

TERMS OF REFERENCE (TOR)

I. PROJECT TITLE

PRODUCTION OF SUSTAINABLE TOURISM BROCHURES

Host Agency : Department of Tourism (DOT) MIMAROPA

Date of Implementation : First quarter of 2019

II. PROJECT BACKGROUND

In line with the policy of the DOT to promote a tourism industry that is ecologically sustainable, responsible and participative, and to create a favorable image of the Philippines within the international community, the DOT MIMAROPA will be producing brochures for the provinces of Occidental Mindoro, Oriental Mindoro, Marinduque, Romblon, and Palawan and an omnibus regional brochure

These collaterals will carry a green and sustainable tourism theme, featuring green and sustainable tourism destinations such as heritage sites, farm tourism sites, landscapes that offer more of natural beauty, and accredited establishments that have a proactive effort to address issues such as waste management, carbon emissions and biodiversity conservation.

III. RATIONALE AND JUSTIFICATION

The MIMAROPA Region boasts of many man-made and natural attractions that will surely provide a haven of recreation and awe to its visitors. The DOT MIMAROPA Regional Office is committed to being consistent with the Department of Tourism's long-standing commitment to sustainable, agricultural, and eco-tourism, and likewise in line with its mandate based on Republic Act No. 9593, otherwise known as the Tourism Act of 2009.

The production of green and sustainable tourism brochures and website by the DOT MIMAROPA is anchored on policy laid down by Republic Act No. 9593, which states:

Section 2. Declaration of Policy. - The State declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socioeconomic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos.

Towards this end, the State shall seek to:

- Recognize sustainable tourism development as integral to the national socioeconomic development efforts to improve the quality of life of the Filipino people, providing the appropriate attention and support for the growth of this industry;
- Promote a tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities;
- Create a favorable image of the Philippines within the international community, thereby strengthening the country's attraction as a tourism destination and eventually paving the way for other benefits that may result from a positive global view of the country[.]

Likewise, Section 3 of the same Act provides:

Section 3. Objectives. - Pursuant to the above declaration, the State shall adopt the following objectives:

- Encourage activities and programs which promote tourism awareness, preserve the country's diverse cultures and heritage, and instill a sense of history and a culture of tourism among the youth and the populace;
- Ensure the right of the people to a balanced and healthful ecology through the promotion of activities geared towards environmental protection, conservation and restoration;
- Develop responsible tourism as a strategy for environmentally sound and community participatory tourism programs, enlisting the participation of local communities, including indigenous peoples, in conserving bio - physical and cultural diversity, promoting environmental understanding and education, providing assistance in the determination of ecotourism sites and ensuring full enjoyment of the benefits of tourism by the concerned communities[.]

IV. MINIMUM REQUIREMENTS

- Must be PHILGEPs member
- Printing house must be located in Metro Manila
- Must be able to provide the requirements on send bill arrangement / government procedure for release of payments
- Must have experience in handling government transactions

- The supplier printer must have its own printing plant including its own computer to plate equipment and at least one unit Heidelberg 5 color offset printing machine integrated with complete editorial, photography and graphic design artist.

V. SCOPE OF WORK / DELIVERABLES

The following are the services required by the DOT MIMAROPA :

MIMAROPA PROVINCIAL BROCHURES (Mindoro Occidental, Mindoro Oriental, Marinduque, Romblon and Palawan)

- Size : 17 in x 24 in, pocket size : 4.125 in by 4 in; insert 8.25 in x 3.75 in.
- Color : Full color 2 sides; insert: full color 1 side
- Paper : C2s#80
- Others : 4 Folds with pocket, and inserts (for DOT Accredited Tourism Enterprises), Offset printing
- Must include Editorial (concept, write up, editing, design and layout)
- Must provide high resolution photos
- Quantity : 4,000 pieces per province

MIMAROPA OMNIBUS BROCHURE

- Size : 18 in x 23.75 in
- Color : Full color 2 sides
- Paper : C2s#80
- Others : with 4 folds, offset printing
- Must include Editorial (concept, write up, editing, design and layout; and high resolution photos)
- Quantity : 4,000 pieces

VI. BUDGET

Budget for the Production of the 5 MIMAROPA Provincial brochures and Omnibus brochure is One Million Six Hundred Thousand Pesos (P1,600,000), inclusive of 12% VAT and amenities as defined in this Terms of Reference.

VI. CONTACT PERSON

Name : Ms. Cecil V. Aranton
 Contact Nos. : (02) 8164886 and (02) 459-5200 local 119