

## TERMS OF REFERENCE

### Consultancy Services for the Updating of Regional Tourism Development Plan (RTDP) 2020-2026

#### I. Requesting Division/Office:

Tourism Development Division (TDD)  
DOT MIMAROPA Region

#### II. Project Background

With the completion and finalization of the National Tourism Development Plan (NTDP) 2023-2028 and being on the midway on the implementation of the RTDP 2020-2026, it is the appropriate timing to update the regional development plan for tourism.

The new NTDP envisions to “make tourism inclusive and beneficial for everyone, ensuring that no destination or individual is left behind” and “spread economic advantages from major players to remote locations within the country”.

With its vision and goal to be the Destination of Choice by 2026, the RTDP identified four strategic areas: tourism products and manpower development; governance in tourism; promotion and marketing; and primary and support facilities and services development.

In view of these, and moving forward from the pandemic, an updating of the Regional Tourism Development Plan (RTDP) must be implemented to serve as the region’s guide in prioritizing and realigning policies and implementing development programs and projects to position tourism as a primary growth driver of the region’s economy.

Likewise, the RTDP should be aligned to the goals, and strategic directions of NEDA’s *AmBisyon Natin* 2040, and Sustainable Development Goals of 2030.

#### III. Objective

The Updated Regional Tourism Development Plan will provide the framework and direction of tourism development outlining the joint priority programs, projects, and activities among industry stakeholders. The Plan will also set the institutional arrangements, roles, and responsibilities of each tourism actor in plan implementation.

#### IV. Scope of Work

The Consultant shall perform the following activities:

- a. Update the Regional Tourism Development Plan aligned with the National Tourism Development Plan 2023-2028, AmBisyon Natin 2040, Philippine Development Plan and SDG 2030;

- b. Consider regional development plans and programs, provincial development plans, product plans, (national and local) legislation, and other relevant plans, programs and policies involving tourism;
- c. Facilitate and synthesize the planning workshop for the tourism stakeholders and Regional Line Agencies to be conducted on March 18 and 19, 2024;
- c. Update the tourism situational analysis through stakeholder consultation;
- d. Update industry issues, bottlenecks, and gaps (e.g., access, connectivity, products, services, sustainability), including program delivery and implementation;
- e. Identify appropriate strategies, programs, projects and activities to address the gaps;
- f. Develop measures enabling institutional growth of tourism in the region;
- g. Prepare action programs to identify, prioritize and develop tourism attractions, products and activities;
- h. Update the region's tourism circuit/s
- j. Identify priority regional tourism infrastructure for development (e.g., gateway/ transport, power, water, waste, ICT infrastructure);
- k. Identify tourism markets and develop an appropriate tourism marketing strategy for the region;
- l. Identify public and private sector roles in plan implementation (action plan with timeline);
- m. Update the Region's Investment Program; and,
- n. Develop the plan's monitoring and evaluation framework.

## V. Deliverables and Timeline

Deliverables	Timeline
A. <b>Inception Report</b> detailing activities and timetables of the project as well as the approach/methodology to be applied	One week from receipt of Job Order
B. <b>Planning/Consultation Workshop</b> with the Regional Technical Working Group (TWG) for the Regional Tourism Development Plan that the Regional Office will create	March 18-19, 2024
C. <b>Framework Development</b> 1. Regional tourism industry profile; 2. Key issues, challenges, bottlenecks and gaps in the development of tourism in the region; 3. The institutional framework at the regional level	One month from the conduct of workshop

4. Setting of Vision, Mission, Goal, Strategies and Activities  <i>*Reports on the assessments, consultations, and focus group discussions printed and in digital format;</i>	
<b>D. 1st Draft of the Updated Regional Tourism Development Plan</b> printed and submitted in digital form;  Presentation and validation of Plan 1st Draft to regional stakeholders;	two months after the workshop
<b>E. Revised Draft with Investment Program</b> , printed and submitted in digital format.	Two weeks after the receipt of the comments on the first draft
<b>F. Public Hearing and Final Draft of Plan and Investment Program</b>	Two weeks after the approval of the Plan and Investment Program

## VI. Budget and Payment Scheme

The approved budget is Three Hundred Pesos (Php 300,000.00) 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 D.
- ✓ Second Tranche Payment (50% of the total) upon receipt of Deliverable E.

## VII. Working Arrangements

- a. The engagement shall be from March to June 2024
- b. All related activities by the Consultant must be done in coordination with DOT Regional Office.
- c. The Consultant shall render deliverables on the agreed timeline.
- d. 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.
- f. 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;
- g. 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 IV

## IX. How to Apply

Qualified applicants are requested to submit their CV, copy of diploma and copy of related plans with cover letter address to:

The Regional Director  
Department of Tourism Region IV-B (MIMAROPA)  
351 Sen. Gil Puyat Avenue, Makati City  
Tel. No. 890-1014; 890-0945  
[dot4b.bacsecretariat@gmail.com](mailto:dot4b.bacsecretariat@gmail.com),  
[tdd.mimaropa@gmail.com](mailto:tdd.mimaropa@gmail.com) and [dot4b@tourism.gov.ph](mailto:dot4b@tourism.gov.ph)