

## TERMS OF REFERENCE

- I. **BIDDER:** Research Company / Research Institution
- II. **PROJECT TITLE:** Research Program on the Development of Domestic Cruise Tourism Program and Other Nautical Tourism Products
- III. **IMPLEMENTATION PERIOD:** 5 months
- IV. **BACKGROUND:**

The Philippines, pre-pandemic, has been receiving an increasing number of cruise calls to the country from 2012 to 2019. COVID-19 global health crisis has however stalled the growth of this industry as ports and destinations were closed, all forms of travel were restricted and international arrivals were stopped. The country's cruise tourism sector is definitely one of the most hard hit sector of the country's tourism industry

To cope with this pandemic and help re-start travel in the Philippines, the Cruise Team of the Office of Product and Market Development, pivoted its programs to focus on the domestic market, among which is the crafting of the Domestic Cruise Tourism Development Plan. With this, the OPMD-Cruise Team will be engaging the services of a market research and consulting agency to undertake this project which aims to accomplish the following:

A study that aims to:

- Identify the economic, environmental, cultural and social impact of cruise tourism in the Philippines;
- Propose the feasibility of developing the domestic cruise tourism program including the strategies that will highlight not only the market's acceptability and appreciation of cruise as a tourism product but also as an opportunity to promote inter regional itineraries promoting multi-destinations for cruise, appreciation of unique regional cultures and Inter regional connections or inter-island connections via the sea gateways. Chart out priority destinations that can be highlighted, enhanced or developed for the domestic market;
- Create strategies to maximize the potential of cruise tourism for the domestic travelers;
- Identify institutional support or needed policies in aid of developing the full potential of cruise tourism in the Philippines not only in the domestic market but also in the regional and global market post pandemic.

## V. **MINIMUM REQUIREMENTS**

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

**\*\*Note:** Bidders must meet minimum eligibility requirements

## VI. REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience	Personnel Responsibilities
1. Account Director / Project Lead	5 years	<ul style="list-style-type: none"> <li>• Manage and supervise the entire team;</li> <li>• Provide overall direction, plan budget, set up project goals, and ensure understanding of end-user's requirements;</li> <li>• Serve as the key point of contact for coordination between the agency and the end-user;</li> <li>• Ensure the timely delivery of data and reports;</li> <li>• Oversee project set up and implementation of research plan;</li> <li>• Ensure accuracy and quality of data and reports</li> </ul>
2. Research Manager	3 years	<ul style="list-style-type: none"> <li>• Conceptualize and suggest the most appropriate research methodologies and techniques;</li> <li>• Design research plan and questionnaires;</li> <li>• Implement research plan;</li> <li>• Oversee data analysis and interpretation, report writing, and recommendation crafting;</li> <li>• Present findings by phase and final report to end-user</li> </ul>
3. Research Executive / Associate	3 years	<ul style="list-style-type: none"> <li>• Assist the Research Manager in implementing the research plan;</li> <li>• Collect data through interviews, surveys, and other appropriate tools;</li> <li>• Perform valid and reliable desk research;</li> <li>• Interpret data and consolidate information into reports/presentations</li> </ul>
4. Data Analyst	2 years	<ul style="list-style-type: none"> <li>• Assist in the collection of data through interviews, surveys, and other appropriate tools;</li> <li>• Assist in the conduct of valid and reliable desk research;</li> <li>• Assist in interpretation of data and consolidation information into reports/presentations</li> </ul>

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

## VII. SCOPE OF WORK AND DELIVERABLES

**A.1 The study must be able to gather and analyze information on the Philippine cruise tourism industry, such as, but not limited to the following:**

- a. Economic, environmental, and social, and cultural impact of cruise tourism in the Philippines

- b. Opportunities to promote inter regional itineraries promoting multi-destinations for cruise, appreciation of unique regional cultures and Inter regional connections or inter-island connections via the sea gateways
- A.2 Map-out priority destinations that can be highlighted, enhanced or developed for the domestic market based on seasonality, inter port distances, operational and logistical considerations
- A.3 Classify each cruise destination based on their carrying capacity and suitability to accommodate specific kind of cruise vessels that will carry both domestic and foreign cruise passengers
- A.4 Craft strategies on developing the domestic cruise tourism program including domestic cruise itineraries, as well as market positioning for cruise tourism targeting both the domestic and international market
- A.5 Determine institutional support or needed policies in aid of developing the full potential of cruise tourism in the Philippines for both domestic and global market post-pandemic
- A.6 Provide a proposed plan/program of activities for the implementation of the Domestic Cruise Tourism program including strategies and market positioning aligned with the existing National Cruise Tourism Development Strategy
- A.7 Identify the potential of other cruise and nautical tourism products, i.e. yachting, etc.

**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 and interpretation
- g. Summary report per research phase
- h. Comprehensive report writing with recommended action plan
- i. Presentation of final report and recommendations

**C. Survey Methodology**

**Field Research** is essential to get appropriate and updated data which are essential in order to come-up with more conclusive output. However, due to COVID 19, mobility may be limited, thus the researcher can prioritize and undertake said field research for items or data that will essentially require such method.

**Qualitative research** will provide more depth to the discussion by diving deeper into the opinion of tourism industry stakeholders in the Philippines. This should include in-depth interviews with Tourism stakeholders, specifically those involved in cruise operations, through Focus Group Discussion (FGD) that stand to be impacted and/or benefit from domestic cruise tourism (tourist organizations, shorex travel agencies, airlines, provincial bus operators, tourist attractions and resorts, LGUs, port operators, port agents, cruise lines, Govt. or DOT regional offices).

**Desk research** will look at existing data sources in order to create baseline information that will help DOT get a better understanding of the industry pre COVID 19, locally and abroad. One key piece of information is the identification of the potential of domestic cruise tourism in the Philippines, current market

size, as well as the opportunities in the foreign market to cross analyze with the field and qualitative researches.

**Quantitative research** will focus on key learnings from the Field, Qualitative and Desk Researches to be further investigated and quantified for generalizability. The quantitative phase will help us understand the needs of local stakeholders, so that results may aid in the creation of suitable cruise tourism programs and the proper allocation of resources.

Abovementioned methodologies will be acceptable to the DOT, but the product/market research and consulting firm/institution 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.

## VIII. 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 **Four Million Pesos (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	15%
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	30%
Upon submission and acceptance of the final comprehensive report and presentation to the DOT	25%
Total	100%

## IX. 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. A pitch presentation will be scheduled to allow shortlisted bidders who are declared compliant with the technical requirements during the opening of bids to present their proposed market research plan and methodologies to the Bids and Awards Committee (BAC) and end-users.

- b. A maximum of 30 minutes will be given to each market research and consulting firm for their presentation. There will be a 10-minute question and answer portion after each presentation.
- c. The presentation will be rated by the BAC and end-users individually, based on the criteria set for “II. Plan of Approach and Methodology.” Ratings will be added to the overall score for the technical bid and averaged to arrive at a final score per agency.

A. Eligibility Check and Shortlisting Criteria for Rating

*Applicable Experience of the Research Company/ Institution– 65 pts.*

*Qualification of Personnel Assigned – 25 pts.*

*Current Workload Relative to Capacity – 10 pts.*

<b>I.</b>	<b>Applicable experience of the Research Company/ Institution</b>	
<b>A.</b>	<b>Relevance of the company portfolio to the project</b>	
	Bidder has conducted at least 5 research projects	<b>25 pts.</b>
	Bidder has conducted at 2 to 4 research projects	10 pts.
	Bidder has conducted 1 research project	5 pts.
<b>B.</b>	<b>Years of experience</b>	
	Bidder has at least 5 years of experience conducting research/consulting projects	<b>25 pts.</b>
	Bidder has 3 to 4 years of experience conducting research/consulting projects	10 pts.
	Bidder has at least 2 years of experience conducting research/consulting projects	5 pts.
<b>C.</b>	<b>Past clients</b>	
	Bidder has completed 2 or more research/consulting projects with a contract cost equal or greater than P4M	<b>15 pts.</b>
	Bidder has completed 1 research/consulting project with a contract cost equal or greater than P4M	10 pts.
<b>II.</b>	<b>Qualification of personnel assigned</b>	
	All assigned personnel have experience working on at least 2 research/consulting projects	<b>25 pts.</b>
	At least 2 of the assigned personnel have experience working on at least 2 research/consulting projects	15 pts.
<b>III.</b>	<b>Current workload relative to capacity</b>	
	Bidder has 2 to 3 ongoing projects with contract cost equal or greater than P4M	<b>10 pts.</b>
	Bidder has 1 ongoing project with contract cost equal or greater than P4M	5 pts.
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

A. 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 relevant to the project (i.e. Business Administration or Management, Business, Data Science, Economics, Statistics, Marketing, Tourism Management, Tourism Planning and Product Development, Policy Studies)	<b>10 pts.</b>
	The Project Lead has a Master's degree	5 pts.
2.	All assigned personnel (aside from Project Lead) have Master's degree	<b>10 pts.</b>
	All assigned personnel (aside from Project Lead) have Bachelor's degree	5 pts.
<b>B.</b>	<b>Professional Experience</b>	
1.	At least 3 assigned personnel have expertise in the tourism industry with 5 or more tourism-oriented research/ consulting projects on tourism policy, strategy, planning or product and market development	<b>15 pts.</b>
	1 to 2 assigned personnel have expertise in the tourism industry with 5 or more tourism-oriented research/ consulting projects on tourism policy, strategy, planning or product and market development	10 pts.
2.	At least 2 assigned personnel have experience or have been involved in cruise-related operations or cruise-related research work and/or product development programs	<b>15 pts.</b>
	At least 1 assigned personnel have experience or have been involved in cruise-related operations or cruise-related research work and/or product development programs	10 pts.
3.	2 to 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.
<b>II.</b>	<b>Plan of approach and methodology</b>	
<b>A.</b>	<b>Substance of the proposal</b>	
1.	The proposal discusses the specific phases of the approach and methodologies to be used in the study	<b>15 pts.</b>
2.	The proposal discusses the general methodology to be used in the study	10 pts.
<b>III.</b>	<b>Experience and capability of the firm</b>	
	Bidder has implemented at least 3 similar contracts (that involve market research/surveys or product development studies in any sector) <b>for a National Tourism Organization / Government Tourism Board or Local Government Unit or any Tourism-related Company</b>	<b>20 pts.</b>


	Bidder has implemented at least 2 similar contracts (that involve market research/surveys or product development studies in any sector)	10 pts.
	Bidder has implemented 1 similar contract (that involve market research/surveys or product development studies in any sector)	5 pts.
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

**X. PROJECT OFFICER**



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Approved by:



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