

TERMS OF REFERENCE

I. PROJECT : **TOURISM DESTINATION MARKETING COMPANY – MIDDLE EAST / GULF COOPERATION COUNCIL (GCC)**

DURATION : Eight (8) months or May – December 2020

II. QUALIFICATIONS:

The TDM Company for Middle East / GCC 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 an office in the country market where the TDM intends to bid; Existence of permanent sub-office in other prominent cities is an advantage. (Must be able to assign dedicated staff who can communicate in the English and the language of the Country Market.)
- C. With extensive work experience (minimum 5 years) in the travel and tourism industry particularly in destination management and marketing. Experience as a market representative for an NTO other than the Philippines is an advantage.
- D. Must be a member of an international/local tourism association/organization.
- E. Must not be a Travel Agency or similar line of business.
- F. Manpower complement/support
 - 1. Marketing Director:
 - a. Bachelor's degree/college graduate. Master's degree is an advantage.
 - b. Must be of good character and reputation.
 - c. Citizen or permanent resident or a legal immigrant of the country market and must have resided in the said country for a minimum of 3 years prior to his/her hiring.
 - d. Proficient in written and spoken English and the local language(s).
 - e. Must have knowledge on the Philippines; having visited Philippine destinations is an advantage.
 - f. Other qualifications: Must be a respectable practitioner with a good track record and a strong working relationship with other NTOs, travel trade, media, and other tourism partners. Work experience in the travel trade industry or in an NTO other than the Philippines is an advantage.
 - 2. Dedicated staff
 - a. Bachelor's degree/college graduate; master's degree is an advantage.
 - b. Must be of good character and reputation.
 - c. Citizen or permanent resident or a legal immigrant of the country market and must have resided in the said country market for a minimum of 3 years prior to his/her hiring.
 - d. Proficient in English and the language of the Country Market.
 - e. Must have knowledge on the Philippines.

III. SCOPE OF WORK

- A. Proposed Market Development Strategy and Action Plan for the Philippines (format to be prescribe by the head office) to include:
 - 1. Trade development activities
 - 2. Consumer promotion activities
 - 3. Market research and intelligence
 - a. Gather significant and current data to help in decision making.

- b. Report tourism trends in the market as well as economic trends that may affect the travel industry.
 - c. Conduct market studies on tourism and development of destinations.
 - d. Make recommendations on other tourism matters including tourism investment.
 - 4. Measurement of Return on Investment (ROI) on all activities conducted/engaged in the said country market.
 - a. Identification of an ROI measurement system for all activities
 - b. Setting of targets for the ROI measurement system identified
 - c. Analysis of effectiveness of activities implemented
 - 5. Other activities, aside from those already mentioned above that would be effective for the Middle East market in raising awareness on the Philippines
 - 6. Other activities that may be prescribed by the Department
- B. Market Representation to include representing the Department in activities related to image enhancement and tourism development, and in other activities organized by the Philippine foreign post.

IV. DELIVERABLES

- A. Market development strategy and action plan to include annual market development plan, financial plan, media plan, and possible contingency plans
1. Trade Development Activities to include undertaking:
 - a. Philippine tourism seminars such as workshops on new developments and on investment opportunities, Philippine specialist programs, on-line/web-based workshops.
 - b. Sales/business mission(s)/road show(s)/product presentation(s) in the country market to include destination workshops to enhance and offer in-depth knowledge of destinations as a tool for effective selling.
 - c. Travel trade fair(s) participation and travel exhibitions that would provide increased exposure of the Philippine in the market including other travel trade-related events like one-on-one business meetings/travel exchange with travel stakeholders.
 - d. Travel trade familiarization trip(s) that showcase new and established destinations that are ready and could provide the travel experience suited for cash market.
 - e. 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.
 - f. 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/participating in:
 - a. Consumer fair(s) and other similar exhibits that would reach out to consumers and travelers such as wedding fairs, language (English as a Second Language) fairs, and education fairs.
 - b. Consumer activation 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. Innovative consumer branding activities like in-cinema promotions and branding, movie-premieres promo and branding, beauty contest/talent

search events, and tie-ups with consumer products manufacturers/stores like apparel stores, energy drinks, etc.

- d. Media familiarization trip(s) for photographers/writers/bloggers/vloggers as well as special media tie ups with consumer magazines like Vogue, Cosmopolitan, etc.
 - e. Media Plan with data on mileage and press releases distributed in the country market per month.
3. Market Research and Intelligence
 - a. Report on significant and current data to generate useful information to help in decision making to include up-to-date market data base and trade contacts
 - b. Report on current tourism trends as well as economic trends that may affect travel industry in general as well as travel patterns and decision to travel
 - c. Market studies on tourism and development of destinations
 - d. Tourism investment opportunity activities to include participating in activities/tie-ups with other government agencies and private sector
 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
 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 Middle East / GCC market.
 6. Other activities that may be prescribed by the Department.

B. BUDGET ALLOCATION

1. Budget Allocation – USD8,500 X 8 months = USD68,000 or PHP3,638,000.00
2. Payment procedure
 - Charges for professional fee shall be billed directly to the Department of Tourism Head Office.
 - Charges related to the project cost that are reimbursable shall be in compliance to approved Work Program and subject to DOT approval before execution

TIMEFRAME

The contract duration is for a period of eight (8) months subject to midterm review and evaluation.

SHORTLISTING RATING SHEET
TOURISM DESTINATION MARKETING COMPANY
Middle East/Gulf Cooperation Council

	ELIGIBILITY Check and Shortlisting Criteria and Rating	%
1	Applicable Experience of the Consultant (35%)	
	a) 10 years and above	35
	b) 5 years and above but below 10 years	20
	c) below 5 years	0
2	Qualification of Personnel who may be assigned to the job (40%)	
	a) Tourism, Marketing or other equivalent courses	40
	b) International Studies or other related courses	20
	c) Other Courses	10
3	Current Workload Relative to Capacity 25%	
	a) No on going projects	25
	b) 1 to 3 on going projects	20
	c) 4 or more on going projects	15

Note: Passing Rate: 70%

RATING SHEET FOR TECHNICAL PROPOSAL
TOURISM DESTINATION MARKETING COMPANY
Middle East/Gulf Cooperation Council

	Criteria and Rating	%
1	Experience and Capability of the Consultant - (60%)	
	a) Work experience as tourism destination marketing company (TDMC)	
	Above 5 years	20
	3-5 years	10
	Below 3 years	5
	b) Type of activities organized to promote a destination/brand from 2010 to 2019	
	Attendance to travel fairs	5
	Familiarization tours	5
	Advertising activities (traditional and non-traditional)	5
	Specialist programs	5
	Non-traditional activities/innovative activities	5
	c) Number of countries, cities, or destinations represented (past and present)	
	8 and above	10
	4-7	7
	1-3	5
	*Additional score as TDMC or PR company for any of the following ASEAN countries (Thailand, Malaysia, Indonesia, or Vietnam), city or destination including Philippines	5
2	Plan of Approach and Methodology (32%)	
	There is a framework or over-all plan to promote the country	8
	There is an assessment together with the framework/over-all plan	8
	There are target segments together with framework or over-all plan	8
	There is a proposed work program together with the framework or over-all plan	8
3	Quality of Personnel to be Assigned (8%)	
	The head of the team has a post graduate degree	4
	Any member of the team has handled the Philippines or any other ASEAN country/city as market representatives or have done PR work for them	4
	TOTAL:	

Legend:

1-Accumulated score, points are earned if they have done any or all of the following

2. Innovative or unique activities or non-traditional ways of promoting a destination.

3. Plan of Approach and Methodology, the maximum score of each section is 8 points. Score each section based on clarity, feasibility, innovativeness, and comprehensiveness.

Note: Passing Rate: 70%