

TERMS OF REFERENCE

- I. **BIDDER** : Market Development Research Agency
- II. **PROJECT TITLE** : Development of experiential / life-changing and GAP year products and programs for Scandinavia

III. BACKGROUND AND OBJECTIVES

The Department of Tourism's (DOT) Office of Product and Market Development (OPMD) – Market Development Division (MDD) formulates strategic product and market plans/programs for the development of the Scandinavia market. The OPMD-MDD identified the significance of advancing plans for the Scandinavia gap year through the conduct of small-scale research, studies, and surveys on the market. The gap year, also known as the sabbatical year, is commonly a year-long break before or after college/university during which students engage in various educational and developmental activities that includes travel and tourism.

To fill in the gaps and needs in identifying the relevant trends for the market, the OPMD-MDD Scandinavia will be engaging the services of a market development research agency to conduct a research and survey on the Philippine tourism industry in relation with travel from Denmark, Norway, and Sweden.

The study aims to:

- Develop product offerings in coordination with the travel trade, develop webinars, conduct consultation workshops, and assessment activities, including appropriate new products and circuits;
- Understand the current needs of the Scandinavian tourism market and development of gap year programs and products;
- Assess the effect of the current COVID-19 global pandemic on the stakeholders of the Philippine travel and tourism industry;
- Conduct benchmarking and market intelligence activities thru actual immersion in the travel trade market including travel-related activities and events in order to have first-hand experience and understanding of the market's travel behavior and preferences that will be essential in crafting effective GAP year programs and packages
- Provide baseline information and perform a gap year analysis to formulate relevant strategies for product and market development and reactivation;
- Intensify research on the gap year market segment to identify new products through the conduct of dry-runs of proposed gap year programs by potential travel trade stakeholders
- Devise/prepare a PR and marketing plan for the above program
- Help determine the viability of the Philippines as a destination for the Scandinavian students /Gap Year travelers who go for volunteerism, soft adventure, responsible travel and programs which support environmental sustainability and regeneration, and empowerment of local community through the conduct of product/ market audits, familiarization tours and benchmarking trips.
- Engage different marketing and promotion medium to gauge the effectivity/ marketability of the proposed Gap-Year program
- Evaluate the Philippines as a gap-year destination through surveys, market research and product validation trips.

IV. MINIMUM REQUIREMENTS

1. Must be a market research agency specializing in the conduct of custom research with focus on travel and tourism for local and international organizations;
2. Should be able to deliver the scope of work required and provide a program that meets the objectives;
3. Proposed program cost is within the approved budget;
4. Must be willing to provide services on send – bill arrangement; and
5. Must provide on-site handling services for the project-related activities as provided in this TOR

V. REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience
1. Research Manager	5 years
2. Research Executive / Associate	2 years

***Note:** Please provide the CV of the above-mentioned personnel. Bidders may recommend additional personnel deemed fit for the team.

Personnel Responsibilities

Research Manager

- Conceptualize and suggest the most appropriate research methodologies techniques and project components essential in achieving a more holistic and relevant program output
- Design research plan, questionnaires as well as support activities;
- Implement research plan and conduct activities that are included in the TOR as project components
- Oversee data interpretation, report writing, and recommendation crafting;
- Present findings by phase and final report to end-user;
- Plan/ implement other activities/ deliverables under this project

Research Executive / 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 as well as onsite/ actual market intelligence, benchmarking, and market immersion works;
- Interpret data and consolidate information into reports/presentations;
- Conduct/ implement all activities/ deliverables included in this project

VI. SCOPE OF WORK AND DELIVERABLES

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

- a. Market segment profile (travel characteristics and demographics) of Scandinavian gap-year travelers;
- b. Regional competitor analysis or comparison with Asian countries with active gap-year tourists and the tour packages, including data on the following:
 - i. Number of gap-year tourist arrivals per year in the past 3 years;
 - ii. Gap-year tourism products and services offered;
 - iii. Average daily expenditure of gap-year tourists in the past 3 years;
 - iv. Marketing campaigns for gap-year tourism undertaken by Asian competitors in the past 3 years;
 - v. Gap-year tourism programs and policies in the past 3 years
 - vi. Source markets for gap-year aside from the Scandinavian countries mentioned;
- c. Gap-year tourism revenue in the Philippines including the following:
 - i. Number of gap-year tourist arrivals per year in the past 3 years;
 - ii. Average daily expenditure of gap-year tourists in past 3 years (by item of expenditure);

- iii. Source markets for gap-year tourism;
- iv. Market forecast based on growth;
- d. Evaluation of the Philippines as a gap-year destination;
- e. COVID-19 impact on the gap-year market segment relative to travel to the Philippines and to the world.
- f. Engage marketing mediums i.e. social media, etc., for the development of a marketing plan

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 (international and local)
- d. Data gathering
- e. Data processing
- f. Data analysis
- g. Product/market audit
- h. Market/ product immersion and benchmarking/ familiarization trips
- i. Summary report per research phase
- j. Comprehensive report writing with recommended action plan for the promotion of the gap-year tourism in the Philippines
- k. Prepare sample GAP-Year Programs for the Scandinavian market
- l. Presentation of final report and recommendations

Survey Methodology

Field work, desk research, video conferencing, product/market audits, familiarization trips, and other methodologies deemed necessary to achieve the required outputs.

Qualitative research should include in-depth interviews with local and foreign tour operators that organize and sell Philippine travel packages in relation to the gap-year. There should at least be 30 respondents who are final decision makers in their respective organizations. The proposed breakdown of respondents per source market should be approved by DOT prior to project set up. It should also include benchmarking, product/market audits, and market immersion through different market engagement platforms available,

Desk research should be undertaken 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 can be done (but not limited to) in 2 phases through online surveys.

- **Phase 1** - respondents should include at least 60 Scandinavian tourists/stakeholders from different market segments specifically students, young professionals, tour operators, airlines, hotels, FITs and other respondents that are deemed essential to the project
- **Phase 2** - respondents should include at least 30 Philippine-based travel trade stakeholders preferably those that specialize in/cater to Scandinavian travelers.

*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 market development research shall run for a duration of 3 months.

The total working budget for the project is **EUROS64,000.00** 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	25%
Within 15 days upon submission and acceptance of the report on findings and recommendations for the Qualitative Phase, Desk Research Phase and Quantitative Phase	50%
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 PDOT London 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 PDOT London and OPMD-MDD 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.	APPLICABLE EXPERIENCE OF THE CONSULTANT	
1.	Relevance of company portfolio to the project	
	Bidder has conducted at least 5 research projects.	40
	Bidder has conducted less than 5 research projects.	30

	Bidder has no experience in conducting research projects.	0
2.	Experience and Credentials	
a.	Years of experience	
	Bidder has at least 5 years of experience conducting research or consulting projects.	30
	Bidder has 3 to 4 years of experience conducting research or consulting projects.	25
	Bidder has less than 3 years of experience conducting research or consulting projects.	20
b.	Past clients	
	Bidder has completed 1 or more market research project with a contract cost equal or greater than P 4,000,000.00.	10
	Bidder has no experience implementing contracts/projects for relevant clients.	0
B.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	
	The Research Manager has a Doctorate degree relevant to the project (i.e., preferably, but not limited to - Business Administration or Management, Business, Data Science, Economics, Statistics, Marketing, Tourism Management, or Psychology.)	15
	The Research Manager has a Master's degree.	10
	The Research Manager has a Bachelor's degree.	5
C.	CURRENT WORKLOAD RELATIVE TO CAPACITY	
1.	Number of on-going similar and related projects relative to capacity	
	Bidder has no on-going projects with contract cost equal to or greater than Euros64,000,00.	5
	1 to 2 on-going similar and related projects with contract cost equal or greater than Euros 64,000.00	4
	3 or more on-going similar and related projects with contract cost equal or greater than Euros 64,000.00	3
	Total	100
	Passing Rate	65

IX. PROJECT OFFICER/S

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