



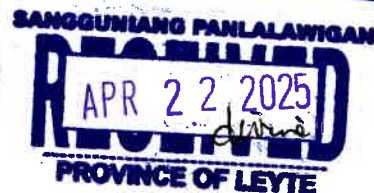
OFFICE OF THE PROVINCIAL GOVERNOR
CARLOS JERICHO L. PETILLA

April 22, 2025

Republic of the Philippines
PROVINCE OF LEYTE

Item No.: **27**

Date: **29 2025 APR**



HON. LEONARDO M. JAVIER, JR.
Vice-Governor and Presiding Officer
and **THE HONORABLE MEMBERS**
SANGGUNANG PANLALAWIGAN
Province of Leyte

Gentlemen and Ladies:

Greetings!

Respectfully endorsed to the Honorable August Body, authorizing the Honorable Carlos Jericho L. Petilla, Governor, Province of Leyte, to enter into a Memorandum of Agreement with the University of the Philippines Asian Institute of Tourism (UP-AIT). This partnership will engage UP-AIT's specialized expertise to develop the Leyte Provincial Tourism Development Plan, ensuring a strategic and sustainable approach to enhancing our province's tourism potential.

Your favorable action on this endorsement will enable the Provincial Government of Leyte to formalize this collaboration and advance initiatives that promise significant socio-economic benefits for our communities.

Attached herein is the document for your guidance and perusal.

Thank you.

Very truly yours,


CARLOS JERICHO L. PETILLA
Governor





ASIAN INSTITUTE OF TOURISM UNIVERSITY OF THE PHILIPPINES



Proposal for a Partnership with Leyte Province

1. Background

Leyte Province is one of the provinces of the Eastern Visayas region occupying 26.66% of the region's land area. The province has 3 cities, Tacloban, Ormoc and Baybay and 40 municipalities. Rich in history and natural resources, it seeks to develop its tourism potential through the preparation of a Tourism Development Plan.

The Province has requested the UP Asian Institute of Tourism (UP AIT) to provide technical assistance for the preparation of their TDP through a government-to-government (agency-to-agency) arrangement. UP AIT's technical assistance will include the conduct of planning activities, such as desk review of planning documents (e.g., CLUP and CDP), tourism rapid assessment, and stakeholder consultations/workshops. Based on the results of the workshops, UP AIT will also prepare the draft TDP, ensuring that LGU Leyte's tourism strategies reflect the vision and recommendations of the various stakeholders and are aligned with the National Tourism Development Plan to attain sustainability, resilience, and inclusivity.

2. Objectives

The primary objectives of this partnership are:

- to provide technical assistance to LGU Leyte in the preparation of their tourism development plan.
- to enhance the knowledge of the tourism stakeholders about tourism development and management, as well as sustainable development, destination resilience, and inclusive tourism, through stakeholder consultations/workshops.
- to assist the LGU in: identifying tourism data to be gathered; assessing the current tourism situation in the Province; identifying tourism destinations, products, and services to improve; recommending strategies that can be employed to facilitate the growth of tourism; and preparing the draft TDP.

3. Details of the Partnership

3.1 Tourism planning activities

UP AIT will conduct the tourism planning activities, such as desk review of existing planning documents (e.g., Comprehensive Land Use Plan and Comprehensive Development Plan) and other secondary data; tourism rapid assessment; and stakeholder consultations/workshops. The outputs during these activities will be consolidated and will be used as inputs for the draft TDP.

3.2 Capacity-building component

Although UP AIT will take the lead in conducting the planning activities, they will be assisted by the personnel of LGU Leyte so that knowledge transfer can take place. These LGU personnel will facilitate the small group discussions during the stakeholder consultation/workshops and will actively participate in other planning activities. Through this capacity-building component of the partnership, the personnel of LGU Leyte will be empowered to conduct planning activities and facilitate workshops for the LGU in the future.

3.3 Preparation of the Tourism Development Plan

The experts and researchers from UP AIT will draft the Tourism Development Plan (TDP) after all the planning activities.

3.4 Monitoring and evaluation

UP AIT may continue to provide recommendations and conduct consultations with LGU Leyte during the implementation phase of the TDP for monitoring and evaluation, provided that this is still within the period covered by the MOA.

Asian Institute of Tourism, Commonwealth Avenue
University of the Philippines Diliman, Quezon City 1101
Trunkline: (632) 9818500 loc 2796, 2799
Website: <http://ait.upd.edu.ph>





4. Manpower

4.1 UP AIT will provide the following manpower:

- One (1) project leader who will oversee the project
- Four (4) tourism development and management specialists who will conduct the tourism planning activities and will draft the TDP
- One (1) research assistant who will assist the tourism development and management specialists in writing the TDP
- One (1) project coordinator who will work closely with LGU Leyte for implementation of the project
- One (1) support staff who will provide administrative assistance throughout the duration of the project

4.2 LGU Leyte will provide the following manpower:

- Focal person for the coordination and implementation of the MOA
- Planning team who will assist UP AIT team in conducting tourism planning activities
- Registration staff, ushers, emcee, and other technical personnel during the stakeholder consultations/ workshops

5. Role of the Parties

5.1 UP AIT will be in charge of the following:

- Desk review of existing planning documents (e.g., CLUP and CDP) and other secondary data
- Conduct of the tourism rapid assessment
- Design and program flow of the stakeholder consultations/ workshops and writeshops
- Facilitation of the stakeholder consultation/workshops and writeshops
- Preparation of workshop lecture and mechanics
- Drafting of the TDP

5.2 LGU Leyte will be in charge of the following:

- Air transportation to the Province; land transportation to and within the Province, meals, accommodation, honoraria of the UP AIT personnel, and other expenses. The breakdown of the honoraria of the UP AIT personnel and other expenses is found under Item 6 below.
- Venue of the stakeholder consultations/workshops
- Invitation to the participants in the stakeholder consultations/workshops, ensuring that all sectors are represented, including the marginalized sector (e.g., urban poor, persons with disabilities, women, senior citizens)
- Gathering of data relevant to tourism, such as tourism statistics, trends, and issues
- Assistance in planning activities, such as desk review of planning documents, tourism rapid assessment, and stakeholder consultations/ workshops
- Expenses related to the following: tourism rapid assessment, stakeholder consultation/ workshops, and all tourism planning-related activities (e.g., meals of participants and facilitators, workshop paraphernalia)
- Review and approval of the draft TDP

6. Budget

LGU Leyte will shoulder all expenses related to this partnership (e.g., honoraria, meals, workshop-related expenses, etc.).

However, the honoraria of UP AIT personnel and MOOE should be coursed through UP Diliman for administrative purposes. Only the honoraria of UP AIT personnel and MOOE will be coursed through UP Diliman so that the LGU can manage their budget more efficiently.



ASIAN INSTITUTE OF TOURISM
UNIVERSITY OF THE PHILIPPINES



Project Leader (1)	PHP 150,000
Tourism Development and Management Specialists (4) <ul style="list-style-type: none">• Tourism Planner• Product Development Specialist• Marketing and Investment Specialist• Social and Institutional Specialist	480,000
Project Coordinator (1)	70,000
Research Assistant (1)	50,000
Support staff (1)	25,000
MOOE Logistics to and from NAIA Internal meetings/writeshops Supplies	80,000
10% UP Administrative Fee	85,500
TOTAL	PHP 940,500

Payment Schedule:

Deliverables	% of Total Project Cost	Indicative Days	Amount
Inception Report	20%	30 days after NTP	P188,100
Situational Analysis Report	20%	30 days after IR	P188,100
Draft TDFP	40%	90 days After SAR	P376,200
Final TDFP	20%	30 days After Draft	P188,100

- One revision per submission, timeline stops until LGU Leyte approves periodic reports.

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Republic of the Philippines
PROVINCE OF LEYTE
Palo, Leyte 6501

OFFICE OF THE PROVINCIAL ADMINISTRATOR
CORAZON M. ALVERO

CERTIFICATION

This is to certify that the Provincial Government of Leyte (PGL) intends to develop a comprehensive **Tourism Development Plan** for the province in alignment with the **National Tourism Development Plan (NTDP)** and the strategic priorities of the national government. Given the critical nature of this undertaking, the PGL is seeking the assistance and technical expertise of the **University of the Philippines - Asian Institute of Tourism (UP-AIT)** through an **Agency-to-Agency** arrangement.

The decision to resort to an **Agency-to-Agency Agreement** is justified by the following reasons:

1. **Expertise and Institutional Credibility** – The UP-AIT is the premier academic and research institution in the country specializing in tourism planning and development. As an institution mandated to advance tourism education and policy research, UP-AIT possesses the technical competence, academic rigor, and industry insight essential for crafting a **highly strategic, evidence-based, and globally competitive Tourism Development Plan** for the province.
2. **Cost Efficiency and Economic Advantage** – Engaging UP-AIT through an Agency-to-Agency arrangement ensures the efficient use of government resources. Since UP-AIT is a government educational institution, its services are **non-profit-driven**, significantly reducing costs compared to private consultancy firms while maintaining the highest level of technical expertise and professionalism.
3. **Alignment with National Goals and Government Mandates** – The UP-AIT has been instrumental in formulating national and regional tourism frameworks, ensuring that the **Leyte Tourism Development Plan** will be aligned with national priorities. This strengthens inter-governmental coordination and facilitates policy coherence between the province and national tourism agencies.
4. **Quality Assurance and Sustainability** – UP-AIT's approach is rooted in **academic research, sustainability principles, and inclusive tourism development**. Their involvement ensures that the Tourism Development Plan will not only address immediate tourism goals but also integrate **long-term, sustainable, and inclusive strategies** for the benefit of the province.



Given the above justifications, the Provincial Government of Leyte **strongly recommends** the Agency-to-Agency partnership with the **University of the Philippines - Asian Institute of Tourism (UP-AIT)** for the formulation of the Leyte Tourism Development Plan. This approach is the most **efficient, economical, and strategic** course of action to guarantee the development of a **world-class, inclusive, and sustainable tourism roadmap** for the province.

Issued this 14th day of March, 2025, in the Province of Leyte, Philippines.


CORAZON M. ALVERO
Provincial Administrator



ASIAN INSTITUTE OF TOURISM
UNIVERSITY OF THE PHILIPPINES



OFFICE OF THE DEAN

CERTIFICATION

This to certify that under Republic Act No. 9500 or the University of the Philippines Charter of 2008, the University is mandated to "lead as a public service university by providing various forms of community, public and volunteer service, as well as scholarly and technical assistance to the government, the private sector, and the civil society while maintaining its standard of excellence," among other purposes.

Thus, the UP Asian Institute of Tourism, the tourism-degree granting academic unit of the University, is authorized by law to deliver the services required by the Province of Leyte in relation to the conduct of the Technical Assistance Program for Tourism Development Planning.


GIOVANNI FRANCIS A. LEGASPI
Dean
20 March 2025

MEMORANDUM OF AGREEMENT

KNOW ALL MEN BY THESE PRESENTS

This Agreement is made and entered into in Quezon City, Philippines, by and between:

PROVINCE OF LEYTE, a local government unit existing under the laws of the Republic of the Philippines, with office address at 5th Floor, Leyte Provincial Government Complex, Brgy. Guindapunan, Palo, Leyte, herein represented by its Governor, **HON. CARLOS JERICO PETILLA**, of legal age, Filipino citizen and hereinafter referred to as "**Province of Leyte**;

-and-

The **UNIVERSITY OF THE PHILIPPINES**, the National University, created by virtue of Act No. 1870, as amended and strengthened by Republic Act No. 9500, otherwise known as "the University of the Philippines Charter of 2008" through its constituent university at Diliman, with official address at Quezon Hall, U.P. Campus, Diliman, Quezon City represented herein by its Chancellor, **EDGARDO CARLO L. VISTAN II**, hereinafter referred to as the "**UNIVERSITY**";

WITNESSETH:

WHEREAS, **Province of Leyte**, pursuant to its primary mandate of planning, programming, coordinating, implementing, and regulating the development and promotion of the tourism industry in the Province of Leyte will organize a program entitled *Technical Assistance Program for Tourism Development Planning*, hereinafter referred to as "**TECHNICAL ASSISTANCE PROGRAM**", through an agency-to-agency arrangement, to strengthen the capacity of the LGU stakeholders in the Province of Leyte on sustainable tourism development planning;

WHEREAS, the program spans a period of **twelve (12) months**, beginning _____, **2025** to _____, **2026**, consisting of three parts: (1) conduct of tourism planning activities; and (2) preparation of the provincial tourism development plan (TDP) and (3) monitoring and evaluation;

WHEREAS, to carry out the said mandate and undertake the said program, **Province of Leyte** needs to outsource resource persons and workshop facilitators possessing advanced knowledge, skills, and expertise in the field of tourism development and management;

WHEREAS, the **UNIVERSITY**, through the **UP ASIAN INSTITUTE OF TOURISM (UP AIT)**, an institution of higher learning and a community of scholars maintaining its standards and excellence, is mandated by law to provide scholarly and technical assistance through the conduct of trainings to government, private sector and civil society;

WHEREAS, after the evaluation of the submitted proposal of the **UNIVERSITY**, **Province of Leyte**, through its Tourism Office resolved to recommend that the Negotiated Procurement of Agency-to-Agency be used for the procurement of services of workshop facilitators and resource persons in the conduct of a Technical Assistance Program for Tourism Development Planning;

NOW, THEREFORE, based on the foregoing premises, for and in consideration of the following terms, conditions and covenants, the PARTIES hereto agree as follows:

I. RESPONSIBILITIES OF PROVINCE OF LEYTE

1. **Province of Leyte** shall provide the workshop venue, meals, equipment, secretariat support and other assistance required during the preparation, actual implementation, and post-conduct of the program.
2. **Province of Leyte** shall cover transportation going to and within the Province and accommodation and honoraria of the **UP AIT** resource persons and support staff in the conduct of the **"TECHNICAL ASSISTANCE PROGRAM"**.
3. **Province of Leyte** shall be responsible for the invitation and monitoring of attendance of participants in the **"TECHNICAL ASSISTANCE PROGRAM"**.
4. **Province of Leyte** shall then turn over the records of attendance to **UP AIT** for the production of the terminal report.
5. **Province of Leyte** shall also produce the publicity materials bearing the logo of the **Province of Leyte**, the **UNIVERSITY**, and **UP AIT**.
6. **Province of Leyte** shall provide and disseminate the evaluation forms to the participants of the workshops. The evaluation forms shall be based on the monitoring tools prescribed by **Province of Leyte** and **UP AIT**.
7. With assistance from **UP AIT**, **Province of Leyte** shall provide tourism data, conduct the tourism rapid site assessment, facilitate the stakeholder consultations/workshops, and review the draft of the tourism development plan based on the results and outputs of the seminar-workshop.

II. RESPONSIBILITIES OF THE UNIVERSITY

1. The **UNIVERSITY**, through **UP AIT**, shall conduct the tourism planning activities, such as desk review of existing planning documents, tourism rapid assessment, and stakeholder consultations/workshops, from the fourth week of _____ to the second week of _____.
2. The **UNIVERSITY**, through **UP AIT**, shall constitute the team which shall be composed of the following:
 - 1.) One (1) Project Leader
 - 2.) Four (4) Tourism Development and Management Specialists
 - 3.) One (1) Project Coordinator
 - 4.) One (1) Researcher
 - 5.) One (1) Project Support Staff
3. **UP AIT** will draft the TDP after conducting all the planning activities/workshops and make the subsequent revisions.
4. **UP AIT** shall continue to provide recommendations and consultations to **Province of Leyte**, if needed, during the implementation phase of the TDP for monitoring and evaluation purposes **within the period covered by the MOA**.

III. DURATION

The MOA will be in effect for a period of one year, starting from _____, 2025 and ending on _____, 2026, or until both parties mutually agree to terminate this agreement.

IV. PAYMENT

1. By way of compensation of services, the **Province of Leyte** shall pay the amount of Nine Hundred Forty Thousand and Five Hundred Pesos (PhP 940,500.00). The amount shall be inclusive of applicable taxes and administrative costs that the **UNIVERSITY**, through **UP AIT**, shall incur in the conduct of the program. In addition, the computation shall be in accordance with the hourly and daily rates of the resource persons and support personnel submitted by the **UNIVERSITY**, through **UP AIT**, in its proposal. (Annex A)
2. The payment to the **UNIVERSITY** shall be on a send bill arrangement which must be settled within thirty (30) days upon receipt of the statement of account and terminal report.
3. It is understood that payment thereof shall only be made after **UP AIT** has fully and satisfactorily rendered the following deliverables under this Agreement (Annex B):
 - (1) submission of the inception report (20%)
 - (2) submission of the situation analysis report (20%)
 - (3) submission of the final draft of the TDP (40%)
 - (4) submission of the final TDP (20%)

V. INTELLECTUAL PROPERTY

1. Ownership and utilization of Intellectual Properties (IP) and Intellectual Property Rights (IPRs) resulting from the conduct of **TECHNICAL ASSISTANCE program** shall be governed by the Philippine Technology Transfer Act of 2009 (RA 10055) and its implementing Rules and Regulations.
2. The **UNIVERSITY** and **Province of Leyte** agree to use reasonable means to protect the **TECHNICAL ASSISTANCE program** outputs from unauthorized use, reproduction or publication. All **TECHNICAL ASSISTANCE program** outputs shall contain the appropriate copyright/attribution statement acknowledging the **UNIVERSITY** and **LGU Leyte** IP and IPRs.

VI. FORCE MAJEURE

- a. Neither party shall be responsible for delays due to force majeure including, but not limited to, acts of God, typhoon, flood, earthquake, fire accident, terrorism, civil commotion, riot, disease, acts of governmental authorities, or any other cause beyond the reasonable control of either party.

- b. Upon the occurrence of a force majeure event, the non-performing party shall promptly notify the other party of its occurrence, its effect on the performance, and how long that party expects it to last. Thereafter, the non-performing party shall use reasonable efforts to resume the performance of its obligation under this Agreement.

VII. OTHER PROVISIONS

- a. In the case of conflict or dispute between PARTIES arising from this Agreement, both Parties agree to freely and voluntarily submit themselves to necessary consultation and negotiation for the purposes of amicable settlement and find a mutually acceptable solution to their conflict/dispute.
- b. Should the parties fail to reach an amicable settlement of their conflict/dispute, the same shall be submitted to arbitration, in accordance with PD 242 in relation to Book IV, Chapter 14 of the Administrative Code of 1987.
- c. This Agreement shall remain valid and effective for the period of 12 months beginning _____, 2025 and ending on _____, 2026.

IN WITNESS WHEREOF, the Parties have signed this Agreement on _____ at Quezon City, Philippines.

PROVINCE OF LEYTE

UNIVERSITY OF THE PHILIPPINES

By

By

HON. CARLOS JERICO L. PETILLA
Governor

EDGARDO CARLO L. VISTAN II
Chancellor

SIGNED IN THE PRESENCE OF:

LGU REP
Designation

GIOVANNI FRANCIS A. LEGASPI
AIT Dean

ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES) S. S.
City of _____

BEFORE ME, a Notary Public, for and in the above jurisdiction, this _____ day of _____, 20__ at Quezon City, personally appeared the following, exhibiting to me the following described Competent Evidence of Identity ("CEI")

	ID No.	Issued on/Issued at
HON. CARLOS JERICO L. PETILLA	_____	_____
EDGARDO CARLO L. VISTAN II	_____	_____

Known to me and to me known to be the same persons who executed the foregoing instrument, and they acknowledged to me that the same is their free and voluntary act and deed, as well as that of the entities herein represented

The instrument refers to a Memorandum of Agreement (MOA) consisting of six (6) pages, including the page in which this Acknowledgement is written, signed by the parties, including their instrumental witnesses on each and every page thereof and sealed with my notarial seal.

WITNESS MY HAND AND SEAL, on the date and place above written.

NOTARY PUBLIC

Doc. No. ____;
Page No. ____;
Book No. ____;
Series of 2025.

ANNEX A
Breakdown of Compensation of Services

Project Leader (1)	PHP 150,000
Tourism Development and Management Specialists (4) <ul style="list-style-type: none"> • Tourism Planner • Product Development Specialist • Marketing and Investment Specialist • Social and Institutional Specialist 	480,000
Project Coordinator (1)	70,000
Research Assistant (1)	50,000
Support staff (1)	25,000
MOOE Logistics to and from NAIA Internal meetings/writeshops Supplies	80,000
10% UP Administrative Fee	85,500
TOTAL	PHP 940,500

ANNEX B

Payment Schedule:

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