

## **TERMS OF REFERENCE**

- I. **BIDDER** : Market Research and Consulting Agency  
(Local or International)
- II. **PROJECT TITLE** : Research on the Development of  
Nature-Based Tourism in the Philippines
- III. **BACKGROUND**

The 2016-2022 National Tourism Development Plan (NTDP) calls for the implementation of a tourism product strategy through the enhancement of existing products and the introduction of new ones as a manner of diversifying the country's product portfolio to increase the level of competitiveness and improve the travel experience of visitors. Additionally, it has identified the core products appropriate to the clusters and Tourism Development Areas.

Nature-based tourism as one of the key tourism products stated in the NTDP should be given the highest priority due to its strong attractiveness to a wide range of country markets. According to NTDP, the dominant reason for visiting the country has traditionally been for leisure and holiday purposes (56.37%) and considering the popularity of island and coastal destinations, could very well be mainly for beach holiday and nature-based activities.

The Department of Tourism (DOT) continues to work on ramping up its efforts to develop new tourism products that will cater to the tourists' preferences amid the pandemic and the new normal, taking into consideration the greater preference stated in various surveys, for lower density, high-value products, with majority opting for outdoor activities.

### **IV. OBJECTIVES**

The Department of Tourism's (DOT) Office of Product and Market Development (OPMD) – Product Monitoring and Evaluation Division (PMED)- Nature-based Tourism will be conducting a research/survey to understand the landscape of the industry through a survey which will gather relevant information from previous, current and potential tourists, LGUs, and the local community. The result of the survey will be used to craft a relevant product and strategic product and market development program for the country.

To fill in the gaps and needs in nature-based tourism, the OPMD-PMED will be engaging the services of a market research and consulting agency to conduct a comprehensive survey on the Nature-based Adventure Tourism in the Philippines. The study aims to:

- Provide baseline data on the nature-based tourism, to understand better the landscape as a benchmark and guide for tourism recovery and formulate relevant strategies for market development and reactivation;
- Identify the strengths, weakness, and areas for improvement on nature-based tourism activities in the Philippines;
- To assess the attractiveness and get perspectives of various sectors on the current state of nature-based tourism in their respective areas;
- Understand the current needs of the Nature-based tourism industry;
- Assess the effect of the COVID-19 pandemic on stakeholders of the Nature-based tourism activities;

## V. MINIMUM REQUIREMENTS

1. Must be a market research and consulting agency, and/or academe and research institutions specializing in the conduct of custom research for local and international organizations;
2. Must have significant experience or background with the tourism industry;
3. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS).

## VI. REQUIRED PERSONNEL

<b>Required Personnel</b>	<b>Minimum Years of Experience</b>
1. Account Director / Principal Consultant	5 years
2. Research Manager/ Co-PC	3 years
3. Research Executive / Sub-Consultant	3 years
4. Data Coordinator	2 years

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

### **Personnel Educational Qualifications and Responsibilities**

#### **Account Director / Principal-Consultant (AC/PC)**

- Must have a Master's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Tourism Management and/or related fields), PhD will be an advantage
- 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/institutions 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;
- Consolidate and propose recommendations based on the research findings.

#### **Research Manager/ Co- Principal Consultant (RC/Co-PC)**

- Must have a Bachelor's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Tourism Management and/or related fields).
- 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;
- Propose recommendations based on the research findings.

#### **Research Executive / Sub- Consultant**

- Must have a Bachelor's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Tourism Management and/or related fields).
- 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;

#### **Data Coordinator**

- Must have a Bachelor's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Tourism Management and/or related fields).
- 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

\*Note: Please provide CV to include list of tourism-related research/consulting projects conducted

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

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

- a. List of destinations that have existing and upcoming nature-based tourism's sub-category-adventure tourism that focuses on the following activities:
  - i. Hiking/Trekking/Mountaineering
  - ii. Cycling/ Mountain Bike Tours
  - iii. Surfing
  - iv. 4x4 ATV ride
- b. Nature-based adventure tourism revenue in the Philippines including the following:
  - i. Number of nature-based adventure tourist arrivals per year for the period of 2017 to 2019
  - ii. Average daily expenditure of tourist (by item of expenditure)
  - iii. Source markets for nature-based adventure tourism
  - iv. Market forecast based on growth
- c. Market profile (travel characteristics and demographics) of local and foreign tourist
- d. Regional competitor analysis of Vietnam, Thailand, and Indonesia including data on the following:
  - i. Number of nature-based adventure tourist arrivals for the period of 2017 to 2019
  - ii. Nature-based tourism products and services offered
  - iii. Average daily expenditure of nature-based adventure tourists for the period of 2017 to 2019
  - iv. Marketing campaigns for nature-based adventure tourism undertaken for the period of 2017 to 2019
  - v. Nature-based adventure tourism programs and policies for the period of 2017 to 2019
  - vi. Source markets for nature-based adventure tourism
- e. Nature-based adventure tourism initiatives of Regional Offices, Local Government Units, and Stakeholders

- f. Evaluation of the Philippines as a nature-based adventure destination
- g. Gaps and needs in terms of infrastructure/facilities, services and products offered, government support, policies and regulations, and sources of information related to nature-based tourism.
- h. COVID-19 impact to the nature-based tourism (Philippines, ASEAN, and world)

**B. The selected market research and consulting firm, and academe research institutions 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 Nature-based Tourism in the 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.

**Desk research** on Nature-based adventure tourism industry in the Philippines (and ASEAN countries) focusing on the following activities:

1. Hiking/Trekking/Mountaineering
2. Cycling/Mountain Bike
3. Surfing
4. 4x4 ATV

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.

**Qualitative research** should include online in-depth interviews with local and foreign tourists, LGU representatives who has knowledge on nature-based tourism, Business owners/local tour guides, and travel agencies representatives. The respondents should include at least 40-90 respondents.

**Quantitative research** should be done in 2 phases through online surveys.

**Phase 1** respondents should include at least 180 business owners/local tour guides (i.e. hotels, lodging, restaurants) and travel agencies representatives that sell nature-based adventure tourism products. Proposed breakdown of respondents per region to be approved by DOT prior to project set up.

**Phase 2** respondents should include at least 200 foreign tourists who have done similar activities and 300 local tourists who have done similar activities. Proposed breakdown of respondents per source market 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.

\*Tourists- Includes same-day visitor excursionist and overnight visitor.

**VIII. PROJECT DURATION AND BUDGET**

1. The research shall commence upon the receipt of the Notice to Proceed and should be completed within 4 months.
2. The Approved Budget for the Contract (ABC) for the project is **EIGHT MILLION TWO HUNDRED NINETY THOUSAND AND 00/100 PESOS (PhP8,290,000.00)** inclusive of all applicable government taxes and charges, professional fees, bank charges, and other fees that may be incurred in the process
3. Note that this consulting contract shall be a fixed price contract. Any extension of contract time shall not involve any additional cost to the Government.
4. All manuals, reports, materials, databases, questionnaires, references, etc. acquired through the conduct of the survey research shall be turned over to DOT at the conclusion of the undertaking.

Note: The contracting party should agree that the project shall be governed by and construed in all respects in accordance with the existing laws, rules and regulations of the Republic of the Philippines. Dispute resolutions shall likewise be governed and conducted within the Republic of the Philippines.

**IX. PAYMENT SCHEMES/SCHEDULE**

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%

**X. 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 in the past 5 years	<b>25 pts.</b>
	Bidder has conducted less than 5 research projects in the past 5 years	10 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.
<b>C.</b>	<b>Past clients</b>	
	Bidder has completed 2 or more research projects with a contract cost equal or greater than P4,145,000.00.	<b>15 pts.</b>
	Bidder has completed 1 research project with a contract cost equal or greater than P4,145,000.00.	10 pts.
<b>II.</b>	<b>Qualification of personnel assigned</b>	
	All assigned personnel have experience working on at least 2 research projects.	<b>25 pts.</b>
	At least 2 of the assigned personnel have experience working on at least 1 research projects.	15 pts.
<b>III.</b>	<b>Current workload relative to capacity</b>	
	Bidder has 1 to 3 ongoing projects with a contract cost equal or greater than P4,145,000.00.	<b>10 pts.</b>
	Bidder has no ongoing projects with a contract cost equal or greater than P4,145,000.00.	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 Principal Lead has a Master's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Tourism Management and/or related fields), PhD will be an advantage.	<b>15 pts.</b>
	The Project Lead has a Master's degree.	10 pts.
	The Project Lead has a Bachelor's degree.	5 pts.
2.	All assigned personnel (aside from Project Lead) have Bachelor's degrees relevant to the project (i.e., Business Administration or Management, Business, Communications,	<b>10 pts.</b>

	Data Science, Economics, Statistics, Math, Marketing, or Psychology.)	
	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 been involved in the implementation of at least 2 researches / studies.	<b>20 pts.</b>
	At least 2 of assigned personnel have been involved in the implementation of at least 2 researches / studies.	15 pts.
	At least 1 of the assigned personnel have been involved in the implementation of at least 2 researches or studies.	10 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 specific phases of the approach and methodologies to be used in the study	<b>10 pts.</b>
2.	The proposal discusses the general methodology to be used in the study	<b>5 pts.</b>
<b>III.</b>	<b>Experience and capability of the firm</b>	
	Bidder has implemented at least 3 similar contracts (contracts that involve market research/surveys/studies in any sector) and <b>2 market research/survey/study</b> contract for Tourism Stakeholders (NTO, Airline, OTA, DMC, Hotel) / National Tourism Organization/ Government Tourism Board.	<b>40 pts.</b>
	Bidder has implemented at least 3 similar contracts (contracts that involve market research/surveys/studies in any sector) and <b>1 market research/survey/study</b> contract for Tourism Stakeholders (NTO, Airline, OTA, DMC, Hotel) / National Tourism Organization/ Government Tourism Board	30 pts.
	Bidder has implemented 1 to 2 similar contracts (contracts that involve market research/surveys/studies in any sector).	15 pts.
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

**XI. CONTACT PERSON(S):**

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