



Bid Notice Abstract

Request for Quotation (RFQ)

Reference Number 4883791
Procuring Entity DEPARTMENT OF TOURISM
Title Individual Consultant (Study on Rationalization of Foreign and Market Offices)
Area of Delivery (Independent City)

Solicitation Number:	2017-10-0321	Status	Active
Trade Agreement:	Implementing Rules and Regulations	Associated Components	2
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Goods	Document Request List	0
Category:	Consulting Services	Date Published	19-Oct-2017
Approved Budget for the Contract:	PHP 528,000.00	Last Updated / Time	19-Oct-2017 00:00 AM
Delivery Period:	4 Month/s	Closing Date / Time	23-Oct-2017 17:00 PM
Client Agency:			
Contact Person:			

Description

TERMS OF REFERENCE FOR PROCUREMENT OF PROFESSIONAL CONSULTANCY SERVICES FOR THE CONDUCT OF STUDY ON THE RATIONALIZATION OF FOREIGN/ MARKET OFFICES FOR THE DEPARTMENT OF TOURISM

I. Rationale

Pursuant to Section 18 of Republic Act (RA) Number 9593, the Department of Tourism (DOT) is vested the power to create, operate and supervise foreign offices to ensure the effective delivery of its services to tourists and achieve the mandate of being the primary planning, programming, coordinating and implementing agency for the development and promotion of tourism industry. Most specifically, the DOT is tasked to provide an integrated market development program that will attract people to visit the Philippines and enhance the prestige of the country and the Filipino people in the international community.

In recognition of the foregoing objectives, the Department of Budget and Management (DBM) has approved under the new organizational structure of the DOT, the continued operation of 12 foreign/ market offices to deliver the basic services abroad as outlined in RA 9593. However, the DOT sees the need to rationalize the creation and operation of foreign/ market offices towards achieving the targets outlined in the National Tourism Development Plan (NTDP).

Based on the above circumstances, the DOT is seeking the assistance of a professional marketing expert to conduct a study on rationalizing the creation and operation of its foreign/ market offices.

II. Scope of Work

The professional consultant shall undertake the following tasks:

1. Conduct a strategic assessment and profiling of the various markets of the DOT in accordance with the NTDP and in consultation with the private sector and industry leaders to determine where the DOT foreign/ market offices should be created and operated.
2. To conduct surveys and interviews to benchmark, compare and determine the market coverage of existing DOT foreign offices, its personnel complement and priority functions and responsibilities vis a vis its competitors in the ASEAN region as well as identify the required support to the private sector.
3. Recommend the maintenance, creation, realignment and closure of DOT foreign/market offices based on a set criteria and develop an assessment tool for a continuing review of their operations taking into consideration applicable performance standards
4. Review and provide inputs to the DOT's manual for foreign offices taking into consideration critical issues such as, personnel complement, competency requirement, budget, and operating standards.
5. Recommend appropriate organizational set-up in the foreign/ market offices taking into consideration the requirements of the DOT and the Tourism Promotions Board (TPB).
6. Provide recommendations on how best the foreign/ market offices may serve better the private sector stakeholders of the industry and promote better linkages between the outbound players in the markets and the inbound players in the country.

III. Deliverables

1. Report on the Rationalization of DOT Foreign/ Market Offices
2. Assessment Tool and Standards for the Operation of Foreign/ Market Offices and its personnel

IV. Duration

The professional consultancy services shall be undertaken for a period of four (4) months.

V. Professional Fee

The chosen professional consultant shall be paid the total amount of Php 690,000.00, to be paid in accordance with government procedure.

VI. Professional Requirement

The professional consultant must possess the following qualifications:

1. Filipino citizen with at least 10 years of experience in policy formulation, marketing and promotions
2. Substantial experience in similar or related project
3. Philgeps member

VII. Support from the Department of Tourism

The DOT thru the Office of Training & Development Division and the Office of Market and Product Development shall designate project officer/s to provide support in making available internal documents such as organizational charts, operations manual, budgets, etc and assist in the conduct of surveys involving the ASEAN NTOs and association executives. The designated DOT staff shall also assist in setting up relevant meetings with industry leaders and sectoral representatives.

Note: The winning bid shall be determined based on the proposal with the most advantageous financial package cost provided that the amount of the bid does not exceed the above total budget.

Kindly submit your quotation for the purchase of the above requirement, indicating our Solicitation Number & Company Name in a sealed envelope, addressed to Ms. Maria Alma Almazan at DOT Bldg., 4th Floor, 351 Sen. Gil Puyat Avenue, Makati City

PLEASE SUBMIT THE FOLLOWING DOCUMENTS:

1. Current Mayor's/Business Permit/BIR Certification of Registration (Individual)
2. Philgeps Registration Number
3. Latest Income/Business Tax Return
4. Original or Certified True copy of Duly Notarized Omnibus Sworn Statement (see attached form)

5. Professional License/Curriculum Vitae

Deadline for the submission of quotation: October 23, 2017 5:00 PM

Created by Maria Alma O Almazan

Date Created 18-Oct-2017

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