

## TERMS OF REFERENCE

- I. **BIDDER** : Research Firm
- II. **PROJECT TITLE** : Survey on Philippine Dive Tourism
- III. **BACKGROUND** :

The Philippines is acclaimed as a global center of marine biodiversity and has attained worldwide recognition as the World's Leading Dive Destination in 2019; but the lack of available scuba diving tourism data interrupts efforts in developing the dive market.

The Department of Tourism's (DOT) Office of Product and Market Development (OPMD) – Dive formulates strategic marketing plans/programs and implements and monitors projects for the development of the scuba diving market. The OPMD-Dive also conducts small-scale research, studies, and surveys on the dive market but the data acquired remain insufficient due to many limitations.

To fill in the gaps and needs in dive tourism, the OPMD-Dive will be engaging the services of a market research and consulting agency to conduct a comprehensive survey on the Philippine dive industry. The study aims to:

- Understand the current needs of the dive tourism industry;
- Assess the effect of the COVID-19 pandemic on stakeholders of the Philippine dive industry;
- Provide baseline information and perform gaps analysis to formulate relevant strategies for market development and reactivation.

### IV. MINIMUM REQUIREMENTS

1. Must be a market research and consulting agency specializing in the conduct of custom research for local and international organizations;
2. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS).

### V. REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience
1. Account Director / Project Lead	5 years
2. Research Manager	3 years
3. Research Executive / Associate	3 years
4. Research Assistant	2 years

**\*Note:** Bidders may recommend additional personnel deemed fit for the team.

#### Personnel Responsibilities

##### Account Director / Project Lead

- Manage and supervise the entire team;
- Provide overall direction, plan budget, set up project goals, and ensure understanding of end-user's requirements;
- Serve as the key point of contact for coordination between the agency and the end-user;
- Ensure the timely delivery of data and reports;
- Oversee project set up and implementation of research plan;
- Ensure accuracy and quality of data and reports;

### **Research Manager**

- Conceptualize and suggest the most appropriate research methodologies and techniques;
- Design research plan and questionnaires;
- Implement research plan;
- Oversee data interpretation, report writing, and recommendation crafting;
- Present findings by phase and final report to end-user;

### **Research Executive / Associate**

- Assist the Research Manager in implementing the research plan;
- Collect data through interviews, surveys, and other appropriate tools;
- Perform valid and reliable desk research;
- Interpret data and consolidate information into reports/presentations;

### **Research Assistant**

- Assist in the collection of data through interviews, surveys, and other appropriate tools;
- Assist in the conduct of valid and reliable desk research;
- Assist in interpretation of data and consolidation information into reports/presentations

## **VI. SCOPE OF WORK AND DELIVERABLES**

### **A. The study must be able to gather and analyze information on the dive tourism industry, such as, but not limited to the following:**

- a. Market profile (travel characteristics and demographics) of divers
- b. Regional competitor analysis of Indonesia and Thailand, including data on the following:
  - i. Number of dive tourist arrivals per year from 2017-2019
  - ii. Dive tourism products and services offered
  - iii. Average daily expenditure of dive tourists from 2017-2019
  - iv. Marketing campaigns for dive tourism undertaken from 2017-2019
  - v. Dive tourism programs and policies from 2017-2019
  - vi. Source markets for dive tourism
- c. Dive tourism in the Philippines including the following:
  - i. Number of dive tourist arrivals per year from 2017-2019
  - ii. Revenue generated from dive tourist arrivals from 2017-2019
  - iii. Average daily expenditure of dive tourists from 2017-2019
  - iv. Source markets for dive tourism
  - v. Market forecast based on growth and current events
- d. Local and international awareness of the Dive Philippines campaign and initiatives
- e. Evaluation of the Philippines as a diving destination
- f. Gaps and needs in terms of infrastructure/facilities, services and products offered, government support, policies and regulations, and sources of information related to diving
- g. COVID-19 impact to the dive tourism industry (Philippines and world)

### **B. The selected market research and consulting firm must undertake the following activities:**

- a. Project set-up
- b. Questionnaire design and programming
- c. Recruitment of respondents
- d. Data gathering
- e. Data processing

- f. Data analysis
- g. Summary report per research phase
- h. Comprehensive report writing with recommended action plan for Dive Philippines
- i. Presentation of final report and recommendations

### C. Survey Methodology

Due to the COVID-19 outbreak, field work may be conducted online via video conferencing platforms and other virtual means.

**Qualitative research** should include interviews with 9 industry stakeholders, 7 guardians of Philippine marine tourism, 14 resort owners and managers, and 8 key opinion leaders with substantial experience in diving in identified priority dive sites. Proposed breakdown of respondents to be approved by DOT prior to project set up.

**Desk research** on existing primary and secondary sources of data to gain understanding of the industry pre/during COVID-19. The research generated should include data from 2017 to present.

**Quantitative research** should be done in 2 phases through online surveys / questionnaires. **Phase 1** respondents should include at least 90 leisure tourists who have visited the Philippines between 2017 to 2019. Proposed breakdown of respondents to be approved by DOT prior to project set up. **Phase 2** respondents should include at least 40 dive tourists who have dived in the Philippines at least once between 2017-2019. Proposed breakdown of respondents to be approved by DOT prior to project set up.

Abovementioned methodologies will be acceptable to the DOT, but the market research and consulting firm may recommend other methodologies that can better serve the purpose of the study, subject to the DOT's approval.

All data gathered should be submitted together with the reports as appendices. The DOT shall have full ownership of the data gathered and presented from the study.

## VII. PROJECT DURATION AND BUDGET

The research shall commence upon the receipt of the Notice to Proceed and should be completed within 5 months.

The total budget for the project is **P4,000,000.00** inclusive of all applicable taxes, service fees, bank charges, and other fees that may be incurred in the process.

Payment to the winning bidder will be made upon completion of the following milestones:

Milestone	% of Payment
Upon approval of survey methodology, sample size of respondents, and research design	30%
Upon submission and acceptance of the report on findings and recommendations for the Qualitative Phase and Desk Research Phase	30%
Upon submission and acceptance of the report on findings and recommendations for the Quantitative Phase	15%

Upon submission and acceptance of the final comprehensive report and presentation to the DOT	25%
Total	100%

## VIII. CRITERIA FOR RATING

1. Stage 1 – Submission of eligibility documents
  2. Stage 2 – Shortlisted bidders must submit brief company credentials and proposed market research plan together with the technical and financial proposal
- A. Eligibility Check and Shortlisting Criteria for Rating

*Applicable Experience of the Consultant – 70 pts.*

*Qualification of Personnel Assigned – 20 pts.*

*Current Workload Relative to Capacity – 10 pts.*

<b>I.</b>	<b>Applicable experience of the consultant</b>	
<b>A.</b>	<b>Relevance of the company portfolio to the project</b>	
1.	Bidder has conducted at least 5 research projects.	<b>25 pts.</b>
	Bidder has conducted less than 5 research projects.	10 pts.
	Bidder has no experience in conducting research projects.	0 pts.
<b>B.</b>	<b>Years of experience</b>	
1.	Bidder has at least 5 years of experience conducting research projects.	<b>25 pts.</b>
	Bidder has 3 to 4 years of experience conducting research projects.	10 pts.
	Bidder has less than 3 years of experience conducting research projects.	0 pts.
<b>C.</b>	<b>Past clients</b>	
	Bidder has completed 2 or more research projects with a contract cost equal or greater than P2,000,000.00.	<b>15 pts.</b>
	Bidder has completed 1 market research project with a contract cost equal or greater than P2,000,000.00.	10 pts.
	Bidder has no experience conducting market research projects with contract cost equal or greater than P2,000,000.00.	0 pts.
<b>II.</b>	<b>Qualification of personnel assigned</b>	
	All assigned personnel have experience implementing at least 2 research projects.	<b>25 pts.</b>
	50% of assigned personnel have experience implementing at least 2 research projects.	15 pts.

	Assigned personnel have no experience implementing research projects.	0 pts.
<b>III.</b>	<b>Current workload relative to capacity</b>	
	Bidder has 1 to 3 ongoing projects with contract cost equal or greater than the Approved Budget for the Contract (ABC).	<b>10 pts.</b>
	Bidder has no ongoing projects with contract cost equal or greater than the ABC.	5 pts.
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

B. Technical Bid Criteria for Rating

*Qualification of personnel to be assigned – 55 pts.*

*Plan of approach and methodology – 15 pts.*

*Experience and capability of the firm – 30 pts.*

<b>I.</b>	<b>Qualification of personnel to be assigned</b>	
<b>A.</b>	<b>Educational background</b>	
1.	The Project Lead has a Master's degree.	<b>10 pts.</b>
	The Project Lead has a Bachelor's degree.	5 pts.
2.	All assigned personnel (aside from Project Lead) have Master's degrees.	<b>10 pts.</b>
	All assigned personnel (aside from Project Lead) have Bachelor's degrees.	8 pts.
<b>B.</b>	<b>Professional Experience</b>	
1.	All assigned personnel have implemented 2 or more researches / studies / <b>or</b> surveys on travel / tourism (includes airline industry-related research / hotel, resort, or accommodation establishment industry-related research) / advertising campaigns / <b>or</b> consumer behavior.	<b>20 pts.</b>
	All assigned personnel have implemented 1 research / study / <b>or</b> survey on travel / tourism (includes airline industry-related research / hotel, resorts, or accommodation establishment industry-related research) / advertising campaign / <b>or</b> consumer behavior <b>and</b> 1 research / study / <b>or</b> survey on other topics that do not cover travel / tourism / advertising campaigns <b>or</b> consumer behavior.	18 pts.
	All assigned personnel have implemented 2 or more researches / studies / <b>or</b> surveys that do not cover travel / tourism / advertising campaigns / <b>or</b> consumer behavior.	15 pts.

	At least 50% of assigned personnel have implemented at least 2 researches / studies / <b>or</b> surveys that do not cover travel / tourism / advertising campaigns / <b>or</b> consumer behavior.	10 pts.
	Assigned personnel have no experience implementing researches / studies / <b>or</b> surveys.	0 pts.
2.	At least 3 assigned personnel have membership in at least 1 research-related professional society or association.	<b>15 pts.</b>
	1 to 2 assigned personnel have membership in at least 1 research-related professional society or association.	10 pts.
	None of the assigned personnel have memberships in research-related professional societies or associations.	0 pts.
<b>II.</b>	<b>Plan of approach and methodology</b>	
<b>A.</b>	<b>Substance of the proposal</b>	
1.	The proposal thoroughly discusses the proposed approach and methodologies (desk research, quantitative research, and qualitative research) to be used in the study.	<b>5 pts.</b>
2.	The proposal thoroughly discusses the proposed data collection methods (in-depth online interviews and online surveys) to be used in the study.	<b>10 pts.</b>
<b>III.</b>	<b>Experience and capability of the firm</b>	
	Bidder has implemented at least 5 similar contracts (contracts that involve market research/surveys/studies on any industry) and at least 1 market research/survey/study contract for a Government Tourism Board <b>or</b> a Travel-related Company / Agency (Airline, Hotel / Resort / Accommodation Chain, <b>or</b> Online Travel Agency [such as Booking.com, Expedia.com, Hotels.com, Agoda.com, Klook, KKDay])	<b>30 pts.</b>
	Bidder has implemented 3 to 4 similar contracts (contracts that involve market research/surveys/studies on any industry).	25 pts.
	Bidder has implemented 1 to 2 similar contracts (contracts that involve market research/surveys/studies on any industry).	15 pts.
	Bidder has no experience implementing similar contracts.	0 pts.
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

## IX. PROJECT OFFICER

Contact Person: **Celstine Sy**  
Email Address: [ctsy@tourism.gov.ph](mailto:ctsy@tourism.gov.ph)

