

TERMS OF REFERENCE

CONSULTANCY SERVICES FOR THE PREPARATION OF THE NATIONAL TOURISM DEVELOPMENT PLAN (NTDP) 2023-2028

I. GENERAL INFORMATION

Service/Work Description: National Tourism Development Plan 2023-2028
Project/Program Title: Procurement of Services of a Consultancy Firm for the
Preparation of the NTDP 2023-2028
Post Title: National Consultant
Duty Station: Tourism Development Planning Division – OTDPRIM,
Department of Tourism
Duration: Approximately 5 man-months

II. BACKGROUND

The Department of Tourism developed the National Tourism Development Plan (NTDP) 2016-2022 in 2015 and was stated to be implemented upon its approval in 2016. The plan aims to develop a globally competitive, environmentally sustainable and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income thereby contributing to building a foundation for a high-thrust society.

The National Tourism Development Plan 2016 - 2022 sets the medium-term framework for enhancing the competitiveness of the Philippine tourism sector by focusing on marketing diverse and high quality destinations and products, improving international and domestic access and connectivity and destination infrastructure, addressing policy and institutional reforms, and improving tourism Human Resource skills and capabilities.

The DOT has the full support of the various tourism stakeholders and have been actively involved in tourism planning and development both at the national, regional, and local levels. At the national level, the Department of Tourism is the key agency for policy making, planning, regulation, and overall destination development. At the regional levels, tourism planning and development is coordinated by the regional offices. The various tourism stakeholders call for a mechanism to better coordinate and manage the diverse goals which may in some cases be in conflict.

Inasmuch as the NTDP 2016-2022 will be near in completion in less than two years, there is a need to prepare the successor plan that will provide direction and development framework for the national and local tourism stakeholders in their journey to full recovery. Thus, the services of a consultancy firm need to be procured by the DOT to formulate the National Tourism Development Plan (NTDP) 2023-2028.

III. LEGAL BASIS

Under the Implementing Rules and Regulations of the RA 9593, the Office of Tourism Development Planning, Research and Information Management (OTDPRIM) through the Tourism Development Planning Division (TDPD) is mandated to formulate an annual and five-year National Tourism Development Plan to provide the direction for the development and promotion of tourism.

IV. OBJECTIVES

Pursuant to the Implementing Rules and Regulations of the RA 9593, the main objective of the project is to develop a national tourism development plan and work for its adoption and implementation by the national and local governments. Further, it also aims to identify geographic areas with potential tourism value and to outline approaches in developing such areas.

V. EXPECTED RESULTS

By the end of the contract period under this TOR, the Consultancy Firm is expected to produce a National Tourism Development Plan that will be implemented for the year 2023 to 2028.

VI. SCOPE OF WORK

The formulation of the NTDP 2023-2028 shall be based primarily on the conduct of site visits, consultations and focus group discussions with key stakeholders, desktop research of demand and supply, previous studies and existing plans.

The Consultant will undertake various tasks such as but not limited to the following stages and deliverables:

A. Inception Report (Preliminary Planning)

1. Design a consultation process with the relevant private and public stakeholders to introduce the project, its background, purpose, and the identifies preliminary issues;
2. Design the methodology, work plan and schedules, outputs and deliverables, and the project organization;
3. Prepare the Strength, Weakness, Opportunity, Threat (SWOT) Analysis of the entire Philippine tourism.

B. Situational Analysis Report (Profiling and Analysis of Existing Conditions)

1. Conduct a review, assessment, and consolidation of all the existing plans/programs, projects, activities, studies, agreements from the previous NTDP;

2. Conduct in-depth and comprehensive stakeholders' consultation from the national, regional, provincial, and local government units, from the investors and other relevant interest groups from the public and private sectors;
3. Conduct new normal site infrastructure assessments such as but not limited to roads, airports, seaports, transportation, communication facilities, etc.;
4. Comprehensive review and assessment of the previous NTDP;
5. Profile the existing markets for tourism of the Philippines such as, but not limited to, target market segments, market positioning volume, structure and source markets, length of stay and expenditure patterns of tourists, pricing levels, themes and phasing of developments, mix of facilities and services, strategies employed to capture the opportunities for the proposed development;
6. Identify gaps in market demand and supply of leisure-based products, services and facilities to assess opportunities to bridge the gaps through the integrated development area.
7. Scope the current institutional, operational, and management set-up in the Philippines;
8. Identify activities that address issues concerning gender and development which both public and private sectors should implement to attain tourism development and competitiveness.

C. Preliminary National Tourism Development Plan (NTDP) 2023-2028

1. Conceptualize a vision for the development of tourism. Define strategies, policies, and action plans needed to achieve the set vision;
2. Identify the nature and scale of development with serious consideration given to social, cultural, and environmental factors and observing principles of sustainable development;
3. Identify the socio-cultural and environmental impacts, especially nature and biodiversity conservation of the intended tourism development and propose measures and programs to ensure that the future development of the property is socially and environmentally sustainable including the way in which local communities can participate in the supply chain created by the development;
4. Develop a Human Resource Development Program for tourism stakeholders, particularly concerning tourism employment and phasing plan for implementation. Program strategies may include the identification gap between the existing workforce and that is required by the intended development, proposals for manpower source/s to address the gap, enhancement of tourism curriculum, and the integration of gender awareness and development.

D. Final NTDP 2023-2028

1. Project the demand based on estimated market penetration rates that will be created once development commences. Prepare estimates of the daily tourism receipts that will be generated per visitor;
2. Formulate an institutional plan for the implementation of the NTDP;
3. Outline necessary steps, other relevant laws and regulations, parties, and responsibilities during the implementation phase;

4. Specify the phasing schedule in the implementation of the physical framework plan, and identify and prioritize the corresponding projects and activities per phase of the development i.e. short-term (1-3 years), medium-term (4-5 years), and long-term (7-9 years);
5. Prepare a monitoring and evaluation strategy/tool to ensure proper implementation of the development plan;
6. Prepare an investment portfolio consisting of potential investment areas;

The Consultant shall submit reports derived from consultations with stakeholders especially the authorized representatives of municipalities, key informant interviews, focus group discussions, and other meetings. They shall include the reports and results in the Annex part of the submissions.

In addition, the Consultant shall be responsible for all the necessary studies, documents, information, and equipment pertinent to the production of the plan and reports. They shall likewise submit any other necessary and relevant research, study, data, or report that may be requested by DOT.

VII. DELIVERABLES

The Consultant will be required to submit progress reports on the major activities required during the plan formulation. It shall include specifically the following outputs during the course of the engagement:

Deliverable	Components
1. Inception Report (Preliminary Planning)	1.1 Background and Purpose of the Project
	1.2 Approach and Methodology
	1.3 Work Plan and Schedule
	1.4 Outputs and Deliverables
	1.5 Project Organization
	1.6 Preliminary Issues Identified
	1.7 S.W.O.T Analysis
2. Situational Analysis Report (Profiling and Analysis of Existing Conditions)	2.1 The Study Area
	2.2 Comparative Analysis of Other Tourism Developments
	2.3 Market Gap and Use-Need Analysis
	2.4 Site Assessment: <ul style="list-style-type: none"> • Infrastructure • Tourism Activities, Attractions and Products • Market Share/Existing Tourism Markets • Tourism Earnings • Environmental Scanning • Current Management and Operation Setup • Social Issues
	2.5 Tourism Development Concept
	2.6 Tourism Development Framework

	2.7 Spatial Strategy and Preliminary Land Distribution and Computation
	2.8 Identification of Needed Utilities
3. Preliminary Tourism Development Plan (Conceptual Planning)	3.1 Overview
	3.2 Socio-Cultural, Environmental, Natural resources, Biodiversity Conservation Management Study
	3.3 Human Resource Development Plan/Program
4. Final NTDP 2023-2028 (Final Development Planning)	4.1 Physical Development Guidelines
	4.2 Institutional Plans
	4.3 Proposed Implementation and Project Phasing
	4.4 Investment Portfolio
	4.5 Monitoring and Evaluation Tool

VIII. PROJECT DURATION

The NTDP 2023-2028 shall be completed based on the prescribed timetable. The works shall commence on the date of issuance of Notice to Proceed (NTP).

Deliverables	Duration in Days	Review Period	Revision Period
Inception Report (IR)	15 days upon receipt of NTP	5 days upon receipt of IR	3 days upon receipt of inputs
Situational Analysis Report (SAR)	30 days upon receipt of NTP	10 days upon receipt of SAR	5 days upon receipt of inputs
Preliminary NTDP	35 days upon submission of SAR	10 days upon receipt of Preliminary NTDP	5 days upon receipt of inputs
Final NTDP	45 days upon submission of Preliminary NTDP	10 days upon receipt of Final NTDP	5 days upon receipt of inputs
Total	125 days		

Project duration or schedule is based on working days and shall exclude client's review and approval. The TDPD shall be provided with a copy of each deliverable for review and comments, and revision by the consultant based on the review and revision periods shown on the above matrix.

IX. IMPLEMENTATION ARRANGEMENTS

The Consultant will be contracted under the DOT terms and conditions, and undertake the assigned tasks and responsibilities under the direct supervision of the Office of Tourism Development Planning, Research, and Information Management (OTDPRIM) of DOT. The Consultants will also be working closely with DOT, especially the Tourism Development Planning Division (TDPD) and DOT Regional Offices, NGAs,

other tourism stakeholders. TDPD and DOT Regional Offices will provide the necessary support in providing administrative support and arranging appointments with stakeholders and partners. All local travel costs and logistical arrangements related to the assignment shall be covered by the Consultants.

X. CONSULTANT QUALIFICATIONS AND EXPERIENCE

The consultancy firm should have extensive experience in the preparation of National Tourism Plans, integrated tourism master plans designed for sustainable development, feasibility studies, development plans, and marketing strategies at an international and national scale.

The consultancy firm must likewise be highly competent technical experts with recognized international and national experience in local and overseas projects, as well as relevant education and trainings on tourism planning, marketing, infrastructure and product development, standards setting, local governance, financial and economic, environmental, and socio-cultural planning. It is preferred that the consultancy firm have at least ten (10) years prior experience and track record in undertaking similar or relevant projects within the context of tourism industry.

The consultancy firm shall be a team of multi-disciplinary experts which shall include but not limited to the following personnel:

1. Project Manager / Team Leader

- Master's Degree or above in local economic development and/or in tourism planning and development or other related field and proven experience in strategic development planning.
- A minimum of ten (10) years of professional experience in tourism planning projects similar or greater magnitude and complexity.
- Knowledge and experience in the area of tourism value chain, public-private partnership, tourism destination and product development, investment promotion, etc.
- Hands on experience in tourism development strategy documents and producing program documents
- Previous experiences with result-based monitoring and evaluation methodologies

2. Tourism Market Specialist

- A minimum of ten (10) years of professional experience in tourism planning, policy, and marketing at a country level.
- Must have advanced degrees in tourism, business administration, economics, planning, or marketing with extensive experience in Asia Pacific

3. Tourism Economic and Investment Specialist

- A minimum of ten (10) years of experience in community and socio-economic impacts, tourism infrastructure, and tourist facility investment analysis and promotion at a country level.
- Must have a degree in Finance, Economics, and/or Business Administration, or similar qualifications.

4. Tourism Infrastructure and Transport Specialist

- A minimum of ten (10) years of experience in tourism destination infrastructure and transport policy and planning at a country level.
- Must have a degree in Civil or Transport Engineering or Transport Economics or similar qualifications.

XI. PROJECT BUDGET

The total allocation for the consultancy services for the preparation of the NTPD 2023-2028 is **EIGHT MILLION PESOS (Php 8,000,000.00)**. The amount shall include Value-Added Tax (VAT) and all other applicable government taxes and charges and all professional, incidental, administrative costs incurred by the Consultants arising from the performance of the activities covered by the Scope of Work and Services such as but not limited to the cost of conducting meetings; inspections, consultations, workshops, Focus Group Discussions and administrative costs such as printing and reproduction costs, transportation and all other expenses.

Payable in tranches based on the submitted milestone report on send-bill arrangement (Government Procedure):

- 1st Tranche Payment (30% of the total) upon receipt of Deliverable 2.
- 2nd Tranche Payment (30% of the total) upon receipt of Deliverable 3.
- Last Tranche Payment (40% of the total) upon receipt of Deliverable 4.

XII. PROPOSAL SUBMISSION

1. Parties interested to be engaged as Consultant for the Project, whether as individual consultancy firm or organized as a corporation, partnership, or venture, (Party Proponent) must secure bid forms and submit proposals to the DOT Bids and Awards Committee (BAC).
2. A detailed technical proposal substantially providing the content of the comprehensive report as part of the Deliverables stated in the Scope of Work must be prepared and submitted by the Party Proponent to the BAC. The Party Proponent may present its proposal in a manner that deviates from the outline provided under the Scope of Work, provided that such proposal substantially covers all the items indicated therein, and the deviation assists in the proper consideration of the Party Proponent's proposal.
3. The proposal, in addition to the foregoing should also include a description of the approaches to be used by the proponent, the timetable for implementing the project, the members of its project and their qualifications, and the relevant projects that the proponent and its team members have accomplished. Deployment of at least three (3) of its team members on fulltime capacity is an advantage.

Prepared by:

A handwritten signature in black ink, appearing to read "Carminah E. Garcia". The signature is fluid and cursive, with the first name being the most prominent.

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