

TERMS OF REFERENCE

I. PROJECT TITLE

THE NATIONAL TOURISM DEVELOPMENT PLAN 2023-2028 INFORMATION, EDUCATION AND COMMUNICATION (IEC) MATERIALS – COLLATERALS

II. OBJECTIVES

To contract a reputable consultancy services to facilitate the layout, design, production and printing of DOT's NTDP 2023-2028 IEC Materials.

III. TARGET AUDIENCE

- 1) Government (Office of the President, DOT and attached agencies and other national government agencies/offices)
- 2) Local Government Units
- 3) Local communities and tourism destinations/ sites/ areas
- 4) Private Sectors (All accredited tourism establishments and potential members)
- 5) Developers
- 6) Investors
- 7) Institutions engaged in financing tourism projects
- 8) Academe and tourism education and training centers
- 9) Non-government organizations specializing in tourism and directly involved in tourism projects and the supply of tourism services
- 10) Civil Society Organizations
- 11) Other stakeholders for tourism development

IV. SCOPE OF WORK

A. Collaterals

1. Design, Layout and Mechanicals
2. Graphic Illustrations
3. Photography (To supplement existing image bank of DOT and attached agencies)
4. Digital Imaging & Archiving of Camera Ready Artworks (CRA)
5. Color Separation
6. Printing Production & Supervision
7. Client Servicing/Project Management
8. Regular conduct of meetings and consultations with key informants, resource persons, and project and approving officers.

V. DELIVERABLES

1) The NTDP 2023-2028 Plan – Abridged Edition (2,000 copies) – P360,500.00

- A concise edition or abstract of the comprehensive edition of the NTDP 2023-2028

- a) Secretary's Message
- b) Vision Statement
- c) NTDP Targets
- d) NTDP Executive Summary
- e) Tourism Development Areas
- f) Illustrative Map

PRINT SPECIFICATIONS

NTDP BROCHURE – ABRIDGED	EDITION
QUANTITY :	2,000 copies
SIZE :	8.26" x 11.69" (Folded) (Tall) 16.52" x 11.69" (Spread)
COLORS :	4 x 4
PAPERSTOCK :	C2S 180 lbs.
NUMBER OF PAGES :	Maximum of 8 pages
BINDING :	Saddle Stitch

2) The NTDP 2023-2028 – Comprehensive Edition (295 copies) – P638,085.00

- A complete and thorough edition of the NTDP plus a body of data:

- a) NTDP Final Report
- b) NTDP Annexes
- c) Action Plan Priorities

PRINT SPECIFICATIONS

NTDP COMPREHENSIVE EDITION	
QUANTITY :	295 copies
SIZE :	8.26" x 11.69" (Folded) (Tall) 16.52" x 11.69" (Spread)
COLORS :	4 x 4
PAPERSTOCK :	C2S 180 lbs. (Cover) C2S 100 lbs. (Inside Pages)
NUMBER OF PAGES :	Maximum of 200 pages
BINDING :	Perfect binding
OTHERS :	with Matte Lamination for cover only

3) PDF copies of the item one (1) and item two (2) that is saved in two (2) separate USBs and ten (10) separate CDs.

4) Editable copies of item one (1) and item (2) that is saved in two (2) separate USBs and ten (10) separate CDs.

VI. PROJECT DURATION

Deliverables	Duration in Days	Review and Approval Period
Presentation of initial version of design and layout	Five (5) days after the receipt of the Notice to Proceed (NTP)	Three (3) days upon receipt of initial version of design and layout
First consultative meeting	Two (2) days upon the approval of the initial version of design and layout	
Presentation of revised versions of design and layout	Five (5) days after the first consultative meeting	Two (2) days upon receipt of revised versions of design and layout
Second consultative meeting	Two (2) days upon the approval of revised versions of design and layout	
Presentation of final version of design and layout	Five (5) days after the second consultative meeting	Two (2) days upon receipt of final version of design and layout
Production of sample copy of abridged and comprehensive NTDP using final versions of design and layout	Five (5) days upon approval of the final version of design and layout	One (1) day upon receipt of sample copy of abridged and comprehensive NTDP
Final consultative meeting	One (1) day upon approval of sample copies of abridged and comprehensive NTDP	
Delivery of final output	Ten (10) days after final consultative meeting	

Note: Days – calendar days including Saturday and Sunday

Target delivery dates of Mass Produced NTDP

Date	Number of copies
08 March 2024	1,000 Abridged 150 Comprehensive
22 March 2024	1,000 Abridged 145 Comprehensive

VII. DATE OF IMPLEMENTATION

This project will be implemented i

on March 2024.

VIII. ELIGIBILITY REQUIREMENTS

- Reputable consultancy services that specializes in layout, design, production and printing of IEC materials. Production experience in production of tourism campaign materials is an advantage.
- Project Manager/Team Leader and personnel must have worked on at least 3-5 tourism-related consultancy projects.
- Bidder must submit proposal indicating the program design, program delivery, and deliverables must be manifested.
- Submission of 3-5 recent works (for presentation purposes only).
- Business Permit for current year

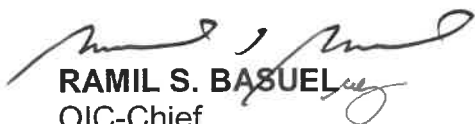
IX. ESTIMATED BUDGET

Nine Hundred Ninety-Eight Thousand Five Hundred Eighty-Five Pesos Only (**Php 998,585.00**) inclusive of VAT and other government taxes.

X. PAYMENT PROCEDURE/SCHEDULE OF PAYMENT

Tranche	Schedule of Payment	Payment Tranches
1 st Tranche	Upon submission of initial design and layout	30% of total project cost
2 nd Tranche	Upon approval of final Design and Layout	20% of total project cost
3 rd Tranche	Upon completion and delivery of the 2,000 copies of Abridged and 295 copies of Comprehensive NTDP 2023-2028	50% of total project cost

CONTACT PERSON:



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

**CONSULTANCY SERVICES FOR THE NATIONAL TOURISM DEVELOPMENT PLAN (NTDP)
2023-2028 IEC KIT – PRINTING OF COLLATERALS**

CRITERIA FOR RATING

Eligibility Check and Shortlisting Criteria for Rating

Applicable Experience of the Consultant – 50%

Qualification of Personnel Assigned – 35%

Approach and Methodology – 15%

CRITERIA	RATE	SCORE
I. APPLICABLE EXPERIENCE OF THE FIRM/COMPANY		
A. Years of Experience		
1. Bidder has at least five (5) years of experience in the layout, design, production, and printing of information education campaign materials at a local or national scale.	25	
2. Bidder has less than five (5) years of experience in the layout, design, production, and printing of information education campaign materials at a local or national scale.	15	
B. Number of similar projects completed/ Relevance of the company		
1. Bidder has conducted at least five (5) layout, design, production, and printing of tourism-related project with government agencies and/or private entities.	25	
2. Bidder has conducted less than five (5) layout, design, production, and printing of tourism-related project with government agencies and/or private entities.	15	
II. QUALIFICATION OF PERSONNEL		
A.1 The Project Manager/Team Leader has worked on five (5) or more tourism-related consultancy projects.	20	
A.2 The Project Manager/Team Leader has worked on less than five (5) tourism-related consultancy projects.	15	
B.1 All assigned personnel have experience working on five (5) or more tourism-related consultancy projects.	15	
B.2 All assigned personnel have experience working on less than five (5) tourism-related consultancy projects.	10	
III. APPROACH AND METHODOLOGY		
The program design, program delivery, and deliverables must be manifested in the proposal of the bidder.	15	
GRAND TOTAL	100	
PASSING RATE	70	

Prepared by:


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