



## Bid Notice Abstract

### Request for Proposal (RFP)

**Reference Number** 6399047  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** Consultancy Services for the Formulation of the Strategic Action Plan for Dive Tourism  
**Area of Delivery**

<b>Solicitation Number:</b> 2019-08-0182	<b>Status</b>	<b>Pending</b>
<b>Trade Agreement:</b> Implementing Rules and Regulations	<b>Associated Components</b>	3
<b>Procurement Mode:</b> Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Bid Supplements</b>	0
<b>Classification:</b> Consulting Services	<b>Document Request List</b>	0
<b>Category:</b> Consulting Services	<b>Date Published</b>	16/08/2019
<b>Approved Budget for the Contract:</b> PHP 600,000.00	<b>Last Updated / Time</b>	15/08/2019 17:51 PM
<b>Delivery Period:</b>	<b>Closing Date / Time</b>	19/08/2019 15:00 PM
<b>Client Agency:</b>		
<b>Contact Person:</b> John Paulo Samonte Francisco Administrative Officer I 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 psfrancisco.logistics@yahoo.com		

#### Description

##### TERMS OF REFERENCE

##### CONSULTANCY SERVICE FOR THE FORMULATION OF THE STRATEGIC ACTION PLAN FOR DIVE TOURISM

##### I. Background

Scuba diving as identified in the National Tourism Development Plan (NTDP) 2016-2022 as major tourism product has been growing strongly in recent years. The Philippines is blessed with some of the most spectacular diving areas in the world, and the opportunity exists to develop the Philippines as one of the 'go to' scuba diving destinations in the world. With this, it is essential that scuba diving product to have a strategic action plan to ensure its competitiveness.

##### II. Objectives and Purpose

The main objective of this Term of Reference is to procure Consultancy Services to formulate the Dive Tourism Strategic Action Plan.

The purpose of developing the Plan is to craft an effective, practical, and feasible strategy that will promote growth and serve as a guide for the present and future developments of dive tourism. The Plan aims to show the overall picture of the development of dive tourism.

Specifically, the objectives of developing the Plan are:

- A. To consult and work closely with dive tourism stakeholders such as community organizations, tourism personnel/staff, government agencies, and other dive and tourism stakeholders;
- B. To ensure all stakeholders' needs, industry gaps and opportunities are outlined;
- C. To gather up-to-date market information and dataset, marketing, social media and communication strategies;
- D. To capture environmental concerns on tourism, land-use and biodiversity;
- E. To incorporate and strategically evaluate eco-friendly principles in the implementation of dive tourism strategies;

F. To provide a measurement framework for the monitoring of the impact of diving in the economy.

### III. Scope of Work

The Consultants will be required to undertake the following activities:

- A. Conduct site assessments and consultations with dive stakeholders who have thorough knowledge of the diving industry and relevant institutions to necessary data and information;
- B. Review and analyze the existing dive tourism programs, projects, and progress for a detailed action plan;
- C. Review the existing national, regional, and local policies related to dive tourism;
- D. Identify current trends, issues, and problems through the conduct of situational analysis of dive tourism in the country;
- E. Identify strategies to further develop diving as a tourism product;
- F. Identify and develop measures aimed at creating an enabling regulatory environment for dive tourism;
- G. Outline joint projects and programs aimed at promoting tourism infrastructure and product development among dive stakeholders;
- H. Develop measures aimed at strengthening both human resource and institutional capacity building for tourism development in the tourism industry;
- I. Recommend marketing strategies suitable for the dive tourism industry;
- J. Develop policies which promotes the culture of research among the dive tourism industry;
- K. Establish strategies to mobilize financial resources with the view to promoting sustainable dive tourism development in the Philippines;
- L. Establish a code of conduct and ethics for the dive tourism industry in consultation with dive stakeholders;
- M. Highlight the benefits to be accrued by the dive stakeholders under the proposed Dive Tourism Strategic Action Plan;
- N. Identify and develop action plans for implementation of the agreed upon policy measures and programs;
- O. Identify and determine the roles of public and private stakeholders in the implementation of the Plan; and
- P. Develop a monitoring and evaluation framework for the stakeholders to track and assess the plans and programs implemented throughout The Plan.

Materials, such as photos, survey data, and the likes, which will be submitted, will be the property of the Department.

### IV. Deliverables and Timeline

The main outputs of the Consultancy are:

#### Deliverable Timeline

- A. An Inception Report detailing activities and timelines of the project as well as the approach/methodology to be applied and an indicative table of contents of deliverables, printed in six (6) copies and digital format; 1 month from receipt of Notice to Proceed (NTP)
- B. Situational Report on the following:
  - a. Current status of the Dive Industry in terms of key dive sites and inventory of dive establishments, operators, and organizations;
  - b. Institutional Framework;
  - c. International Market;
  - d. Prospects going forward;
  - e. Past programs and lessons learned;
  - f. Key issues and challenges on the development of dive tourism;
  - g. Broad directions for the dive sector to consider; 2 months from receipt of Notice to Proceed (NTP)
- C. Report of assessments, consultations, and focus group discussions for gathering of data and inputs, printed in six (6) copies and digital format; 3 months from receipt of Notice to Proceed (NTP)
- D. A detailed First Draft of the Dive Tourism Strategic Action Plan, printed in six (6) copies and digital format; 5 months from receipt of Notice to Proceed (NTP)
- E. A national consultancy workshop to present the findings of the draft of the Dive Tourism Strategic Action Plan and to validate the drafted Plan; 6 months from receipt of Notice to Proceed (NTP)
- F. A Final Draft of the Dive Tourism Strategic Action Plan after the validation workshop, subject to approval of project management as per dates approved in the inception report, printed in six (6) copies and digital format; 6 months from receipt of Notice to Proceed (NTP)
- G. The Dive Tourism Strategic Action Plan with an elaborate Action Plan for implementation by the public and private stakeholders, printed in six (6) copies and digital format. 6 months and 2 weeks from receipt of Notice to Proceed (NTP)

### V. Consultancy Cost and Remuneration

The indicative cost of the consultancy will be approximately Six Hundred Thousand Pesos (PhP 600,000.00) including taxes and other fee charges of the consultant/s. Further, all other expenses like airfare, accommodation, meals, and other logistical arrangements pertaining to consultation, data gathering, and report generation shall be borne by the Department of Tourism.

Payment of remuneration shall be made in accordance with the deliverables and milestones:

- First Tranche Payment (20% of the total) is cleared upon delivery and approval of Deliverable A.
- Second Tranche Payment (40% of the total) after delivery and approval of Deliverables B, C, and D.
- Third Tranche Payment (40% of the total) after delivery and approval of Deliverable E and F.

### VI. Consulting Firm Qualifications

For this project, the Consultant/s shall consist of the following expertise or experts:

- A team leader with extensive national experience in tourism planning;
- Tourism product development

- Financial aspects of tourism development;
- Tourism marketing on a national and/or international level;
- Monitoring and Evaluation experience in concept and content of environmental monitoring
- Certified scuba diving instructor

Post Graduate Degree in at least any of the following fields: Tourism, Economics, Urban and Rural Planning, as well as a degree in a field of direct relevance to the project (e.g. Tourism, Natural Resources Management, Protected Area Management, Environmental Socio-Economy, Environmental Project Management, Marine Biology, and Public Policy).

Has at least five (5) years of extensive national experience in the preparation of tourism plans, strategies, frameworks, or roadmaps; experience in developing public use-based and tourism-based products and services that are linked strongly with Protected Areas Management is an asset.

Has highly competent technical experts with national experience, including local projects, as well as relevant education and trainings on tourism planning, marketing, infrastructure, transportation, product development, standard setting, local governance, environment, and social.

Once qualifications are met, interested parties may submit their Curriculum Vitae (CV), a copy of related projects, and proposed work plan.

Contact Person/Project Officer:

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Prepared by:

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 TOO II, TDPD

Kindly submit your quotation by using the attached REPLY SLIP for the purchase of the above requirement, indicating our Solicitation Number & your Company Name in a SEALED ENVELOPE, addressed to Mr. John Paulo S. Francisco at DOT Bldg., 4th Floor, Procurement Section, 351 Sen. Gil Puyat Avenue, Makati City

**ELIGIBILITY REQUIREMENTS:**

1. Class "A" Documents:

- a. Mayor's/Business permit issued by the city or municipality where the principal place of business of the prospective bidders is located, or the equivalent document for Exclusive Economic Zones or Areas; and

(In case of recently expired Mayor's/Business permit, submission of the expired Mayor's/Business permit together with the official receipt (renewal) shall be accepted, provided that the renewed permit shall be submitted as a post-qualification requirement in accordance with Section 34.2 of the IRR of RA9184

For individual consultants not registered under a sole proprietorship, a BIR Certification of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit; and

\*\* For methods of procurement requiring Mayor's Permit and PHILGEPS Registration Number, Certificate of Platinum Membership may be submitted in lieu of the said documents.

b. Philgeps Registration Number

c. Latest Income/Business Tax Return (For ABCs above Php500K)

d. Professional License/Curriculum Vitae/Company Profile

e. List of completed and ongoing projects

f. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data (company)

g. Original or Certified True copy of Duly Notarized Omnibus Sworn Statement (see attached form)

Deadline for the submission of Quotation: on or before August 19, 2019 at 3:00 pm

**Date Created**

15/08/2019

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