

## **TERMS OF REFERENCE**

### **MANAGEMENT COMPANY FOR THE “PHILIPPINE TRAVEL MEISTER EXAMINATION” 2021**

#### **I. BACKGROUND:**

The Philippine Department of Tourism and its marketing arm the Tourism Promotions Board are in need of a management company for the “Philippine Travel Meister Examination”.

The “Philippine Travel Meister Examination” aims to create Philippine travel experts among the frontliners/ members of the Japanese travel industry.

#### **II. DELIVERABLES**

1. Develop and produce 24 creative video tutorials on Philippine tourism, history and culture such as but not limited to the following sample topics:
  - a. Brief history of the Philippines;
  - b. Philippines and Japan diplomatic ties;
  - c. Philippine songs, dances and festivals;
  - d. Philippine shopping experience;
  - e. Philippine beaches;
  - f. Philippine food and gastronomy;
  - g. Philippine tourism attractions and landmarks such as Intramuros, Magellan’s Cross, Mayon Volcano, Chocolate Hills, Banaue Rice Terraces, Puerto Princesa Subterranean River, and many others;
  - h. Key destinations such as Boracay, Bohol, Cebu, Clark, Davao, Manila and Palawan and many others; and
  - i. Philippine travel and immigration policies.

The videos tutorials will be uploaded on the DOT Japan YouTube channel.

2. Develop and/or provide an online testing program that has a capacity for the following:
  - a. Integrate and interface video tutorials and online exam
  - b. Assess answers and provide immediate results / feedback
  - c. Generate scorecards
  - d. Provide results
3. Develop and create questions and answers for the examination.
4. Develop and create trivia questions and answers for posting in DOT Japan SNS accounts.
5. Develop the mechanics for the project to include management of the examination (schedule, registration etc), screening, and evaluation of examinees and incorporate these (mechanics) in the online testing platform.
6. Select and rent appropriate venue and location for shooting of the videos.
7. Develop and prepare script (spiel) for the approval of DOT Tokyo.
8. Provide the necessary equipment to produce and develop the videos.
9. Provide talents such as voice over or presenter.
10. Submit final video with a minimum playing time of 15 minutes but not to exceed 30 minutes for each video.
11. Develop guide syllabus for the videos.
12. Conduct attendance promotion campaign to ensure that there are at least 500 Japanese participants in the project. (Note: Duration for the exam may run from two weeks to one month)
13. Develop a campaign design page in the DOT Japan website to disseminate information about the project.

14. Promote the video in DOT Japan social media account e.g. Instagram/ Twitter/ Facebook.
15. Develop and prepare press releases for the project in Japanese and in English.
16. Develop 300 special pins for the exam passers.
17. Distribute and manage the distribution and shipment of 300 giveaways for the exam passers.
18. Ensure that security and privacy of the participants are not compromised nor shared with any 3rd party.
19. Ensure that the online program is compliant with the data privacy law of Japanese government.
20. Bear the cost of any litigation or damage that may arise as a result of breach in privacy of the participants.

### III. TECHNICAL ELIGIBILITY

- Must have experience in digital promotion focusing on education, travel and tourism.
- Must have experience in providing online training services/ programs.
- Must have experience in developing training programs such as the use of various learning tools to include videos and the likes
- Must have a dedicated team for this project.

### IV. DOCUMENTARY REQUIREMENTS

- Detailed proposal on “Philippine Travel Meister Examination” project that is responsive to the project Terms of Reference
- Detailed financial proposal

### V. TIME FRAME AND SCHEDULE OF WORK:

PARTICULARS	DATE
1. Posting of the TOR	February 17, 2021
2. Submission of program concept	March 17, 2021
3. Notice of Award/ Notice to Proceed	March 18, 2021
4. Submission of adjustment in the proposal	March 22, 2021
5. Approval of the adjustments	March 23, 2021
6. Development of the videos and program <i>(Note: 12 videos per month)</i>	March 24 – June 30, 2021
7. Announcement of the date of the exam	April 4, 2021 / During MDF 2021
8. First batch of passers / awarding / recognition	July 2021
9. Submission of accomplishment report	July 25, 2021

### VI. BUDGET:

The allocation budget for this project is JPY 11,000,000 (tax inclusive).

### VII. SELECTION CRITERIA

The most responsive proposal and price effective bid will be selected.

### VIII. PAYMENT PROCEDURE

Full payment after the successful delivery and completion of the project