

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION:

Tourism Destination Marketing Company – Vietnam
The Department of Tourism, Office of Product and Market Development

II. BACKGROUND:

The Tourism Act (RA9593) designates the Department of Tourism (DOT) to be the primary planning, programming, coordinating implementing and regulatory government agency in the development and promotion of tourism industry, both domestic and international market. RA 9593 further vest in the DOT the mandate to provide an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country (*Section 5.e. Powers and Functions of the DOT*). Product and Market portfolio identified in NTDP 2016-2022 recognizes Southeast Asia, specifically identified as Vietnam, Thailand, Malaysia, Singapore and Indonesia as source markets for development.

The DOT OPMD has since 2009 obtained the services of a tourism destination marketing company (TDMC) to complement existing DOT foreign service offices and to service these other markets identified in the NTDP. Our continued presence in the Vietnamese market at cost efficient terms and addresses limitations of overseas procurement crucial to implementation of overseas projects warrant the hiring of the services of a marketing coordinator.

ASEAN arrivals contributes to a higher average of per capita/day spending making it equally lucrative to European arrivals and an important short haul destination. ASEAN countries have likewise recognized the value of interregional travel and distinctively prioritized these countries in their marketing strategies. Vietnam has retained a 20% growth rate year on year until 2019. It is the most promising ASEAN country with a current rank of 9th place in arrivals since Philippines opened its border (February to August 2022) and poised to recover to 50% level by 2022. DOT seeks to engage a TDMC to ensure this early recovery.

III. OBJECTIVES:

The objectives of hiring the TDMC aims to:

1. Provide assistance to DOT in the development of the market with the end to contribute to the recovery of the market to pre-COVID status, rank 16th place
2. Provide assistance in the full implementation of marketing projects for Vietnam and enable the evaluation and monitoring development of projects within the prescribed period (6 months)
3. Provide assistance in the successful overseas procurement of all necessary services and engagements in the host country vital for the implementation of marketing projects for Vietnam
4. Support the DOT mandate to attract foreign visitors seeking “Filipino Brand” of experience with the end to enhance the prestige of the Philippines to the world and increase the production of the Philippine packages from time of engagement

IV. DURATION:

Six months upon receipt of notice to proceed.

V. ELIGIBILITY REQUIREMENTS:

1. A duly registered PR or marketing company in Vietnam and must hold a physical office in the said country market where the TDMC intends to bid
2. Minimum five (5) years experience in the travel and tourism industry particularly in destination marketing, PR, or marketing
3. No existing contract representing other ASEAN countries particularly National Tourism Organizations of these countries
4. Proof of Membership in international or local tourism association or organization in Vietnam
5. That it is not a travel agency or in a similar line of business with a corresponding certification of the same

VI. MINIMUM REQUIREMENT FOR MARKET TEAM/SUPPORT

1. Executive Director/Marketing Director:

- Bachelor's degree, preferably in Tourism, Business Marketing, Communications, Mathematics, or Economics
- Citizen or permanent resident or a legal immigrant of Vietnam and must have resided in the said country for a minimum of 5 years prior his/her hiring
- Must be able to communicate in English and the major language of Vietnam
- Must have knowledge on Philippine destinations; having visited Philippine destinations (with proof) is an advantage
- Must have work experience with the Vietnam travel trade industry
- Must have minimum 5 years experience in marketing tourism accounts (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises)

2. Support Team Member:

- Bachelor's degree/college graduate
- Citizen or permanent resident or a legal immigrant of Vietnam and must have resided in the said country for a minimum of 3 years prior to his/her hiring
- Must be able to communicate in English and the major language of Vietnam
- Must have knowledge on Philippine destinations preferably having visited Philippine destinations (with proof) is an advantage
- Must have minimum 2 years experience in marketing tourism accounts (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises)

VII. SCOPE OF WORK

1. Propose a Market Development Strategy and Action Plan for the Philippines (format to be prescribed by the head office) to include: trade development activities, consumer promotion activities, and other activities deem to improve inbound travel to the country
2. Implement marketing projects for Vietnam and provide corresponding reports for the given period
3. Provide monthly market research and intelligence report that includes competitor analysis and benchmarking
4. Monitor and evaluate projects implemented with a corresponding prescribed investment return metrics agreed upon with DOT
5. Facilitate/implement projects by securing proposals/quotations from and advancing payments to suppliers, to be claimed as reimbursement to the DOT, subject to submission of supporting documents (e.g. official receipts, invoices, price quotations from suppliers, etc.)

6. Maintain and enhance the existing webpage of the office
7. Implement other activities that may be prescribed by the DOT

VIII. DELIVERABLES

1. Development of Market Development Strategy and Action covering one (1) calendar year to include annual market development plan, and financial plan
2. Implementation of travel trade development activities to include but not limited to:
 - a. Philippine tourism seminars such as workshops on new developments and other topics deemed to improve tourism traffic
 - b. Sales calls and presentations to tour operators, travel agents (wholesalers and retailers), corporate accounts and other industry partners to generate tour packages and to increase market knowledge
 - c. Business matching activities with appropriate business platforms (online or physical platforms)
 - d. Travel trade familiarization trip(s) that showcase new and established destinations suited for the Vietnam market
 - e. Joint-promotional activities with tourism entities
3. Development and implementation of specialist programs to enhance travel trade engagement
4. Implementation of consumer promotion and activation to include organizing/ managing and participating in any:
 - a. Consumer fair(s) or other similar exhibitions that would reach out to consumers and travelers
 - 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 activations that will make the Philippines the top of the mind destination and communicate government initiatives related to hygiene protocols for our travelers to include but not limited to Facebook and Webpage
 - d. Media familiarization trip(s) that showcase new and established destinations that could provide the travel experience suited for the Vietnam market
5. Provision of market research and intelligence data/report:
 - a. Report on significant and current data to generate useful information to help in decision making to include up-to-date market data base
 - b. Report on tourism trends including sex-disaggregated data in the market as well as economic trends that may affect travel industry
 - c. Report on competitor news and emerging developments in the destination
 - d. Identify technology enabled marketing tools, if any
 - e. Develop a master list of contacts in the industry
6. Submission of monthly reports.
 Monthly reports (format to be prescribed by the Head Office) to include:
 - a. Targets and accomplishments for activities conducted/engaged during the said month
 - b. Analysis of effectiveness of activities conducted/engaged during the said month with report on returns of investment/returns of objectives
 - c. Updates on border protocols
 - d. Media releases
 - e. Updated contact list
 - f. Website performance metrics and social media engagements
7. Submission of terminal or accomplishment report for marketing projects
8. Submission of other significant reports that may be prescribed by the DOT

IX. BUDGET ALLOCATION

Budget Allocation: USD 7,500 x 6 months = USD 45,000 or PHP 2,685,200*

- This will cover the professional fees and monthly operational costs

**Calculated at USD 1 = PHP 57.25 (Landbank selling rate as of 27 June 2022 plus PHP 2.00 as advised by the Accounting Division for remittance computation) and includes 4.23% contingency of PHP 108,975.38 for unforeseen future expenses and movement of forex rates*

X. TERMS OF PAYMENT AND REIMBURSEMENT

1. Payment of the professional fee and monthly operational cost shall be made on a monthly basis billed to the DOT Head Office subject to submission of the deliverables and end-user satisfactory performance of service rendered certification.

**Final cost in Philippine Pesos shall be adjusted based on prevailing rates upon the execution of the contract*

2. Reimbursement of all expenses related to project execution must be within the approved budget and 2022 Work and Financial Plan, subject to the approval of the Director of the Office of Product and Market prior to execution, and must be in compliance with existing Philippine government procurement, budgetary, accounting, auditing and other pertinent rules and regulations.

XI. TIMEFRAME

The contract duration is for a period of six (6) months.

XII. CONTACT PERSON

Project Officer	:	Justinne Aubrey P. Guce
		OPMD – Market Development Division
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SHORTLISTING RATING SHEET
TOURISM DESTINATION MARKETING COMPANY - VIETNAM

#	Eligibility Check and Shortlisting Criteria	%
1	Company background (40%)	
	PR and Marketing Company	15
	Member of an international or local tourism organization	10
	Former market representative for any NTO or government tourism organization	10
	Former market representative for a Philippine organization	5
2	Years of existence (20%)	
	8 years and above	20
	5 to 7 years	15
3	Educational background (20%)	
	Executive Director/ Marketing Director has a bachelor's degree in Tourism, Business Marketing, Communications, Mathematics, or Economics	15
	Executive Director/ Marketing Director has a bachelor's degree in other courses	10
	Support Team Member has a bachelor's degree	5
4	Experience in handling a Philippine account (15%)	
	Marketing Director has handled a Philippine account	10
	Support team member has handled a Philippine account	5
5	Current work load related to capacity (5%)	
	No ongoing projects	4
	1-3 projects	5
	Above 4 projects	2

Note:

1. Accumulated score, points are earned if they have done any or all of the following
2. Passing Rate is 70%

RATING SHEET FOR TECHNICAL PROPOSAL
TOURISM DESTINATION MARKETING COMPANY - VIETNAM

#	Criteria and Ranking	%
1	a.) Work experience as Tourism Destination Marketing Company (TDMC) (20%)	
	5-10 years	20
	Above 10 years	15
	b.) Type of activities organized to promote a destination (25%)	
	Participation in travel fairs	5
	Familiarization Tours	5
	Seminars and workshops	5
	Advertising activities (traditional and nontraditional)	5
	Digital consumer activities	5
	c.) Number of tourism accounts handled for the period 2010-2020 (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises) (10%)	
	6 accounts and above	10
	3-5 accounts	7
	1-2 accounts	5
2	Quality of Personnel to be Assigned (13%)	
	Executive Director/ Marketing Director has a post-graduate degree	7
	Any member of the team has handled the Philippines or any other ASEAN country/city as market representatives or have done PR work for them in the past	6
3	Plan of Approach and Methodology (32%)	
	There is a work plan to promote the Philippines in 2023	16
	There is an assessment included in work plan	8
	There are target segments identified and included in work plan	8

Note:

1. Accumulated score, points are earned if they have done any or all of the following
2. Passing Rate is 70%