

TERMS OF REFERENCE

I. PROJECT : TOURISM DESTINATION MARKETING COMPANY - THAILAND

II. DURATION : Six months (July to December 2021)

III. QUALIFICATIONS

The Tourism Destination Marketing Company (TDMC) for Thailand must have the following qualifications:

- A. A company capable of doing both marketing and PR functions including market intelligence and competitor analysis
- B. A company holding a physical office in the country market where the TDMC intends to bid
- C. Must be able to assign dedicated staff who can communicate in the English and the language of the Country Market
- D. With extensive work experience (minimum 5 years) in the travel and tourism industry particularly in destination management and marketing
- E. Experience as a market representative for a National Tourism Office is an advantage
- F. Must be a member of an international/local tourism association/organization
- G. Must not be a Travel Agency or similar line of business
- H. Minimum requirements for manpower complement/support:
 - 1. Executive Director/Marketing Director:
 - a. Bachelor's degree/college graduate
 - b. Citizen or permanent resident or a legal immigrant of Thailand and must have resided in the said country for a minimum of 3 years prior to his/her hiring
 - c. Must be able to communicate in English and the major language of Thailand
 - d. Must have knowledge on the Philippines; having visited Philippine destinations is an advantage
 - e. Must have work experience with the Thai travel trade industry (minimum of 4 years)
 - 2. A Dedicated Staff:
 - a. Bachelor's degree/college graduate
 - b. Citizen or permanent resident or a legal immigrant of Thailand and must have resided in the said country for a minimum of 3 years prior to their hiring
 - c. Must be able to communicate in English and the major language of Thailand
 - d. Must have knowledge on the Philippines

IV. SCOPE OF WORK

- A. Propose Market Development Strategy and Action Plan for the Philippines (format to be prescribed by the head office) to include:
 - 1. Trade development activities
 - 2. Consumer promotion activities

3. Market research and intelligence
 4. Measurement of Return on Investment (ROI) on all activities conducted/engaged in the said country market
 5. Other activities, aside from those already mentioned above that would be effective for the Thailand market in raising awareness on the Philippines
 6. Other activities that may be prescribed by the Department of Tourism
- B. Market Representation to include representing the Department of Tourism in activities related to image enhancement and tourism development, and in other activities organized by the Philippine foreign post

V. DELIVERABLES

- A. Market development strategy and action plan to include annual market plan, financial plan, media plan, and possible contingency plans
1. Trade Development Activities to include but not limited to:
 - a. Philippine tourism seminars and workshops, online and offline, designed to educate our stakeholders on the Thai market and vice versa, as well as educational topics on the destinations and other topics deemed to improve tourism traffic
 - b. Business matching activities with appropriate business platforms, online or physical platforms
 - c. Sales calls/presentations to tour operators, travel agencies (and front liners), general travel trade, corporates, and other travel industry partners for the production of more tour packages to the country or to generate more sale of tour packages and/or increase market knowledge and equip sales people with in depth know-how of the destinations
 - d. Joint-promotional activities with private sector on destination presentations, front-liner/sales team workshops, consumer activities, etc.
 2. Consumer Promotion and Activation to include organizing/managing and participating in:
 - a. Consumer fair(s) and other similar exhibits 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 activities that will make the Philippines the top of the mind destination and communicate government efforts related to hygiene protocols for our travelers
 - d. Management of social media accounts, Facebook, webpage and/or twitter and contribute to content development
 3. Market Research and Intelligence:
 - a. Market research and intelligence
 - i. Report on significant and current data to generate useful information to help in decision making to include up-to-date market database and trade contacts
 - ii. Report on tourism trends in the market as well as economic trends that may affect the travel industry

- iii. Conduct market studies on tourism and development of destinations
 - iv. Make recommendations on other tourism matters including tourism investment
 - v. Sex-disaggregated data
 - b. Tourism investment opportunity activities to include participating in activities/tie ups with other government agencies and private sector
 - c. Identify technology enabled tools to help in marketing
 - d. Develop a master list of contacts in the industry
4. Monthly reports (format to be prescribed by the Head Office) to include:
 - a. Identified Return on Investment (ROI) measurement system for activities conducted/engaged during the said month
 - b. Targets and accomplishments for activities conducted/engaged during the said month
 - c. Analysis of effectiveness of activities conducted/engaged during the said month
 - d. Identification of an ROI measurement system for all activities
 - e. Setting of targets for the ROI measurement system identified
 - f. Analysis of effectiveness of activities implemented
 5. Identification of new activities aside from those already mentioned above, development of new market segments that would be effective in raising awareness on the Philippines for the Thailand market
 6. Other activities, aside from those already mentioned above that would be effective for the Thailand market in raising awareness on the Philippines
 7. Other activities that may be prescribed by the Department of Tourism within the approved Work and Financial Plan

VI. BUDGET ALLOCATION

1. Budget Allocation: USD 8,500 x 6 months = USD 51,000 or PHP 2,550,000*
 - This will cover the professional fees, and monthly operational costs
2. Payment procedure:
 - Government procedure - to be billed directly to the Department of Tourism Head Office

**Calculated at USD 1 = PHP 50; final cost in Philippine Pesos shall be adjusted based on prevailing rates upon the execution of the contract*

VII. REIMBURSEMENT

Reimbursement of all expenses to be incurred in the implementation of the activities in the approved 2021 OPMD Work and Financial Plan must be within the approved budget, and must be in compliance with existing procurement, budgetary, accounting, auditing and other pertinent rules and regulations.

VIII. TIMEFRAME

The contract duration is for a period of six (6) months subject to midterm review and evaluation.

IX. CONTACT PERSON

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Noted by:


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