

## TERMS OF REFERENCE

- I. **BIDDER** : Market Research and Consulting Agency Company  
(Local or International)
- II. **PROJECT TITLE** : Development of Road Map and Action Plan for the  
Surf Tourism in the Philippines

### III. **BACKGROUND**

The Philippines is an archipelagic country popularly known for its sun and beach destinations. Its thousand-kilometer coastlines and 7,641 islands house a number of beaches that makes it an ideal destination for water-based activities.

One of the activities that gained popularity in recent years in Nature-based Tourism related activity is Surfing. This can be attributed to a number of reasons, most prominent of which are the quality of surf spots, widening reach and marketing promotion activities through social media, and the gradual growth of the local surf community.

According to the 2023-2028 National Tourism Development Plan (NTDP), the top five (5) products that registered the largest changes in “definitely interested” between the pre-and post-pandemic scenarios are 1. Diving/water sports, 2. Farm/plantation, 3. Food exploration/cooking class, 4. Adventure activities, and 5. Sports. The NTDP also calls for the development of strategic tourism products that requires market research, formulation of product development plans, which involves considerable stakeholders’ consultation coordination, involvement, and investment.

In 2021, the Office of Product and Market Development (OPMD) conducted a Preliminary Research for the Development of Nature-based Tourism in the Philippines, the adventure activities included in the research are: 1. Hiking, trekking, and mountaineering, 2. Cycling and mountain biking, 3. Surfing, and 4. ATV. The in-depth research for the product follows the results and recommendation of the preliminary research that Surf Tourism holds the highest potential among the four activities or products that can be improved to make the country a leading destination for sustainable ridge-to-reef experiences in the Asia-Pacific Region.

### IV. **OBJECTIVES**

The Department of Tourism’s (DOT) Office of Product and Market Development (OPMD) – Product Monitoring and Evaluation Division (PMED)- Nature-based Tourism will be conducting a research/survey to understand the landscape of the Surf Tourism industry through a survey which will gather relevant information from previous, current and potential domestic and international tourists, LGUs, and the local community. The result of the survey will be used to craft a relevant product and strategic product and market development program for the country.

To fill in the gaps and needs for Surf Tourism, the OPMD-PMED will be engaging the services of a market research and consulting agency to conduct a comprehensive research about Surf Tourism. The research aims to:

- Provide baseline data on the surf industry of the country to understand its landscape and formulate relevant strategies for marketing and product development;
- Identify and assess the surf destinations in the country, especially those identified as priority surf destinations;
- Provide insights on the needs and demands of various stakeholders in the country, along with the challenges of developing the industry; Analyze the competitive

- landscape of surf tourism and identify the best practices the Philippines can leverage to make it one of the leading and sustainable destinations for surf tourism;
- Assess market interest on Philippine-based and ASEAN-based surf circuits among existing and potential tourists, along with other surf product variants;
- Gauge the potential market size of the surf industry in the Philippines;
- Craft an **ACTION PLAN** that will be the basis of future surfing tourism marketing campaigns, programs, and policies to be implemented by the Department of Tourism

## V. MINIMUM REQUIREMENTS

1. Must be a market research and consulting agency, and/or an academic and research institution, specializing in the conduct of custom research for local and international organizations;
2. Must have at least six (6) years of experience or background conducting research on or for the tourism industry;
3. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS).

## VI. SCOPE OF WORK AND DELIVERABLES

Deliverables	Particulars
<p><b>A. The study must be able to gather and analyze information for the surf tourism industry, such as, but not limited to the following:</b></p>	<p>a. Overview of Surf Tourism Industry</p> <ol style="list-style-type: none"> <li>i. Demographics</li> <li>ii. Behavior and Motivations</li> <li>iii. Interest               <ol style="list-style-type: none"> <li>1. Interest in a Philippine Surf Circuit</li> <li>2. Interest in an ASEAN and ASIAN Surf Circuit</li> <li>3. Interest in surf-related or other water-based adventure products (e.g. SUP, kite surfing and diving)</li> <li>4. Interest in other tourism products</li> </ol> </li> </ol>
	<p>b. Competitor analysis of Thailand, Indonesia, and Vietnam, along with top surfing countries such as Hawaii and Australia</p> <ol style="list-style-type: none"> <li>i. Surf tourism products and services offered</li> <li>ii. Marketing campaigns for surfing undertaken for the period of 2014 to 2019</li> <li>iii. Surfing tourism programs and policies for the period of 2014 to 2022</li> </ol>
	<p>c. Evaluation of the Philippines as a destination for surf tourism</p> <ol style="list-style-type: none"> <li>i. Potential Philippines surf circuits</li> <li>ii. Potential ASEAN and ASIAN surf circuit</li> <li>iii. Other surf-related tourism products</li> </ol>
	<p>d. Evaluation of the needed support of stakeholders, including their sentiments on the development and challenges of the surf tourism industry</p>
	<p>e. Gaps and needs in terms of infrastructure/facilities, services and products offered, government support, policies and regulations, and sources of information related to surfing tourism</p>

<p><b>B. Survey Methodology</b></p>	<p><b>A. Survey Methodology</b></p> <p><b>Desk research</b> on surf tourism industry in the Philippines (and ASEAN countries or competitor countries).</p> <p>Existing primary and secondary sources of data will be analyzed to gain understanding of the industry pre/post COVID-19. The research generated should include data from 2014 to 2019 and 2021 to present.</p>
	<p><b>Fieldwork</b> will be conducted to assess the overall situation of the identified priority surf sites and to engage with relevant stakeholders. This shall include mapping of surf spots that can be included in the surf circuit and assessment of the sites' existing capacities and amenities.</p>
	<p><b>Quantitative research</b> should also be conducted via online surveys.</p> <p>The online survey will cover both existing and potential markets for surf. Aside from assessing interest in surf products and other water-based activities, this shall also be done to get a gauge of potential market size and revenue.</p>
	<p><b>Qualitative research</b> should be done in 2 phases through engagements with various stakeholders.</p> <p><b>Phase 1</b> will primarily involve consultations with stakeholders about the concept and development of surf circuits in the country. This can be done through focus group discussions with representatives from the local government units of priority surfing destinations, business owners of surf-related ventures, local tour guides and travel agencies, and other important actors. In-depth interviews with other relevant actors can also be done to further refine and test the concept.</p> <p><b>Phase 2</b> of the qualitative research shall involve potential and existing surf tourists abroad. This phase shall seek to determine the overall interest for a Philippine-based, ASEAN-based and ASIAN-based surf circuit, primary considerations and driving factors for travel, and other sentiments necessary to its development.</p>
	<p>*Abovementioned methodology will be acceptable to the DOT, but the market research and consulting firm may recommend other methodologies that can better serve the purpose of the study, subject to the DOT's approval.</p>
<p><b>C. Expected Output</b></p>	<p><b>A.</b> Strategic product and market development plan  <b>B.</b> Road map  <b>C.</b> Surfing Map- Surfing sites and destinations in the Philippines  <b>D.</b> Action Plan that will provide following strategies that is aligned with the National Tourism Development Plan 2023-2028 with the following timeline:</p> <ul style="list-style-type: none"> <li>i. Short-term</li> <li>ii. Medium-term</li> </ul>

	All data gathered should be submitted together with the reports as appendices. The DOT shall have full ownership of the data gathered and presented from the study.
<b>D. The selected market research and consulting firm, and academe research institutions must undertake the following activities:</b>	<ul style="list-style-type: none"> <li>a. Project set-up</li> <li>b. Questionnaire design and programming</li> <li>c. Recruitment of respondents</li> <li>d. Data gathering</li> <li>e. Data processing</li> <li>f. Data analysis</li> <li>g. Summary report per research phase</li> <li>h. Comprehensive report writing with recommended action plan for Surf Tourism in the Philippines</li> <li>i. Presentation of final report and recommendations</li> <li>j. Database of surf tourism stakeholders and associations</li> <li>k. Submission of hard and soft copies of the data and report (printed and flash drive/external hard drive)</li> </ul>

#### E. Deliverables and Milestones

<b>Deliverables</b>	<b>Timeline</b>
<p><b>Phase 1: Inception Report</b></p> <p>After the signing of the Contract and the receipt of the Notice to Proceed, the consultant is to prepare and submit the Inception Report. The purpose of this is to provide a background on the Philippine surfing industry, including demographics of surf tourists, common source markets, and a tentative list of surfing destinations. A competitor analysis should also be carried out against ASEAN countries, such as Thailand, Indonesia, and Vietnam, along with other leading destinations for surf, like USA and Australia. The Inception Report must also detail the approach and methodologies for gathering relevant information for the next parts of the study including identifying the stakeholders for the consultations, recommended priority surf destinations for the site assessment, and the target market/s for the qualitative and quantitative market research.</p>	<p><b>Month 1</b> <i>from receipt of the NTP</i></p>
<p><b>Phase 2: Product Development Study</b></p> <p>After the submission and approval of the Inception Report, the consultant is to prepare the Product Development Study. The purpose of this is to compile the findings from the fieldwork, market research, and stakeholder engagements conducted. This includes an estimate of the size of the potential market for Philippine surf tourism, additional data on the behavior and motivations of surf tourists, and sentiments of stakeholders on the development of the surf tourism industry.</p>	<p><b>Month 2 to 3</b></p>
<p><b>Phase 3: Strategies and Recommendations Report</b></p> <p>After the submission and approval of the Product Development Study, the consultant is to prepare the Strategies and Recommendations Report. The purpose of this is to craft recommendations on the development and marketing of priority</p>	<p><b>Month 4</b></p>

development sites. It shall also recommend specific strategies on how to achieve outlined objectives.	
<p><b>Phase 4: Presentation and Submission of Draft Final Report</b></p> <p>After the submission and approval of the Strategies and Recommendations Report, the consultant is to prepare the Draft Final Report. The purpose of this is to summarize and compile all the findings from the data-gathering and craft an action plan that would guide all subsequent plans for the development of surf tourism.</p>	<b>Month 5</b>
<p><b>Phase 5: Submission of Revised Final Report</b></p> <p>Submission of Revised Final Report which takes into account the final comments from Tourism Development Officials.</p>	<b>Month 6</b>

All data gathered should be submitted together with the reports as appendices. The DOT shall have full ownership of the data gathered and presented from the study.

## VII. REQUIRED PERSONNEL

<b>Required Personnel and Minimum years of experience</b>	<b>Personnel Educational Qualifications and Responsibilities</b>
<p>1. Account Director / Principal Consultant</p> <p style="text-align: center;"><b>10 years</b></p>	<ul style="list-style-type: none"> <li>• Must have a Master's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Environmental Studies, Tourism Management and/or related fields)</li> <li>• Manage and supervise the entire team;</li> <li>• Provide overall direction, plan budget, set up project goals, and ensure understanding of end-user's requirements;</li> <li>• Serve as the key point of contact for coordination between the agency/institutions and the end-user;</li> <li>• Ensure the timely delivery of data and reports;</li> <li>• Oversee project set up and implementation of research plan;</li> <li>• Ensure accuracy and quality of data and reports;</li> <li>• Consolidate and propose recommendations based on the research findings.</li> </ul>
<p>2. Research Manager/ Co-Principal Consultant PC</p> <p style="text-align: center;"><b>5 years</b></p>	<ul style="list-style-type: none"> <li>• Must have a Master's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Tourism Management and/or related fields).</li> <li>• Conceptualize and suggest the most appropriate research methodologies and techniques;</li> <li>• Design research plan and questionnaires;</li> <li>• Implement research plan;</li> <li>• Oversee data interpretation, report writing, and recommendation crafting;</li> <li>• Present findings by phase and final report to end-user;</li> <li>• Propose recommendations based on the research findings.</li> </ul>
<p>3. Research Executive / Sub-Consultant</p> <p style="text-align: center;"><b>3 years</b></p>	<ul style="list-style-type: none"> <li>• Must have a Bachelor's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Tourism Management and/or related fields).</li> <li>• Assist the Research Manager in implementing the research plan;</li> <li>• Collect data through interviews, surveys, and other appropriate tools;</li> <li>• Perform valid and reliable desk research;</li> </ul>

	<ul style="list-style-type: none"> <li>Interpret data and consolidate information into reports/presentations;</li> </ul>
<p>4. Data Coordinator</p> <p><b>2 years</b></p>	<ul style="list-style-type: none"> <li>Must have a Bachelor's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Tourism Management and/or related fields).</li> <li>Assist in the collection of data through interviews, surveys, and other appropriate tools;</li> <li>Assist in the conduct of valid and reliable desk research;</li> <li>Assist in interpretation of data and consolidation information into reports/presentations</li> </ul>

**\*Note:** Bidders may recommend additional personnel deemed fit for the team.

**\*Note:** Please provide CV to include list of tourism-related research/consulting projects conducted

### VIII. PROJECT DURATION AND BUDGET

- The research shall commence upon the receipt of the Notice to Proceed and should be completed within 24 weeks or six months.
- The Approved Budget for the Contract (ABC) for the project is **SIX MILLION PESOS (PhP6,000,000.00)** inclusive of all applicable government taxes and charges, professional fees, bank charges, and other fees that may be incurred in the process
- Note that this consulting contract shall be a fixed price contract. Any extension of contract time shall not involve any additional cost to the Government.
- All manuals, reports, materials, databases, questionnaires, references, etc. acquired through the conduct of the survey research shall be turned over to DOT at the conclusion of the undertaking.

Note: The contracting party should agree that the project shall be governed by and construed in all respects in accordance with the existing laws, rules and regulations of the Republic of the Philippines. Dispute resolutions shall likewise be governed and conducted within the Republic of the Philippines.

### IX. PAYMENT SCHEMES/SCHEDULE

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

Milestone	% of Payment
Upon approval of the Inception Report	30%
Upon submission and acceptance of the Product Development Study	30%
Upon submission and acceptance of Strategies and Recommendations Report	15%
Upon submission and acceptance of the final comprehensive report, action plan, and presentation to the DOT	25%
<b>Total</b>	<b>100%</b>

### X. CRITERIA FOR RATING

- Stage 1 – Submission of eligibility documents
- Stage 2 – Shortlisted bidders must submit brief company credentials and proposed market research plan together with the technical and financial proposal

## A. Eligibility Check and Shortlisting Criteria for Rating

### A. Applicable Experience of the Consultant – 70 pts.

Qualification of Personnel Assigned – 20 pts.

Current Workload Relative to Capacity – 10 pts.

<b>I.</b>	<b>Applicable experience of the consultant</b>	
<b>A.</b>	<b>Relevance of the company portfolio to the project</b>	
1.	Bidder has conducted 10 and more tourism development research projects	<b>25 pts.</b>
	Bidder has conducted 7 to 9 tourism development research projects	10 pts.
	Bidder has conducted 6 tourism development research projects	5 pts.
<b>B.</b>	<b>Years of experience of the company</b>	
1.	Bidder has 10 years of experience conducting research projects.	<b>25 pts.</b>
	Bidder has 7 to 9 years of experience conducting research projects.	10 pts.
	Bidder has 6 years of experience conducting research projects.	5 pts.
<b>C.</b>	<b>Past clients</b>	
	Bidder has completed 5 or more research projects with a contract cost equal or greater than 3,000,000.00.	<b>15 pts.</b>
	Bidder has completed 4 research projects with a contract cost equal or greater than 3,000,000.00.	10 pts.
	Bidder has completed 2 research projects with a contract cost equal or greater than 3,000,000.00.	5 pts.
<b>II.</b>	<b>Qualification of personnel assigned</b>	
	All assigned personnel have experience working on 3 tourism research projects.	<b>25 pts.</b>
	Two (2) of the assigned personnel have experience working on 2 tourism research projects.	15 pts.
	1 of the assigned personnel has experience working on 1 tourism research projects.	10 pts.
<b>III.</b>	<b>Current workload relative to capacity</b>	
	Bidder has 2 to 3 ongoing projects with a contract cost equal or greater than 3,000,000.00.	<b>10 pts.</b>
	Bidder has 1 ongoing project with a contract cost equal or greater than P3,000,000.00.	5 pts.
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

## B. Technical Bid Criteria for Rating

Qualification of personnel to be assigned – 55 pts.

Plan of approach and methodology – 15 pts.

Experience and capability of the firm – 30 pts.


<b>I.</b>	<b>Qualification of personnel to be assigned</b>	
<b>A.</b>	<b>Educational background</b>	
1.	The Principal Lead and Co- Principal Lead has a Master's degree relevant to the project (i.e., Statistics, Economics, Data Science, Business Administration or Management, Urban Planning, Environmental Studies, Tourism Management and/or related fields).	<b>15 pts.</b>
	The Principal Lead has a Master's degree.	5 pts.

2.	All assigned personnel (aside from Project Lead and Research Manager) have Bachelor's degrees relevant to the project (i.e., Business Administration or Management, Business, Communications, Tourism, Data Science, Economics, Statistics, Math, Marketing, Psychology, Urban Planning, or Environmental Studies.)	<b>10 pts.</b>
	All assigned personnel (aside from Project Lead and Research Manager) have Bachelor's degrees.	8 pts.
<b>B. Professional Experience</b>		
1.	All assigned personnel have been involved in the implementation of three (3) tourism researches / studies.	<b>20 pts.</b>
	Two (2) of assigned personnel have been involved in the implementation of 3 tourism research / studies.	15 pts.
	One (1) of the assigned personnel have been involved in the implementation of 3 tourism research or studies.	10 pts.
<b>II. Plan of approach and methodology</b>		
<b>A. Substance of the proposal</b>		
1.	The proposal discusses the proposed project design, road map, strategies, and action plan	<b>10 pts.</b>
2.	The proposal discusses the data collection to be employed in the project	<b>5 pts.</b>
<b>III. Experience and capability of the firm</b>		
	Bidder has implemented <b>3 to 4 market research/survey/study</b> contract for Tourism Stakeholders (NTO, Airline, OTA, DMC, Hotel) / National Tourism Organization/ Government Tourism Board, LGUs.	<b>40 pts.</b>
	Bidder has implemented <b>1 to 2 market research/survey/study</b> contract for Tourism Stakeholders (NTO, Airline, OTA, DMC, Hotel) / National Tourism Organization/ Government Tourism Board, LGUs.	30 pts.
	Bidder has implemented 1 to 2 similar contracts (contracts that involve market research/surveys/studies in any sector).	15 pts.
<b>Total</b>		<b>100 pts.</b>
<b>Passing Score</b>		<b>70 pts.</b>

**XI. CONTACT PERSON:**

Contact Person : Katherine D. Patawaran  
Office : OPMD-PMED  
Contact Number : +639561834106  
Email Address : [kpatawaran@tourism.gov.ph](mailto:kpatawaran@tourism.gov.ph)

**APPROVED BY:**

  
**PAULO BENITO S. TUGBANG, M.D.**  
Director  
Office of Product and Market Development