



## Bid Notice Abstract

### Request for Proposal (RFP)

**Reference Number** 7940884  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** Procurement of Consulting Services for the Creation of the Product Development Manual  
**Area of Delivery**

<b>Solicitation Number:</b>	RFP No. 2021 - 08 - 0089	<b>Status</b>	<b>Pending</b>
<b>Trade Agreement:</b>	Implementing Rules and Regulations	<b>Associated Components</b>	4
<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>	28/08/2021
<b>Approved Budget for the Contract:</b>	PHP 978,500.00	<b>Last Updated / Time</b>	27/08/2021 12:08 PM
<b>Delivery Period:</b>		<b>Closing Date / Time</b>	31/08/2021 14:00 PM
<b>Client Agency:</b>			
<b>Contact Person:</b>	John Paulo Samonte Francisco Administrative Assistant III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 jsfrancisco@tourism.gov.ph		

#### Description

##### TERMS OF REFERENCE

I. BIDDER : CONSULTANCY SERVICES

II. PROJECT TITLE : Creation of the Product Development Manual

##### III. BACKGROUND

The Office of Product and Market Development (OPMD) is formulating a Product Development Manual which shall aid and capacitate the tourism stakeholders in creating and enhancing local tourism products. The Manual shall focus on developing the ten priority tourism products – Nature-based Tourism, Cultural Tourism, Health, Wellness, and Retirement Tourism, MICE Tourism, Education Tourism, Cruise & Nautical Tourism, Sun and Beach Tourism, Leisure and Entertainment Tourism, Diving and Marine Sports Tourism, and Farm Tourism.

It shall also serve as the standard guidebook for all the Department's product development activities, including the identification of tourism products and product development strategies.

##### IV. MINIMUM REQUIREMENTS

1. Must have at least 5 years of experience in conducting research and consulting work in the tourism industry;
2. Must be registered with PHILGEPS.
3. The Consultant should possess the following qualifications:
  - i. Should have an established network within the travel and tourism sectors
  - ii. Must have a demonstrated understanding of current trends in the tourism industry
  - iii. Research and consulting projects must have involved conducting stakeholder consultations, both in-person and online.
  - iv. Must have licensed online platforms for the workshop event
  - v. Team Composition

## Required Personnel

## Minimum Years of Experience

## 1. Account Director / Project Lead

10 years

## 2. Research Manager/ Workshop Facilitator

5 years

## 3. Research Executive / Associate

3 years

\*Note: Please provide the CV of the above-mentioned personnel. Bidders may recommend additional personnel deemed fit for the team. Bidders are encouraged to take a closer look at the criteria and provide data, using the forms prescribed, to provide additional information, when needed, that would not only meet the required but also exceed the required submission.

## V. OBJECTIVES

The objectives of this projects are as follows:

1. To create a framework to be used in the development of the Manual;
2. To conduct an online consultation workshop among pertinent stakeholders in line with the creation of the Manual;
3. To formulate the Manual and revise as necessary; and
4. To finalize and print the Manual for distribution and roll-out to the DOT and industry stakeholders

## VI. SCOPE OF WORK AND DELIVERABLES

## 1. Framework Report

- i. Conduct background research on trends affecting the tourism industry, particularly in the context of a pandemic-exit or post-pandemic context, in relation to the ten priority tourism areas.
- ii. Develop a framework for the Product Development Manual approved by the end-user, that will be tested and validated during the stakeholder consultation
- iii. Develop in consultation with the DOT the methodology for carrying out the stakeholder consultation, considering the:
  - a. Methodologies of execution, technical specifications and support to be used in the platforms, and feedback strategy of the activities to be undertaken, in accordance with the desired outputs;
  - b. Program flow guide which will include an interactive Q&A portion;
  - c. Provision of appropriate e-Certificates to Speakers/Panelists and approved attendees; must be able to disseminate (email or otherwise) said eCertificates;
  - d. Need for an evaluation form to be accomplished by registered workshop attendees, must require attendees to accomplish the evaluation form online immediately after the session, as a prerequisite to the issuance of the e-Certificate;
- iv. Submit the Framework Report for approval.

## 2. Stakeholder Consultation:

- i. Online registration for the workshop;
- ii. Workshop Proper - Must be able to facilitate in an online platform that may accommodate 100-300 pax, capable of breakout sessions
- iii. Attendees: October 13, 2021 – DOT HO, Foreign Offices  
October 14, 2021– DOT HO, Regional Offices  
October 15, 2021 – DOT HO, Tourism Stakeholders, TPB
- \*Subject to changes
- iv. The consultant shall then implement the agreed upon methodology for the consultation
- v. Provide a Secretariat to support the facilitator/s for the 3-day workshop to undertake the following tasks:
  - a. Technical support including tech rehearsals for moderators and speakers
  - b. Time keeping
  - c. Attendance checking
  - d. Documentation and transcription
  - e. Moderators for the plenary and break-outs
- vi. Honoraria (if any) and tokens for resource speakers / subject-matter expert and moderator for the duration of the event; and

## 3. Draft Manual Preparation:

- i. The Draft Product Development Manual should:
  - a. Provide extracts or a summary of the Framework Report to provide context to the Draft Product Development Manual
  - b. Present the Draft Product Development Manual taking due consideration of the feedback of the stakeholder consultations.
  - c. Submit the Draft Product Development Manual for approval.
4. Finalization of the Product Development Manual
  - i. Conduct 2 to 3 online workshops with stakeholders, such as local government units, and pilot test the manual to gain further insights;
  - d. Revise and refine the Product Development Manual, as necessary;
  - e. Submit the Final Product Development Manual.
  - f. Printing of Final Product Development Manual.

## 5. Specific Deliverables

- i. Provision of (100) hardcopies and (1) softcopy of the manual to the Proponent;
- ii. Final Report following the DOT format;
- iii. Documentation, recording and transcription of the workshop(s);
- iv. Database and profile of workshop attendees and recorded viewership of the workshop;
- v. Shared drive for the materials/videos;
- vi. Viewers Evaluation of workshop sessions;
- vii. Transcript of the Question and Answer portions of the event;
- viii. Results of poll questions pitched to workshop attendees;
- ix. Certificates to be given to the speakers and participants;

## VII. SCHEDULE OF ACTIVITIES

Month Milestone

September

Awarding and contract signing

September - October

Submission of Framework Report

October 13-15, 2021

Conducting of Consultation Workshops

November

Submission of Draft Product Development Manual

November

Finalization Consultations

October-November

Finalization of the Product Development Manual

December-January

Submission of Printed Outputs

VIII. BUDGET Total budget is PHP 978,500 (all-inclusive) professional and technical fees, and applicable government taxes

## IX. TERMS OF PAYMENT

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

50% of the Project Cost to be paid upon each of the following milestones:

1. Completion of Stakeholder Consultation
2. Submission of Final Product Development Manual

The following documents are to be submitted to the DOT after each milestone:

1. Terminal Report
2. Statement of Account
3. Photo documentation of the activities and output
4. List of Attendees (if any)

## X. CRITERIA FOR RATING

A. Eligibility Check and Shortlisting Criteria for Rating

Applicable Experience of the Consultant – 60 pts.

Qualification of Personnel Assigned – 30 pts.

Plan of Approach and Methodology – 10 pts.

Current Workload Relative to Capacity – 10 pts.

I.

Applicable experience of the consultant

A.

Relevance of the company portfolio to the project

1.

Bidder has conducted more than 5 tourism related research/consultancy projects specifically on tourism product development for Nature based Tourism, Cultural Tourism, Sun and Beach Tourism, Leisure and Entertainment Tourism, MICE Tourism, or Dive Tourism

20 pts.

Bidder has conducted 4-5 tourism related research/consultancy projects specifically on tourism product development for Nature based Tourism, Cultural Tourism, Sun and Beach Tourism, Leisure and Entertainment Tourism, MICE Tourism, or Dive Tourism

15 pts.

Bidder has conducted 1-3 tourism related research/consultancy projects specifically on tourism product development for Nature based Tourism, Cultural Tourism, Sun and Beach Tourism, Leisure and Entertainment Tourism, MICE Tourism, or Dive Tourism

10 pts.

2.

Bidder must have implemented at least 1 project focused on sustainability, community development, cultural conservation, and disaster risk reduction and management

10 pts.

B.

Years of experience

1.

Bidder has at least 10 years of experience conducting tourism related research or consulting projects.

20 pts.

Bidder has more than 7 but less than 10 years of experience conducting tourism related research or consulting projects.

15 pts.

Bidder has more than 5 but less than 7 years of experience conducting tourism related research or consulting projects

10 pts.

C.

Past clients

1.

Bidder has satisfactorily completed 3 or more research/consulting projects with values of P 3 million or more.

20 pts.

Bidder has satisfactorily completed 2 research/consulting projects with values of P 3 million or more.

15 pts.

Bidder has completed 1 research/consulting project with values of P 3 million or more.

10 pts.

## II.

## Qualification of personnel assigned

1.

Project lead has experience working on at least 10 tourism research and consultancy projects

10 pts.

Another required personnel has experience working on at least 10 tourism research and consultancy projects (additional 5 points)

5 pts.

2.

All other assigned personnel have experience working on at least 4 tourism research and consultancy projects

10 pts.

All other assigned personnel have experience working on at least 2 tourism research and consultancy projects

5 pts.

All other assigned personnel have experience working on 1 tourism research and consultancy project

3 pts.

3.

At least 2 assigned personnel must be part of 3 sustainability groups/travel and tourism organizations

10 pts.

At least 1 assigned personnel must be part of 3 sustainability groups/travel and tourism organizations

5 pts.

## III.

## Plan of approach and methodology

A.

## Substance of the proposal

1.

There is a tourism assessment framework attached

5 pts.

## IV.

## Current workload relative to capacity

Bidder has 1 to 3 ongoing projects with contract cost equal or greater than P 1 Million.

10 pts.

Bidder has no ongoing projects with contract cost equal or greater than P 1 Million.

5 pts.

Total

Passing Score

70

## XI. PROJECT OFFICER

Ms. Jamille Francine A. Concel – Tourism Operations Officer II, Office of Product and Market Development (OPMD)

Office: Office of Product and Market Development

Contact details: +639455238838 (Jamille Concel)

Email: jaconcel@tourism.gov.ph

Noted by:

RENEE MARIE N. REYES

Director

Office of Product and Market Development

**Line Items**

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Consulting Services	Procurement of Consulting Services for the Creation of the Product Development Manual	1	Lot	978,500.00

**Other Information**

## Eligibility Requirements

1. Registration Certificate from Security and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or CDA for cooperatives.

2. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

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

3. PhilGEPS Registration Number

4. Latest Income/Business Tax Return (For ABC above Php500, 000.00)

5. Professional License/Curriculum Vitae

6. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience

data.

7. Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period as provided in the Terms of Reference. (See attached Annexes TD 1 & 2)

8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

Note: Kindly submit your proposals together with your eligibility requirements thru email and sent it to jsfrancisco@tourism.gov.ph on or before 31 August 2021 at 2:00 pm. Late and unsigned proposals shall not be accepted.

**Created by** John Paulo Samonte Francisco

**Date Created** 20/08/2021

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