

TERMS OF REFERENCE

- I. **BIDDER** : Market Research and Consulting Agency
- II. **PROJECT TITLE** : Survey on Philippine Dive Tourism
- III. **BACKGROUND** :

The Philippines is acclaimed as a global center of marine biodiversity and has attained worldwide recognition as the World's Leading Dive Destination in 2019; but the lack of available scuba diving tourism data interrupts efforts in developing the dive market.

The Department of Tourism's (DOT) Office of Product and Market Development (OPMD) – Dive formulates strategic marketing plans/programs and implements and monitors projects for the development of the scuba diving market. The OPMD-Dive also conducts small-scale research, studies, and surveys on the dive market but the data acquired remain insufficient due to many limitations.

To fill in the gaps and needs in dive tourism, the OPMD-Dive will be engaging the services of a market research and consulting agency to conduct a comprehensive survey on the Philippine dive industry. The study aims to:

- Understand the current needs of the dive tourism industry;
- Assess the effect of the COVID-19 pandemic on stakeholders of the Philippine dive industry;
- Provide baseline information and perform gaps analysis to formulate relevant strategies for market development and reactivation.

IV. MINIMUM REQUIREMENTS

1. Must be a market research and consulting agency specializing in the conduct of custom research for local and international organizations;
2. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS).

V. REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience
1. Account Director (Team Head)	5 years
2. Research Manager	3 years
3. Research Associate	3 years
4. Data Analyst	2 years

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

Personnel Responsibilities

Account Director

- Manage and supervise the entire team;
- Provide overall direction, plan budget, set up project goals, and ensure understanding of end-user's requirements;
- Serve as the key point of contact for coordination between the agency and the end-user;
- Ensure the timely delivery of data and reports;
- Oversee project set up and implementation of research plan;
- Ensure accuracy and quality of data and reports;

Research Manager

- Conceptualize and suggest the most appropriate research methodologies and techniques;
- Design research plan and questionnaires;
- Implement research plan;
- Oversee data interpretation, report writing, and recommendation crafting;
- Present findings by phase and final report to end-user;

Research Associate

- Assist the Research Manager in implementing the research plan;
- Collect data through interviews, surveys, and other appropriate tools;
- Perform valid and reliable desk research;
- Interpret data and consolidate information into reports/presentations;

Data Analyst

- Assist in the collection of data through interviews, surveys, and other appropriate tools;
- Assist in the conduct of valid and reliable desk research;
- Assist in interpretation of data and consolidation information into reports/presentations

VI. SCOPE OF WORK AND DELIVERABLES

A. The study must be able to gather and analyze information on the dive tourism industry, such as, but not limited to the following:

- a. Market profile (travel characteristics and demographics) of divers
- b. Regional competitor analysis of Indonesia and Thailand, including data on the following:
 - i. Number of dive tourist arrivals per year in the past 3 years
 - ii. Dive tourism products and services offered
 - iii. Average daily expenditure of dive tourists in the past 3 years
 - iv. Marketing campaigns for dive tourism undertaken in the past 3 years
 - v. Dive tourism programs and policies in the past 3 years
 - vi. Source markets for dive tourism
- c. Dive tourism revenue in the Philippines including the following:
 - i. Number of dive tourist arrivals per year in the past 3 years
 - ii. Average daily expenditure of dive tourists in past 3 years (by item of expenditure)
 - iii. Source markets for dive tourism
 - iv. Market forecast based on growth
- d. Local and international awareness of the Dive Philippines campaign and initiatives
- e. Evaluation of the Philippines as a diving destination
- f. Gaps and needs in terms of infrastructure/facilities, services and products offered, government support, policies and regulations, and sources of information related to diving
- g. COVID-19 impact to the dive tourism industry (Philippines and world)

B. The selected market research and consulting firm must undertake the following activities:

- a. Project set-up
- b. Questionnaire design and programming
- c. Recruitment of respondents
- d. Data gathering
- e. Data processing

- f. Data analysis
- g. Summary report per research phase
- h. Comprehensive report writing with recommended action plan for Dive Philippines
- i. Presentation of final report and recommendations

C. Survey Methodology

Due to the COVID-19 outbreak, field work may be conducted online via video conferencing platforms and other virtual means.

Qualitative research should include in-depth interviews with foreign dive tour operators that organize and sell Philippine diving packages. The respondents should include at least 30 divers who are final decision makers in their respective organizations and are from Europe, North America, and Asia. Proposed breakdown of respondents per source market to be approved by DOT prior to project set up.

Desk research on existing primary and secondary sources of data to gain understanding of the industry pre/during COVID-19. The research generated should include data from 2017 to present.

Quantitative research should be done in 2 phases through online surveys. **Phase 1** respondents should include at least 130 resort owners and managers, dive shop operators, and dive professionals from all regions of the Philippines that sell dive as a tourism product. Proposed breakdown of respondents per region to be approved by DOT prior to project set up. **Phase 2** respondents should include at least 75 foreign divers who have been to the Philippines at least once in the past 3 years and are from Europe, Asia, North America. Proposed breakdown of respondents per source market to be approved by DOT prior to project set up.

Abovementioned methodologies 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.

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. PROJECT DURATION AND BUDGET

The research shall commence upon the receipt of the Notice to Proceed and should be completed within 20 weeks.

The total budget for the project is Four Million Pesos (P 4,000,000.00) inclusive of all applicable taxes, service fees, bank charges, and other fees that may be incurred in the process.

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

Milestone	% of Payment
Within 15 days upon approval of survey methodology, sample size of respondents, and research design	30%
Within 15 days upon submission and acceptance of the report on findings and recommendations for the Qualitative Phase and Desk Research Phase	30%

Within 15 days upon submission and acceptance of the report on findings and recommendations for the Quantitative Phase	15%
Within 30 days upon submission and acceptance of the final comprehensive report and presentation to the DOT	25%
Total	100%

VIII. CRITERIA FOR RATING

1. Stage 1 – Submission of eligibility documents
2. Stage 2 – Shortlisted bidders must submit brief company credentials and proposed market research plan together with the technical and financial proposal
 - a. A pitch presentation will be scheduled to allow shortlisted bidders who are declared compliant with the technical requirements during the opening of bids to present their proposed market research plan to the Bids and Awards Committee (BAC) and end-users.
 - b. A maximum of 30 minutes will be given to each market research and consulting firm for their presentation. There will be a 10-minute question and answer portion after each presentation.
 - c. The presentation will be rated by the BAC and end-users individually, based on the criteria set for “II. Plan of Approach and Methodology”. Ratings will be added to the overall score for the technical bid and averaged to arrive at a final score per agency.

A. Eligibility Check and Shortlisting Criteria for Rating

Applicable Experience of the Consultant – 70 pts.

Qualification of Personnel Assigned – 20 pts.

Current Workload Relative to Capacity – 10 pts.

I.	Applicable experience of the consultant	
A.	Relevance of the company portfolio to the project	
1.	Bidder has conducted at least 5 research projects.	25 pts.
	Bidder has conducted less than 5 research projects.	10 pts.
	Bidder has no experience in conducting research projects.	0 pts.
B.	Years of experience	
1.	Bidder has at least 5 years of experience conducting research or consulting projects.	25 pts.
	Bidder has 3 to 4 years of experience conducting research or consulting projects.	10 pts.
	Bidder has less than 3 years of experience conducting research or consulting projects.	0 pts.
C.	Past clients	

	Bidder has completed 2 or more market research project with a contract cost equal or greater than P4,000,000.00.	15 pts.
	Bidder has completed 1 market research project with a contract cost equal or greater than P4,000,000.00.	10 pts.
	Bidder has no experience conducting market research projects with contract cost equal or greater than P4,000,000.00.	0 pts.
II.	Qualification of personnel assigned	
	All assigned personnel have experience working on at least 2 research projects.	25 pts.
	50% of assigned personnel have experience working on at least 2 research projects.	15 pts.
	Assigned personnel have no experience working on research projects.	0 pts.
III.	Current workload relative to capacity	
	Bidder has 1 to 3 ongoing projects with contract cost equal or greater than P 4 Million.	10 pts.
	Bidder has no ongoing projects with contract cost equal or greater than P 4 Million.	5 pts.
	Total	100 pts.
	Passing Score	70 pts.

B. Technical Bid Criteria for Rating

Qualification of personnel to be assigned – 50 pts.

Plan of approach and methodology – 20 pts.

Experience and capability of the firm – 30 pts.

I.	Qualification of personnel to be assigned	
A.	Educational background	
1.	The Account Director has a Master’s degree relevant to the project (i.e., Business Administration or Management, Data Science, Economics, Statistics, Marketing, Tourism Management, or Psychology.)	30 pts.
	The Account Director has a Master’s degree.	15 pts.
2.	All required personnel have Bachelor’s degrees relevant to the project (i.e., Business Administration or Management, Data Science, Economics, Statistics, Marketing, or Psychology.)	20 pts.
	All required personnel have Bachelor’s degrees.	15 pts.

II.	Plan of approach and methodology	
A.	Substance of the proposal	
1.	The proposal thoroughly discusses the proposed approach and methodologies (desk research, quantitative research, and qualitative research) to be used in the study.	5 pts.
2.	The proposal thoroughly discusses the proposed data collection methods (in-depth online interviews and online surveys) to be used in the study.	10 pts.
B.	Clarity of methods and approaches	
1.	The proposal includes clear and specific description of all phases of work and visual presentations of proposed methodologies and approaches that can be understood by non-experts.	5 pts.
III.	Experience and capability of the firm	
	Bidder has implemented at least 3 similar contracts (contracts that involve market research in any sector) and 1 tourism-related market research contract.	30 pts.
	Bidder has implemented at least 3 similar contracts (contracts that involve market research in any sector).	25 pts.
	Bidder has implemented 1 to 2 similar contracts (contracts that involve market research in any sector).	15 pts.
	Bidder has no experience implementing similar contracts.	0 pts.
	Total	100 pts.
	Passing Score	70 pts.

IX. PROJECT OFFICER

Contact Person: **Celstine Sy**
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