

TERMS OF REFERENCE

I. PROJECT : TOURISM DESTINATION MARKETING COMPANY - THAILAND

DURATION : Five (5) months or August – December 2020

II. QUALIFICATIONS:

The TDM Company for specific market must have the following qualifications:

- A. A company capable of doing both marketing and PR functions including market intelligence and competitor analysis.
- B. A company holding an office in the country market where the TDM intends to bid.
- C. Must be able to assign dedicated staff who can communicate in the English and the language of the Country Market.
- D. With extensive work experience (minimum 5 years) in the travel and tourism industry particularly in destination management and marketing.
- E. Experience as a market representative for a National Tourism Office is an advantage.
- F. Must be a member of an international/local tourism association/organization.
- G. Must not be a Travel Agency or similar line of business.
- H. Manpower complement/support
 - 1. Executive Director/Marketing Director:
 - a. Bachelor's degree/college graduate. Master's degree is an advantage.
 - b. Citizen or permanent resident or a legal immigrant of Thailand and must have resided in the said country for a minimum of 3 years prior to his/her hiring.
 - c. Must be able to communicate in English and the major language of Thailand.
 - d. Must have knowledge on the Philippines; having visited Philippine destinations is an advantage.
 - e. Must have work experience with the Thai travel trade industry (minimum 4 yrs.).
 - 2. Dedicated Staff
 - a. Bachelor's degree/college graduate.
 - b. Citizen or permanent resident or a legal immigrant of Thailand and must have resided in the said country for a minimum of 3 years prior to his/her hiring
 - c. Must be able to communicate in English and the major language of Thailand
 - d. Must have knowledge on the Philippines.

III. SCOPE OF WORK

- A. Propose Market Development Strategy and Action Plan for the Philippines (format to be prescribe by the head office) to include:
 - 1. Trade development activities
 - 2. Consumer promotion activities
 - 3. Market research and intelligence
 - a. Gather significant and current data to help in decision making.
 - b. Report tourism trends in the market as well as economic trends that may affect the travel industry.
 - c. Conduct market studies on tourism and development of destinations.
 - d. Make recommendations on other tourism matters including tourism investment.
 - e. Sex-disaggregated data
 - 4. Measurement of Return on Investment (ROI) on all activities conducted/engaged in the said country market.
 - a. Identification of an ROI measurement system for all activities
 - b. Setting of targets for the ROI measurement system identified
 - c. Analysis of effectiveness of activities implemented
 - 5. Other activities, aside from those already mentioned above that would be effective for the Thailand market in raising awareness on the Philippines
 - 6. Other activities that may be prescribed by the Department of Tourism

- B. Market Representation to include representing the Department of Tourism in activities related to image enhancement and tourism development, and in other activities organized by the Philippine foreign post.

IV. DELIVERABLES

- A. Market development strategy and action plan to include annual market plan, financial plan, media plan, and possible contingency plans
 - 1. Trade Development Activities to include but not limited to:
 - a. Philippine tourism seminars and workshops, online and offline, designed to educate our stakeholders on Thai market and vice versa, as well as educational topics on the destinations and other topics deemed to improve tourism traffic.
 - b. Business matching activities or an appropriate business platforms, online or physical platforms.
 - c. Sales calls/presentations to tour operators, travel agencies (and front liners), general travel trade, corporates, and other travel industry partners for the production of more tour packages to the country or to generate more sale of tour packages and/or increase market knowledge and equip sales people with in-depth know-how of the destinations.
 - d. Joint-promotional activities with private sector on destination presentations, front-liner/sales team workshops, consumer activities, etc.
 - 2. Consumer Promotion and Activation to include organizing/participating in:
 - a. Consumer fair(s) and other similar exhibits that would reach out to consumers and travelers such as wedding fairs, language (English as a Second Language) fairs, and diving fairs.
 - b. Consumer activation, online and/or offline activities like in-store promotions and mall promotions, cross promo activities or joint promo activities with consumer products directly or indirectly related to travel.
 - c. Social Media activities that will make the Philippines the top of the mind destination and communicate government efforts related to hygiene protocols for our travelers.
 - 3. Market Research and Intelligence
 - a. Report on significant and current data to generate useful information to help in decision making to include up-to-date market data base and trade contacts
 - b. Report on current tourism trends as well as economic trends that may affect travel industry in general as well as travel patterns and decision to travel
 - c. Market studies on tourism and development of destinations
 - d. Tourism investment opportunity activities to include participating in activities/tie-ups with other government agencies and private sector
 - e. Identify technology enabled tools to help in marketing
 - 4. Monthly reports (format to be prescribed by the Head Office) to include:
 - a. Identified Return on Investment (ROI) measurement system for activities conducted/engaged during the said month
 - b. Targets and accomplishments for activities conducted/engaged during the said month
 - c. Analysis of effectiveness of activities conducted/engaged during the said month
 - 5. Identification of new activities aside from those already mentioned above, development of new market segments that would be effective in raising awareness on the Philippines for the Thailand market
 - 6. Other activities that may be prescribed by the Department

B. BUDGET ALLOCATION

1. Budget Allocation – USD8,000 X 5months = USD40,000 or PhP2,140,000.00
2. Payment procedure
 - Charges for professional fee shall be billed directly to the Department of Tourism Head Office.
 - Charges related to the project cost that are reimbursable shall be in compliance to approved Work Program and subject to DOT approval before execution

TIMEFRAME

The contract duration is for a period of five (5) months subject to midterm review and evaluation.

CONTACT PERSON

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