

TERMS OF REFERENCE

Consulting Services for the Formulation of Product Development Guidebook

I. Requesting Division/Office:

Tourism Development Division (TDD)
DOT MIMAROPA Region

II. Project Background

The National Tourism Development Plan (NTDP) 2016-2022 envisions the Philippines to develop a globally competitive, environmentally sustainable and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income thereby contributing to building a foundation for a high-trust society.

To help the Local Government Units recover the tourism industry in this difficult time and to take this opportunity to strengthen tourism product development in their localities, the Department of Tourism MIMAROPA will formulate a Product Development Guidebook for LGUs which will cover all tourism products identified in the NTDP 2016 – 2022 and will serve as a blueprint in developing new tourism products and enhancing existing tourism offerings.

III. Objective

1. Review of relevant plans, literature and other documents pertaining to tourism product development
2. Incorporate the NTDP, TRRP, and Sustainable Development Goals (SDGs) in developing tourism products
3. Crafting planning tools for products in the tourism product portfolio relevant to the local requirements of the region
4. Create a step-by-step guide in developing each tourism product identified in the NTDP
5. Pilot testing of the tourism product development manual
6. Publishing of the manual.

IV. Scope of Work

The Consulting Services shall perform the following deliverables:

- Product Guidebook Formulation based on the 10 Product Portfolios of the NTDP 2016-2022
- Alignment of Review of Related Literatures in tourism product development to the guidebook formulation (In-depth research and study)
- Conduct at least one (1) Consultation Workshop
- Technical Writing and Guidebook Preparation
- Guidebook Presentation to all MIMAROPA stakeholders (LGU and Tourism Product Managers)

- Revision based on the comments during the presentation
- Publication of 200 copies (includes lay outing and printing) of the guidebook
- The Pilot testing of the Guidebook will be done after the first draft (Pilot Testing expenses c/o End-User)

V. Deliverables and Timeline

| Deliverable | Timeline |
|---|---|
| A. Inception Report detailing activities and timetables of the project as well as the approach/methodology to be applied | Two weeks from signing of contract or receipt of Notice of Award (NOA) |
| B. Conduct consultation from LGUs and other stakeholders | One month from signing of Contract or receipt of Notice of Award (NOA) |
| B. 1st Draft of the Product Development Guidebook printed and submitted in digital form | Two months from signing of contract or receipt of Notice of Award (NOA) |
| C. Revised Draft after Pilot Testing , printed and submitted in digital format. | Three months from signing of contract or receipt of Notice of Award (NOA) |
| D. Publication , Printing of 200 copies of the guidebook with approved layout | Three months and two weeks from signing of contract or receipt of Notice of Award (NOA) |

VI. Budget and Payment Scheme

The approved budget is **Three Hundred Eighty-Seven Thousand Three Hundred Fourteen Pesos (PHP 387,314.00)** inclusive of all applicable government taxes, payable in tranches based on the submitted milestone report and a send-bill arrangement (Government Procedure).

- ✓ First Tranche Payment (50% of the total) upon receipt of Deliverable B.
- ✓ Second Tranche Payment (50% of the total) upon receipt of Deliverable D.

VII. Working Arrangements

- The engagement shall be from May 2021 to August 2021.
- All related activities by the Consultant must be done in coordination with DOT Regional Office.
- The Consultant shall render deliverables on the agreed timeline.
- All data, materials, documentation, and reports are considered the property of the agency and shall be formally turned over by the Consultant to DOT Regional Office. Use of outputs from this engagement requires prior approval from the DOT Regional Office.
- DOT Regional Office to designate a support team who will work closely with

- The Consultant regarding the technical and administrative requirements of the project, including monitoring of the progress of project activities;
- b. Payment shall be made upon the Consultant's satisfactory completion of the milestones/ key outputs delivered.

VIII. Document and Eligibility Requirements

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

- a. Post Graduate Degree in at least any of the following fields: Tourism, Economics, Public Administration, Urban and Regional Planning, as well as a degree in a field of direct relevance to the project;
- b. Must have at least three (3) years of national or regional experience in the preparation of tourism plans, strategies, frameworks, or roadmaps;
- c. Must have formulated two (2) tourism-related development plans for any national government agency or local government unit;
- d. Excellent organizational and coordination skills;
- e. Can fluently speak and write both in Tagalog and English; and
- f. Based in NCR or Region IVB

IX. How to Apply

Qualified applicants are requested to submit their bidding proposals, CV, copy of diploma, copy of related plans, Mayor's Permit, PhilGEPS Registration Number, Notarized Omnibus Statement, Latest Income Tax Return, and SEC Registration with cover letter addressed to:

The Regional Director
Department of Tourism Region IV-B (MIMAROPA)
351 Sen. Gil Puyat Avenue, Makati City
Tel. No. 890-1014; 890-0945
tdd.mimaropa@gmail.com

Contact Person:
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