- Consumer Promotion and Activation Activities were presented	10	
	- Market Research and Intelligence Activities were presented	10	
	- At least 1 Innovative Activity or new market segment was presented	10	
3	Quality of Personnel to be Assigned (15% accumulated)		
	- Executive / Marketing Director to be assigned has experience implementing at least two projects for a National Tourism Organization (NTO).	5	
	- Executive / Marketing Director to be assigned has experience implementing at least one project for a Philippine tourism organization.	5	
	- Support personnel to be assigned has at least one prior experience working as a PR and/or Marketing Officer for a tourism destination, hotel, airport, airline, theme park, tourism entertainment product, or related tourism products	5	

NOTES:

- 1) If DOT (Philippines) is indicated as NTO in Criteria number 3, first category (NTO section), it cannot be indicated in Criteria 3, second category (Philippine tourism organization). If DOT is named is indicated in both categories, points shall only be added to the score in the NTO section.
- 2) Accumulated score, points are earned if they have done any or all of the following.
- 3) Passing Rate: 70%
- 4) TDMC & MR are used interchangeably.

