

DEPARTMENT OF TOURISM REGION IV - A (CALABARZON)

**PROCUREMENT OF SERVICE PROVIDER FOR THE LAUNCHING OF THE
PHILIPPINE EXPERIENCE PROGRAM: CALABARZON LEG**

TERMS OF REFERENCE

PROJECT NAME	:	Procurement of Service Provider for the Launching of the Philippine Experience Program: CALABARZON Leg
IMPLEMENTATION DATE	:	August 23 – 28, 2023
TOTAL PROJECT COST	:	Php 5,000,000.00
SOURCE OF FUNDS	:	FY 2022 Continuing Fund
ATTACHMENTS	:	Budgetary Requirements, Program Activities

BACKGROUND AND RATIONALE

Among the priorities of the Department of Tourism under the leadership of Secretary Christina Garcia – Frasco is the recalibration and promotion of tourism products centered around the country's 'Filipino-ness' and its unique and defining cultural attributes as a nation. The development of the Philippine Experience Program: CALABARZON Leg is part of the cultural tourism products development program conceived to highlight and herald the Filipino brand and identify in all aspects of the travel and tourism experience. It is in line with the following agenda of the Department of Tourism:

- To equalize tourism product development and promotion;
- To diversify the product portfolio through multi-dimensional tourism;
- To maximize domestic tourism; and
- To strengthen tourism convergence through close collaboration with LGUs and stakeholders.

The program draws inspiration from Cebu's Suro-Suroy Sugbo. The Suroy-Suroy Sugbo Program is the flagship heritage and cultural tourism exchange initiative of the Provincial Government of Cebu that showcases tourism and cultural sites and discover underrated destinations, including products and delicacies from respective cities and towns of the province. Since its inception in 2004, the campaign has successfully repositioned Cebu as a prime destination on culture and heritage which was done through its massive community-based participatory cultural tourism circuit program.

The Philippine Experience Program is an expansion of the concept to cover all the regions of the country, in an effort to equalize opportunities and spread the benefits of tourism across lesser known destinations. In line with the Department's thrust to build upon the strength of our cultural identity, the Regional Office plans to launch an established tourism circuit in the CALABARZON Region in the same vein as the Suroy-Suroy Sugbo through the Philippine Experience Program.

PHILIPPINE EXPERIENCE PROGRAM: CALABARZON LEG

Along with the development of the circuit and fine-tuning of caravan modules for the cultural tourism circuits, the launching for the said leg is necessary. This includes the government key officials, national tour operators, media representatives, local government units, tourism industry enterprises and leaders, and selected representatives from target consumer markets.

The following are the targeted thematic modules under the Philippine Experience Program: CALABARZON Region is featured, for a deeper and more immersive experience of the region's culture, heritage and arts:

HAIN / SALO-SALO: Food and Gastronomy Caravan

Hain pertains to the act of preparing and serving food whether for daily fare or fancy feasts. *Salo-salo*, on the other hand, captures the spirit of sharing and communal gathering which is part and parcel of food and gastronomy experiences in the country. Food adventures are always meant to be shared. The *Hain / Salo-Salo* component of the CALABARZON Leg highlights these food journeys that will showcase various tastes, endemic ingredients, culinary treat, iconic dishes and unique flavors of the regions.

Highlights:

- Magdiwang and Magdalo Breakfasts at Aguinaldo Shrine, Kawit, Cavite
- Casa San Pablo Native Cooking Tour: Coconut Module at San Pablo City, Laguna
- Villa Escudero Plantation and Resorts Lunch at Labasin Waterfalls Restaurant
- Tagayan Ritual of Quezon Province
- Native Dishes and Delicacies in Cavite, Laguna, Batangas and Quezon

KALINAW: Pilgrimage and Wellness Caravan

Kalinaw means calmness and serenity. The *kalinaw* component of the CALABARZON Leg will provide pilgrimage and wellness journeys, traversing destinations that offers opportunities to deepen one's spirituality and faith, including the renewal and reinvigoration of one's zest for living through unique Filipino wellness experiences.

Highlights:

- Minor Basilica of Saint Martin of Tours – Taal, Batangas
- Minor Basilica of Saint Michael the Archangel – Tayabas, Quezon

PAMANA: Living Cultures and Heritage Caravan

Pamana means heritage, inheritance and legacy. The *pamana* component of the leg will cover visits to the country's heritage destinations including UNESCO World Heritage Sites, National Cultural Treasures, School of Living Tradition (SLT), etc. This covers the experience of living traditions that have been handed down from generation to generation, including culture-based tourism previews of scintillating festivals, tradition-laced rituals and colorful celebrations supported by interesting stories and narratives. This will also raise awareness on indigenous knowledge, systems and practices of the country's indigenous communities.

Highlights:

- Tagayan Ritual – Quezon Province
- Weaving Traditions of Quezon, Cavite and Laguna
- Wood Carving in Paete, Laguna
- Embroidery of Lumban, Laguna

SINING LIKHA: Culture and Arts Caravan

Sining Likha is a term coined to combine Sining, the Filipino term for 'art' with Likha, that means 'creation.' Sining Likha evoked inspiration and creativity, to which covers the creative cities and emerging art destinations in the country. This will highlight the creative and innovative destinations and attractions in the region, and exploration of various art forms and artistic expressions identified by the National Commission for Culture and the Arts (NCCA) – architecture and allied arts, dramatic arts, films, music, dance, visual arts and literary arts – as well as the traditional arts, performing arts and handicrafts.

Highlights:

- Flag Raising Ceremony at Aguinaldo Shrine at Kawit, Cavite
- Marching Band Parade and Field Show at Bacoor City, Cavite
- Taal Heritage Village Culture and Heritage Tour

- Heritage Landmarks (Casa Comunidad de Tayabas)
- Pagsanjan Falls Shooting the Rapids

SCHEDULE OF ACTIVITIES

The whole program will cover the following activities on the implementation of the Philippine Experience Program CALABARZON Leg:

- August 23: Final coordination for the Philippine Experience Program CALABARZON Launch
Arrival of Other Participants
- August 24 – 27: Philippine Experience Leg: Cavite, Laguna, Batangas and Quezon
- August 28: Departure of Other Participants

SUPPORT AND PARTICIPATION OF THE STAKEHOLDERS

The target tourism industry stakeholders that will participate in the launching are the following:

- Ambassadors to the Philippines
- Department of Tourism Key Officials and Regional Directors
- National and Regional Tourism Organizations and Associations
- Provincial, City and Municipal Tourism Officers in CALABARZON Region
- Media Representatives and Content Creators
- Academe Stakeholders and Representatives

The program shall be led by the Department of Tourism Region IV – A and coordinated through the Office of Product and Market Development (OPMD). The following will be involved at the local level:

- DOT Region IV – A as lead focal on the ground
- Partner Provincial, City and Municipal Local Government Units
- Local stakeholders including: local culture and arts councils, tour operators/ground handlers, tourism associations, historians, artists, culture workers, writers, media, tourism associations, etc.

SCOPE OF WORK AND DELIVERABLES

The objectives of the procurement of the services of an experienced service providers for the following:

- To usher in a new era for tourism built upon the strength of our cultural identity, our unity as a nation and renewed global interest in our country’s offerings towards sustainable, inclusive, and resilient tourism;
- To launch the Philippine Experience Program: CALABARZON Leg as part of the recalibration of tourism products centered around the country’s “Filipino-ness” and its unique and defining cultural attributes as a nation;
- To create and produce the Philippine Experience Materials and Tour Kits;
- To provide services for ground handling and travel arrangements (accommodation, function hall, meals, air, land and sea travel); and
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SCOPE OF WORK	DELIVERABLES
Lot A: Event Management, Physical and Technical Requirements (Program Coordination, Logistics, Production and Entertainment, Booth Preparation, Lights and Sounds and Photo and Video Coverage) Cost: 2,000.000.00	I. OVERALL PROGRAM MANAGEMENT AND MANPOWER SUPPORT <ol style="list-style-type: none"> 1. Overall planning, management, and implementation of all Philippine Experience Program (PEP) components; 2. Provide main point of contact between the company and the DOT to oversee the implementation of the following major components:

	<ul style="list-style-type: none">a. Booth Layout Set up and Dismantling – 1 Project Manager with Dedicated Teamb. Stage Setup and Dismantling – 1 Project Manager with Dedicated Teamc. Talent Management – 1 Project Manager with Dedicated Teamd. Event and Entertainment Production – 1 Project Manager with Dedicated Teame. Lights and Sounds – 1 Project Manager with Dedicated Teamf. Photo and Video Coverage - 1 Project Manager with Dedicated Team <ul style="list-style-type: none">3. Provide generator set to sustain the electrical requirements of the exhibition and ensure uninterruptible power supply;4. Liaise with other event suppliers (i.e., Event Venues, Marketing Collateral Production Company and Ground Handler) and Local Government Units (LGUs) to ensure cohesive and aligned implementation of the program;5. Provide administrative support as follows:<ul style="list-style-type: none">a. Prepare a work plan with corresponding timeline and provide regular and timely feedback/status reports to DOT;b. Coordinate with DOT on the overall execution plan for the event and budget allocationc. Handle documentation of all events/activities and maintain an efficient filing and referencing system for all documents;d. Prepare terminal report covering all event components with corresponding statistics, attendee feedback, key stakeholder quotes, and photo documentation;6. Handle all necessary logistical requirements of event management crew for event implementation including transportation, accommodation, meals, and COVID-19 testing;7. Provide and manage a digital registration, electronic check-in, and capacity management system with the following features:<ul style="list-style-type: none">— Online and onsite registration— Generate real-time data and registration reports— Production of contactless smart badges with QR codes that individually identify attendees— Hosted and managed within secure data centers that are compliant with industry standards;
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II. PEP CULTURAL EXHIBITION AREA LAYOUT, SETUP AND DISMANTLING

1. Overall Exhibition Area Layout Executions
 - a. Provide 2D scaled schematic rendering (floorplan) of the six (6) exhibition venues, to illustrate placement of exhibition booths, registration counters, information counters, stages, etc., and visualize how the venue space is being utilized.
 - b. Provide manpower support for all exhibition areas layout execution, enhancement, set up, and dismantling requirements
2. Registration Area
 - a. Production, set up, and dismantling of the registration area with 5 counters and the following furniture: 1 counter, 2 barstools, electrical power socket
3. Creative Booth Set Up
 - a. Set up, cleaning/maintenance, and dismantling of twenty-four (24) (6 booths per venue) standard 4-sqm. creative booths equally distributed in four (4) exhibition venues (using native materials to look indigenous or cultural) with the following furniture per booth:
 - 1 x Fascia board with company name
 - 1 x Information desk
 - 2 x Folding Chairs
 - 2 x Spot Light
 - 2 x Electrical Power Sockets
4. Stage Set Up
 - a. Five (5) LED Walls in various locations with advance audio-video capability and technical staff to oversee and operate the video wall for the duration of the program with the following:
 - 1 x laptop
 - 1 x seamless switcher/splitter
 - All necessary power cables and connectors
 - b. *Preferred* Stage Size: 24 feet (width) x 12 feet (length) x 2 feet (height) main stage with backdrop, technical control booth, 3 sets of ladders/staircase, and 1 wheelchair ramp; the stage size is subject to change based on the size of the venue.

III. EVENT AND ENTERTAINMENT PRODUCTION

- a. Manage the entire main stage program and ensure the smooth flow of presentations (at least 45-minute to 1.5-hour presentation) for the duration of the program for all six (6) venues;
- b. Devise a program script for the overall Philippine Experience Program: CALABARZON Leg that includes background and activity of the PEP, speaker introduction, overview of activities, to ensure smooth transition for each program;
- c. Handle venue and supplier coordination, as follows:
 - Facilitate and coordinate ingress and egress of technical requirements;
 - Implement and manage livestream / broadcast to the Facebook platform;
 - Prepare layout of overlay graphics to add relevant branding (official logos) to livestream via a reliable livestream software suite;
 - Conduct pre-event orientation and technical run through, including sound and connection check and other necessary pre-broadcast requirements for each session;
 - Full recording of all sessions for documentation and on-demand viewing through the platform;

IV. LIGHTS AND SOUNDS

- a. 1 set complete lights and sounds system to all six (6) venues with the following:
 - 8 x LED par lights
 - 1 x follow spotlight
 - 1 x dimmer console
 - 1 x digital mixing console
 - 2 x 3-way speaker system
 - 2 x subwoofer
 - 2 x stage monitor
 - 6 x wireless microphones
 - All necessary power cables and connectors;

V. TALENT MANAGEMENT AND PROVISION

Implement an appropriate budget to invite, engage, and hire the professional services of the following:

- a. 1 (minimum) program host with tourism industry background of CALABARZON Region (preferably with professional work background

	<p>as a tourism influencer or tourism professional) to host all six (6) exhibition venues;</p> <ul style="list-style-type: none"> b. 1 voice-over talent or emcee to manage the general announcements of the program; c. Source-out regional talents for all six (6) exhibition venues for their equivalent talent fees <p>VI. PHOTO AND VIDEO COVERAGE</p> <p>Implement an appropriate budget to engage and hire the professional services of program photo and video coverage for 4 days with the following output:</p> <ul style="list-style-type: none"> a. 4,000 color-enhanced photos (in four days) b. Four (4) same-day edit videos to showcase the activities of the Philippine Experience Program: CALABARZON Leg in each day c. Provide photo and video documentation, including sound bites from interviews with participants and key officials; d. 5-minute event final highlight video to showcase the activities of the Philippine Experience Program: CALABARZON Leg, featuring all project components (i.e., tours, staging of cultural events, booths and activities) included in the scope of work; <p>VII. EVENT DOCUMENTATION AND POST-EVENT</p> <ul style="list-style-type: none"> a. Prepare certificate of participation template for all attendees; b. Prepare post-event feedback form template (in collaboration with the end-user); c. Disseminate post-event feedback form to relevant respondents and collate responses for inclusion in the terminal report; d. Prepare terminal report (in collaboration with the end-user) with relevant program statistics.
<p>Lot B: Ground Handling and Travel Arrangements (Accommodation, Function Halls, Meals, Air and Land Travels) Cost: 2,411,375.00</p>	<p>I. Overall Coordination and Facilitation of the Tour</p> <ul style="list-style-type: none"> a. Provision of Tour Head b. Provision of Tour Coordinators per Bus c. Tour Guide d. Police Officer (non-uniformed) per bus e. Logistical Arrangements and Management of the Tour f. HPG (Regional) and Medical Team all throughout the tour (with provision of accommodation, food) <p>II. Accommodation</p> <ul style="list-style-type: none"> a. Accommodation on August 23, 2023 Accommodation in Manila (8 rooms)

	<ul style="list-style-type: none"> b. Accommodation on August 25 – 27, 2023 <ul style="list-style-type: none"> - 120 pax (Participants) = 60 rooms (Twin Sharing) with Breakfast - 30 pax (Tour Technical Staff and Coordinators) - 3 nights in various locations in the region - Accommodation (Tayabas, Lucban, Lucena and other nearby accommodation facilities) <p>III. Transportation</p> <ul style="list-style-type: none"> a. Land Transport <ul style="list-style-type: none"> - Transport from Airport (NAIA) to Makati (Hotel Venue) - Transportation (Buses) for the whole tour – 4 days - Service Vans (3 units) Captain Seats b. Air Transport <ul style="list-style-type: none"> - Air Transport for 10 Regional Directors <p>IV. Meals</p> <ul style="list-style-type: none"> a. Meals for Participants for the whole duration of the tour (4 days) b. Meals for Performers for the whole duration of the tour (4 days) c. Meals for Technical Staff and Coordinators (HPG, etc.) for the whole duration of the tour (4 days) <p>V. Function Halls and Venue Rental</p> <ul style="list-style-type: none"> a. Venue Rental in five (5) locations and venues with tables and chairs setup
<p>Lot C: Creation and Production of the Philippine Experience Materials and Tour Kits Production (Design and Production) Cost: 588,625.00</p>	<p>I. Overall Production Coordinator and Facilitator on the Design and Production of Philippine Experience Program (PEP) Marketing Materials and Tour Kits</p> <p>II. Design and Production of Philippine Experience Program (PEP) Marketing Materials and Tour Kits</p> <ul style="list-style-type: none"> a. Passport Booklet <ul style="list-style-type: none"> - Size: 4.9 x 3.4 inches, Hard Bound Cover, Glossy Paper, Full Color Print (120 pcs) b. Brochure/Booklet <ul style="list-style-type: none"> - 3-Fold, Size: A4, C2S 70 glossy, Full Color Print (120 pcs) c. Stamps with customized logos/label <ul style="list-style-type: none"> - Size: 77mm x 38mm Self-ink (color red) (20 pcs) d. T-Shirt <ul style="list-style-type: none"> - Size: Assorted (S to XXL), Color: White, Print: Heat press, Screen Print,

Sublimation, Full Color Print, 180 gsm, polyester and cotton made (120 pcs)

- e. Tote Bag
 - Size: 15 x 15 x 10 inches, Canvass Bag, 2 Sling (short and long), Full Color Print (120 pcs)
- f. Drawstring Bag
 - Size: 13.5 x 16 inches, Canvass Bag, Black String, Full color print (120 pcs)
- g. Boonie / Tactical Cap
 - Color: for discussion, 1 tone color, Skin Friendly Fabric, 120 g, circumference according to different size, Material: Nylon, waterproof, with draw string, embroidered logo, with open and close pockets (120 pcs)
- h. Hygiene Kit
 - Locally made bag (Burlap/jute/weave) pouch bag size: 6 x 4 x 2 inches, includes tissue, wet tissue, alcohol. sunblock, mosquito patch (120 pcs)
- i. Identification Tags (bag tags is color coordinated with the bus banners and number)
 - Size: 2.55 x 4 inches (ATM Card Size), PVC, Ribbon Loop Tag (different colors), back to back print, full color print (150 pcs)

III. Design and Production of Philippine Experience Program (PEP) Banners and Flags

- a. Production of welcome banners (all destinations), bus banners, bus numbers and flags
 - Tarpaulin material, 80 gsm, 175 g (20 pcs – 6 x 4, 5 pcs – 6 x 3, 5 pcs – 11.5 x 13, 5 pcs – half long bond paper triangle flag)

IV. Design and Production of Philippine Experience Program (PEP) IDs, Menu Cards, Invitations, Certificates and Plaques

- a. Production of Ids
 - Size: 5.1 x 8 inches (ATM Card Size), PVC, Personalized ID Lace, back to back print, full color print (120 pcs)
- b. Production of Certificates, Menu Card, Invitations (500 pcs)
 - Full Color Print, A4, Laser Print
- c. Production of Plaques
 - Acrylic, 10-inch height, 3/4-inch-thick with base, Full Color Print (Design to follow)

FLEXIBILITY TO PROGRAM SCHEDULE

The service providers are expected to be flexible for changes in the implementation of the event schedule due to unforeseen circumstances.

DOT DOMESTIC AND INTERNATIONAL PROMOTION FOR RECOVERY

The initiative of the DOT to develop tourism products to support Domestic and International Tourism is one of the key components of the Tourism Recovery and Response Plan (TRRP). The program will streamline development efforts in close coordination with the local government units for the re-opening of tourism destinations and attractions, to ensure that the public minimum health and safety protocols are properly implemented to mitigate the spread of COVID-19.

LEGAL BASIS

Republic Act 9595 provides the mandate of DOT as the primary planning, programming, coordinating, implementing and regulatory government agency in the development and promotion of the tourism industry, both domestic and international.

As stipulated in Section 2 of the Republic Act 9593 or otherwise known as Tourism Act of 2009, one of the core functions of the Regional Office is to “develop responsible tourism as a strategy for environmentally sound and community participatory tourism programs, enlisting the participation of local communities in conserving bio-physical and cultural diversity, promoting environmental understanding and education, providing assistance in the determination of ecotourism sites and ensuring full enjoyment of the benefits of tourism by the concerned communities.”

It likewise directs DOT to develop an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country and the Filipino people in the international community as stipulated in the below sections:

SECTION 2. Declaration of Policy:

- (a) Create a favorable image of the Philippines within the international community, thereby strengthening the country's attraction as a tourism destination and eventually paving the way for other benefits that may result from a positive global view of the country;
- (b) Develop the country as a prime tourist hub in Asia, as well as a center of world congresses and conventions, by promoting sustainable tourism anchored principally on the country's history, culture and natural endowments, and ensuring the protection, preservation and promotion of these resources; and
- (c) Encourage private sector participation and agri-tourism for countryside development and preservation of rural life.

SECTION 3. Objectives.

- (a) Encourage activities and programs which promote tourism awareness, preserve the country's diverse cultures and heritage, and instill a sense of history and a culture of tourism among the youth and the populace;
- (b) Promote the progressive development of existing civil aviation, land and sea transportation policies as they relate to tourism, in consonance with existing bilateral agreements and inter-agency pronouncements;
- (c) Enhance international business relations for the support of tourism projects of the private sector, through partnerships, joint ventures and other cooperative undertakings involving local and foreign investors.

SECTION 6. Powers and Functions

- (a) Formulate tourism policies, plans and projects for the development of tourism as an engine of socioeconomic and cultural growth;
- (b) Supervise and coordinate the implementation of tourism policies, plans and projects;
- (c) Provide an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country and the Filipino people in the international community;

SECTION 12. Office of Tourism Development Planning, Research and Information Management.

- (a) Formulate policies and programs for global competitiveness and national tourism development, and approve local government tourism development plans;
- (b) Formulate an integrated marketing and promotions plan, identifying strategic market areas and niches.

The National Tourism Development Plan (NTDP) likewise recognizes heritage and culture as both a key product and an opportunity /niche product that can deliver larger number of visitors, longer length of stay, and higher expenditure along a broad spectrum of destinations and communities and should therefore be given the highest priority due to their strong attractiveness to a wide range of country markets.

I. SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENT

- 1. The project will commence upon the receipt of the Notice to Proceed (NTP) up to the 3rd Quarter of 2023 of which marks the target completion of the project.
- 2. The Approved Budget of Contract (ABC) is Five Million Pesos (Php 5,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
 - a. The compensation to be paid for the agency/ies shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
 - b. DOT does fund transfers through the Landbank of the Philippines (LBP). If the supplier does not have a Landbank account, fund transfers may still be done but bank charges to be borne by the supplier.
 - c. Must have free cancellation, rebooking, transferable or refundable policies due to travel restrictions based on resolutions and pronouncements made by the IATF, Philippine Government or concerned Local Government Units.
- 3. The proposed payment scheme for the campaign will be billed upon completion of each respective lot deliverables. In each lot, the Awarded Agency/ies will be required to submit (1) an accomplishment report; (2) Certification of Acceptance signed by DOT Project Proponent and Superior:

LOT DELIVERABLES	AMOUNT
Lot A: Event Management, Physical and Technical Requirements (Program Coordination, Logistics, Production and Entertainment, Booth Preparation, Lights and Sounds and Photo and Video Coverage)	Php 2,000,000.00
Lot B: Ground Handling and Travel Arrangements (Accommodation, Function Halls, Meals, Air and Land Travels)	Php 2,411,375.00
Lot C: Creation and Production of the Philippine Experience Materials and Tour Kits Production (Design and Production)	Php 588,625.00

II. QUALIFICATIONS

1. The agency / company must be duly established in the Philippines with the required manpower/personnel and staff, with projects involving the prescribed services in the last two (2) years.
2. The company must have been in existence for at least two (2) years.
3. Other qualifications of the required agency / company for this project are stated in the Bid Data Sheet (BDS).

III. Terms and Conditions

1. Segment(s) or phase(s) of the project not implemented for whatever reason shall be revised/modified by the winning bidder at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation;
2. The selected full service winning agency/ies shall be subject to assessment of the DOT as to the success of the project launched;
3. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project. Reason/s for termination will be based on the guidelines subject to the termination guidelines issued by the Government, Procurement Policy Board (GPPB).