



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 8649839
Procuring Entity DEPARTMENT OF TOURISM
Title Procurement of Consulting Services for the Development of a New Hotel Industry Strategic Action Plan

Area of Delivery

Solicitation Number:	RFP No. 2022 - 05 - 0050	Status	Pending
Trade Agreement:	Implementing Rules and Regulations	Associated Components	5
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Consulting Services	Document Request List	0
Category:	Consulting Services	Date Published	07/05/2022
Approved Budget for the Contract:	PHP 500,000.00	Last Updated / Time	06/05/2022 10:13 AM
Delivery Period:	3 Month/s	Closing Date / Time	10/05/2022 14:00 PM
Client Agency:			
Contact Person:	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

DEPARTMENT OF TOURISM
Office of Tourism Development Planning, Research, and Information Management

TERMS OF REFERENCE

A. PROJECT NAME

Consultancy Services for the Development of a New Hotel Industry Strategic Action Plan

B. BACKGROUND

The development of the Hotel Roadmap is a project initiated by the Department of Tourism (DOT) and Board of Investments (BOI) that aims to enhance the industry's competitiveness and enable to contribute more to inclusive growth and poverty reduction. The said roadmap serves as a guide to all stakeholders in developing priority intervention and addressing the challenges restraining the full potential of the hotel industry. The roadmap also aims to help in defining the government positions and strategies for trade and investment negotiations, as well as identify value-chain gaps to guide the hotel industry promotion.

DOT and BOI both recognize the importance of hotels and accommodation in the value chain of the tourism sector. With the strong demand for more quality accommodations and aggressive expansion of global hotel chains in major

cities, the government plans to immediately convene the sectoral working groups for the hotel industry and start on the implementation of the said roadmap. This project intends to pursue a proactive and targeted approach to address the concerns in close partnerships with the relevant hotel industry associations, academe, and other government agencies.

Based on the 2020 Philippine Tourism Satellite Accounts (PTSA), internal tourism expenditures from the accommodation services alone accounted for 21.6% share, which excludes the contributions from the two major products that also correlate to the accommodation sector, such as food and beverage services with 8.8% share and transport services with a share of 12.4%.

With the disruption caused by the coronavirus pandemic, which severely affected international and domestic travel and forced the hotel and accommodation sector to cease operations, the future landscape of the hotel industry posed new challenges and opportunities.

C. OBJECTIVES

The Development of New Hotel Industry Strategic Action Plan seeks to pursue the following objectives:

1. Assessment of the feasibility and relevance of the previous Hotel Roadmap targets for possible recalibration;
2. Identify the requirements of the new normal covering matters on soft and hard infrastructure to provide information on the type of hotels the Philippines will need in the next five to ten years;
3. Updating of the statistical data and pertinent information as well as development of methods to improve the collection of hotel industry statistical data;
4. Inclusion of a COVID-19 impact assessment on the Philippine hotel industry sector and stakeholders; and
5. Formulate overall and specific goals for the hotel industry through quantitative, measurable targets and implementation of short, medium, and long-term plans of action consistent with the National Tourism Development Plan.

D. SCOPE OF WORK

The Consultant/s will be required to undertake the following activities:

1. Prepare a schedule timeline for the development of a new Hotel Industry Strategic Action Plan (HISAP);
2. Conduct rapid assessments and consultations with focal persons who have thorough knowledge in the hotel industry and other relevant institutions necessary for data and information;
3. Review existing hotel industry statistical sources and recommend a strategy to strengthen the collection of data for hotel accommodation sector;
4. Identify the requirements of the new normal covering matters on soft and hard infrastructure to provide information on the type of hotels the Philippines will need in the next five to ten years;
5. Study the hotel industry related strategies undertaken by neighboring countries in the Asia and the Pacific for COVID response and recovery;
6. Formulate measurable targets and implementation of short, medium, and long term plans;
7. Recommend strategies for the recovery and development of the Philippine hotel industry;
8. Prepare and present the new strategic action plan to the Hotel Industry Strategic Action Plan – Technical Working Group (TWG) for review;
9. Revise based on the comments and recommendations of the HISAP-TWG and submit the final version for approval of the concerned DOT Officials; and
10. Present the New Hotel Industry Strategic Action Plan to the hotel industry associations and concerned tourism stakeholders.

E. DELIVERABLES AND PROPOSED TIMELINE

Deliverables Proposed Timeline

Pre-Meetings, Preparation of Needed Materials, Consultation Activities, and Research Works with the concerned government agencies, industry associations and stakeholders. Week 1 to Week 8

Submission and Presentation of First Draft to the HISAP-TWG Week 9 to Week 10

Submission of Second Draft/Revised based on the comments provided by the HISAP-TWG Week 11

Submission of Final Draft, subject for approval of the TWG-HISAP and DOT Heads, printed in hard copies and provision of digital copy. Week 12

Proposed Project Duration 12 Weeks (3 Months)

The new Hotel Industry Strategic Action Plan shall be guided by the following proposed framework:

1. Introduction
2. Vision, Goals, and Targets
3. Strategies and Timelines
4. State of the Industry
5. Support to the Industry Development
6. SWOT Analysis
7. Recommended Strategies

F. APPROVED BUDGET

The project has an approved budget of Five Hundred Thousand Pesos (PhP500,000.00) including taxes and other fees. Logistical requirements and other arrangements pertaining to consultations, data gathering, and report

generation shall be borne by the consultant/s.

G. TECHNICAL AND ELIGIBILITY REQUIREMENTS

The consultant/s shall be eligible to the following qualifications:

1. Must be a duly registered professional consultancy services (individual or consultancy firm) based in the Philippines.
2. Must have a Bachelor's degree in at least any of the following fields: Tourism, Economics, Public Administration/Management.
3. Must have at least three (3) years of extensive national experiences in the preparation of tourism plans, strategies, frameworks, or roadmaps; experience in developing public use-based and tourism-based products and services.
4. Must have successfully formulated and/or completed at least two (2) projects and/or strategic action plans in different tourism-related national government agencies and/or local government units.

Once qualifications are met, interested parties may submit their Curriculum vitae, a copy of related projects, and proposed work plan.

H. PROJECT OFFICER

Ryan R. Carlos
Senior Tourism Operations Officer
Statistics, Economic Analysis, and Information Management Division
Office of Tourism Development Planning, Research, and Information Management

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Line Items

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Consulting Services	Procurement of Consulting Services for the Development of a New Hotel Industry Strategic Action Plan	1	Lot	500,000.00

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 (to be submitted prior to award)

Note: Kind submit your proposals together with your eligibility requirements thru email and sent it to jsfrancisco@tourism.gov.ph on or before 10 May 2022 at 2:00 pm. Late and unsigned proposals shall not be accepted.

Date Created 06/05/2022

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