

**TERMS OF REFERENCE
FOR THE CONSULTANCY SERVICES
FOR THE FEASIBILITY STUDY AND CONCEPTUAL DESIGNS
OF THE PHILIPPINE TOURISM CENTER**

I. INTRODUCTION

Republic Act No. 9593, otherwise known as the "Tourism Act of 2009" mandated the Department of Tourism (DOT) as the primary planning, programming, coordinating, implementing, and regulatory government agency in the development and promotion of the tourism industry in the Philippines in coordination with its attached agencies and other government instrumentalities. Section 28 of the act identified the following agencies and corporations as under the direct supervision of the Secretary of Tourism for program and policy coordination: Tourism Promotions Board (TPB), Tourism Infrastructure and Enterprise Zone Authority (TIEZA), Duty Free Philippines Corporation (DFPC), Intramuros Administration (IA), National Parks Development Committee (NPDC), Nayong Pilipino Foundation (NPF), Philippine Retirement Authority (PRA), and the Philippine Commission on Sports Scuba Diving (PCSSD).

The interconnected roles and responsibilities of the DOT and its attached agencies shall benefit from having their central offices located within one area. Further, by having an area dedicated to national tourism agencies shall enable the creation of an iconic center that can showcase Filipino Tourism and Culture to visitors and tourists through designs incorporating unique features and contemporary Filipino aesthetics.

Department Order No. 2023-0045 of the Department of Tourism (DOT) marked the official pursuit to creating a centralized headquarters for the Tourism family by authorizing the TIEZA Chief Operating Officer to conduct a study on the creation of a Philippine Tourism Center (PTC) through a third-party engagement. The approval by the TIEZA Board with the TIEZA Board Resolution No. R-22-02-23-D on 22 February 2023 further supported the endeavor.

The Philippine Tourism Center is envisioned to be an iconic hub promoting the Philippine tourism industry and shall be the headquarters of the DOT and all its attached agencies. In addition, the PTC shall incorporate leasable commercial spaces for tourism- and hospitality-related businesses and enterprises to operate within the center, fostering economic growth and creating a vibrant ecosystem within the tourism sector. The center shall also include, among others, an international standard Meetings, Incentives, Conferences and Exhibitions (MICE) component and a park. As a multifaceted industry, business travel has a significant role in other sectors such as transportation, and food and beverage, etc. Thus, a MICE component is expected to generate additional revenues that will support the PTC and the surrounding facilities.

II. OBJECTIVES

1. To conduct a feasibility study for the development of the PTC that would bring the offices of the Philippine Department of Tourism and all its attached agencies to a single location for the purposes of streamlining administrative processes, improving service delivery, and enhancing efficiency and collaboration among various stakeholders. Thus, leading to efficient decision-making and policy implementation;
2. To conduct study for the development of a PTC which shall highlight Philippine heritage, architecture, design and ingenuity;

3. To provide a development framework plan for the PTC that will include, among others, the offices of the DOT family, MICE, revenue generating facilities, park, commercial areas, and parking spaces but within the parameters to be provided by TIEZA;
4. To identify the nature and scale of the several development to include their developmental phases vis-à-vis considerations such as financial and environmental;
5. To determine the financial and economic viability of the development of the PTC and identify the business, economics, financial and marketing models, operation and maintenance plan therefor;
6. To determine the institutional, operational and management arrangements of the PTC as well as the linkages which will ensure inclusive growth;
7. To conduct traffic assessment and formulate the necessary traffic mitigation plan;
8. To identify viable infrastructure projects and entrepreneurial opportunities that may be undertaken by TIEZA and/or the private sector as well as the corresponding costs for such projects;
9. To provide the parameter and qualifications for identifying the most feasible area or property to be developed as PTC; and
10. To provide the mechanics or parameters for the PTC design contest to be undertaken by TIEZA.

III. EXPECTED RESULTS

The expected results of the project are:

1. Site Analysis Report
2. Feasibility Study for the intended PTC covering the market analysis, physical, technical, financial, legal, environmental, and socio-economic studies and evaluation; and
3. Two Iconic and World-Class Conceptual Design Plans: a) based on TIEZA parameters; and a) based on the findings and recommendations of the consultant.

IV. SCOPE OF WORK

In attaining the objectives and the expected result of the engagement, the Consultant shall undertake activities such as, but not limited to, the following:

A. INCEPTION REPORT (IR)

Identify and discuss in detail, not confined to, the following:

1. Introduce the project, its background, purpose, stakeholders, and the identified preliminary issues;
2. Identify the approaches and methodologies that will be employed in complying with the Terms of Reference, as well as the corresponding timeline;
3. Prepare the Strength, Weakness, Opportunity, Threat (SWOT) analysis for the development of the PTC and conduct Risk Assessment;
4. Prepare the organizational structure and management set-up of the consultant's key personnel's/experts and inputs required from them; and
5. Present detailed work schedule and outline of deliverables.

B. FEASIBILITY STUDY (FS)

B.1. Site Analysis and Study

1. Determine and provide parameters and qualifications for identifying the most feasible area or property to be developed as PTC.
2. Provide for the best use or mix of uses for an area identified to be a PTC.
3. Provide for the minimum development, facilities and utilities necessary for the development of a PTC.
4. Propose feasible and viable partnership with private sectors to fully utilize the potential of the PTC.
5. Identify potential risks, challenges, and mitigation measures to ensure the successful implementation of the PTC project on the site to be identified.
6. Conduct market study relative to the development of the PTC in an area.
7. With revenue generating facilities or enterprises to support the administration, maintenance and operations of the PTC;
8. Study and provide the best institutional arrangements among the Tourism family for the operation, maintenance, and management of the PTC.
9. Determine and recommend the most feasible and ideal area size for a PTC.
10. Determine and recommend the most feasible and ideal location for a PTC, preferably in Metro Manila.

B.2. Feasibility Study Report

1. Assess the economic viability and sustainability of PTC project, considering factors such as cost estimates, revenue projections, and potential funding sources or options.
2. Study and propose feasible institutional arrangements among the Tourism family for the operation, maintenance, and management of the PTC.
3. Study and propose revenue generating facilities and enterprises within the PTC.
4. Provide for revenue flow and sharing among concerned government agencies occupying areas within the PTC.
5. Prepare cash flow analysis of and determine indicative NPV, ROI, ROE, and payback period for the PTC project..
6. Study and propose the funding schemes that may be undertaken for the development of the PTC.
7. Identify potential risks, challenges, and mitigation measures to ensure the successful implementation of the PTC project.
8. Study the traffic impact assessment and provide for the corresponding traffic management plan.
9. Draft the mechanics, procedure and criteria for the PTC design contest for the intended PTC.
10. Formulate an operation and institutional plan which includes the following:
 - a. Manpower requirements
 - b. Safety and security measures/standards
 - c. Crisis management plan for implementation during emergency cases
 - d. Project implementation and operations schedule
 - e. Roles and responsibilities of TIEZA, DOT
 - f. Ownership of the land area and improvement thereon
 - g. Maintenance and administration of the entire PTC and portions thereof
11. Provide for two (2) iconic and world-class conceptual design plans:
 - a) Based on TIEZA provided parameters; and
 - b) Based on parameters to be recommended by the consultant;
 - c) And compliant with the principles of WELL, BERDE or LEED Certification standards.

V. DELIVERABLES

DELIVERABLE	COMPONENTS
1. INCEPTION REPORT	Background and Purpose of the Project
	Approach and Methodology
	Work Plan and Schedule
	Outputs and Deliverables
	Project Organization
	Preliminary issues identified, including development restrictions and legal issues, if any.
	S.W.O.T. Analysis and Risk Assessment
2. SITE ANALYSIS STUDY	Parameters for identifying site for the PTC
	Land Use Development Plan
	Infrastructure and Utilities Plan
	Risk Management Plan relative to the site to be identified
	Market Study for the development of PTC
3. FEASIBILITY STUDY	Economic viability and sustainability
	Parameters for identifying area/property
	Financial study of the PTC project
	Procedure, Mechanics and Criteria for PTC design contest
	Operational and institutional arrangement
	Administration of the area and improvements
	Traffic Assessment and Traffic Management Plan
	Proposed infrastructure development
	Proposed revenue generating facilities/enterprises
	Proposed revenue flow and sharing
	Cash flow analysis and indicative NPV, ROI, ROE and payback period
4. CONCEPTUAL DESIGNS	Iconic and World-Class Conceptual Design (within TIEZA parameters)
A) WITHIN TIEZA PARAMETERS	<ul style="list-style-type: none"> ->Site Development ->Floor Plans ->Perspectives ->Elevations ->3D video animation
B) BASED ON THE FINDINGS AND RECOMMENDATIONS OF THE CONSULTANT	Iconic and World-Class Conceptual Design (Based on the Findings and Recommendations of the Consultant) <ul style="list-style-type: none"> ->Site Development ->Floor Plans ->Perspectives ->Elevations ->3D video animation

Submissions (include electronic copies for each submission):

- Submissions of twelve (12) sets of Inception Report
 - a) A4-size paper
 - b) Ring-bound
 - c) Colored copies
- Submissions of twelve (12) sets of Conceptual Design (Based on TIEZA Parameters)
 - a) A3-size paper for architectural designs
 - b) Ring-bound
 - c) Colored copies
- Submissions of twelve (12) sets of Conceptual Design (Based on the findings and recommendations of the consultant)
 - a) A3-size paper for architectural designs
 - b) Ring-bound
 - c) Colored copies
- Submission of twelve (12) copies of Executive Summary

VI. PROJECT DURATION

The Feasibility Study and Conceptual Design of the Philippine Tourism Center shall be completed within a ninety (90) days time frame. The said ninety (90) days shall commence on the date of issuance of the Notice to Proceed (NTP) and exclude the review and revision periods.

DELIVERABLE	DURATION	REVIEW AND APPROVAL PERIOD
Inception Report (IR)	10 days (from NTP)	
Site Analysis Study (SAS)	20 days (from acceptance of IR)	15 days
Feasibility Study (FS)	60 days (from acceptance of IR)	15 days
Conceptual Designs (CD)	30 days (from acceptance of FS)	15 days
Total	90 days	

Note: Project duration / schedule is based on calendar days.

An inter-agency Technical Working Group (TWG) composed of representatives from TIEZA, DOT, TPB, DFPC, PRA, NPDC, IA, NPF, and PCSSD shall be established to review the deliverables of the Consultant. The TWG members shall be provided by the Consultant with a copy of each deliverable for review and comments within five (5) days upon submission. Failure of the TWG member to submit inputs to TIEZA within the given period shall be construed as approval/ acceptance thereof by said TWG member. Thereafter, the consolidated inputs shall be forwarded by the Consultant for revisions within ten (10) days.

In case the Consultant requests for an extension to submit the deliverable, such request must be made at least 3 to 5 days before the due date and a maximum of 2 requests shall be allowed and no additional cost to TIEZA.

VII. CONSULTANT QUALIFICATIONS AND EXPERIENCE

A. Consultancy Firm

1. Experience in the preparation of feasibility studies preferably in the tourism or public infrastructure sector.
2. Proven track record in delivering high-quality, innovative designs that meet functional requirements.
3. Strong technical capabilities in engineering and construction disciplines.
4. Adequate resources, including a qualified team of professionals and access to necessary tools and technologies.

B. Manpower Requirements

The Consultant shall provide qualified key staff with sufficient skills and experience necessary to undertake the services/tasks in the fields of expertise required by the TOR. The project leader should have the capacity to lead and manage the necessary multidisciplinary team of experts among which should be included the following qualifications:

1. **Project Manager** – with integrated tourism center development qualifications and 15 years experience; preferably a licensed architect, environment planner or any related field
2. **Socio-Economic Specialist** – with 5 years experience in community and socio-economic impacts
3. **Financial Expert** – preferably with 5 years experience in financial and economic projections concerning operating revenues and costs, profit or loss, NPV, ROI, ROE and payback period
4. **Environment Specialist** – with 5 years experience and background in geo-environmental assessment, engineering geological and geo-hazard assessment, and biodiversity assessment
5. **Institutional / Legal Expert** – a lawyer with at least 5 years of professional experience related in policy and institutional framework assessment; and organizational and management set-up
6. **Civil/Structural Engineer Quantity Surveyor/Cost Estimator** – Licensed Civil Engineer with at least 5 years of experience in the field of engineering, project cost and budget management.
7. **Architect** – Licensed architect or landscape architect with at least 5 years experience in design conceptualization and site planning

VIII. PAYMENT SCHEDULE

DELIVERABLE	% OF CONTRACT PRICE
Inception Report (IR)	15%
Feasibility Study (FS)	35%
Conceptual Designs (CD)	30%
Upon approval and acceptance of the final version by TIEZA and the inter-agency TWG	20%
Total	100%

IX. PROJECT BUDGET

The total allocation for the Feasibility Study and Conceptual Design of the Philippine Tourism Center shall be Five Million Nine Hundred Ninety-Seven Thousand and Six Hundred Pesos (Php5,997,600).

The amount shall include all applicable government taxes and all expenses directly incurred by the Consultant arising from the performance of activities covered by the Scope of Work such as but not limited to meetings, printing and reproduction costs, administrative and transaction costs.

X. PROPOSAL SUBMISSION

1. Interested parties organized as a corporation or a partnership, must secure bid forms and submit proposals to the TIEZA Bids and Awards Committee (BAC).
2. A detailed technical proposal substantially providing for the content of the comprehensive report under Deliverables encompassing the Scope of Work must be prepared and submitted to the BAC. The party proponent may present its proposal in a manner that deviates from the outline provided under the Scope of Work and Deliverables, provided that it substantially covers all items indicated therein, and the deviation assists in the proper consideration of the party's proposal.
3. A detailed financial proposal containing the breakdown of the cost component to substantially cover all the items outlined in the Scope of Work and Deliverables.
4. The proposal, in addition to the foregoing, should also include a description of the approaches to be used by the proponent, the timetable for implementing the project, the members of its project team and their qualifications, and the relevant projects that the proponent and its team members have accomplished.

XI. EVALUATION OF PROPOSAL

The project bids shall be evaluated using the Quality Based Evaluation Procedures as provided for in R.A. 9184.

The criteria for evaluation of the project bids shall be as follows:


- Technical proposal – 100%
 - 50% - Applicable experience of the consultants and members;
 - 30% - Qualifications of personnel who may be assigned to the job; and
 - 20% - Current workload relative to the capacity

XII. PRE-TERMINATION OF CONTRACT


- The contract for the formulation of the Feasibility Study may be pre-terminated by the TIEZA upon notice of any violation of the terms of the Memorandum of Agreement. In case of pre-termination, the Consultant shall be informed by the TIEZA seven (7) calendar days prior to such termination.
- In case of pre-termination due to the Consultant's breach or default, the Consultant shall be liable to an additional liquidated damages based on the guidelines provided for by R.A. 9184 or the Government Procurement Act.
- TIEZA shall have the right to blacklist the Consultant in case of pre-termination based on the provision of R.A. 9184 as amended and the Uniform Guidelines for Blacklisting of Manufacturers, Suppliers, Distributors, Contractors, and Consultants.

COST ESTIMATE FOR THE FEASIBILITY STUDY AND CONCEPTUAL DESIGN OF THE PHILIPPINE TOURISM CENTER		
I. Remuneration		
	(Man Months)	Professional Fee
Project Leader	3.00	600,000
Socio-Economic Specialist	3.00	450,000
Financial Expert	3.00	450,000
Environmental Specialist	3.00	450,000
Legal /Institutional Expert	3.00	450,000
Civil/Structural Engineer	3.00	450,000
Architect	3.00	450,000
<i>Sub-total</i>		<i>3,300,000</i>
II. Out of Pocket Expenses		
Per diem		800,000
Transportation		150,000
Supplies and Materials		200,000
Representation Expenses		450,000
Printing and Reproduction Expenses		200,000
<i>Sub-total</i>		<i>1,800,000</i>
III. Value-Added Tax		612,000
IV. Contingency		285,600
TOTAL APPROVED BUDGET COST		5,997,600

Prepared:


ATTY. JOY M. BULAITAN
 Chairperson
 TIEZA PTC Task Force

Noted:


MARK T. LAPID
 Chairperson
 Inter-Agency Technical Working Group