



## Bid Notice Abstract

### Request for Proposal (RFP)

**Reference Number** 7330221  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** DEVELOPMENT OF THE FILIPINO BRAND OF WELLNESS

**Area of Delivery**

<b>Solicitation Number:</b> 2020 - 12 - 0107 (2nd Posting)	<b>Status</b>	<b>Active</b>
<b>Trade Agreement:</b> Implementing Rules and Regulations	<b>Associated Components</b>	2
<b>Procurement Mode:</b> Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Bid Supplements</b>	0
<b>Classification:</b> Consulting Services	<b>Document Request List</b>	0
<b>Category:</b> Consulting Services	<b>Date Published</b>	08/12/2020
<b>Approved Budget for the Contract:</b> PHP 864,000.00	<b>Last Updated / Time</b>	08/12/2020 00:00 AM
<b>Delivery Period:</b>	<b>Closing Date / Time</b>	11/12/2020 10:00 AM
<b>Client Agency:</b>		
<b>Contact Person:</b> John Paulo Samonte Francisco Administrative Officer I 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 psfrancisco.logistics@yahoo.com		

**Description**

TERMS OF REFERENCE

I. PROJECT TITLE: DEVELOPMENT OF THE FILIPINO BRAND OF WELLNESS  
December 28, 2020 to March 1, 2021

II. BACKGROUND

The National Tourism Development Plan of DOT has identified Medical Travel and Wellness Tourism as one of its ten (10) product portfolios that can bring economic benefits and inclusive growth to the country. To carry out the development and promotion of this niche product, a dedicated team was assigned to implement plans and programs to develop and promote the Philippines as a "must experience" destination for Medical and Wellness Tourism (MTWT).

Wellness Tourism, a component of MTWT, have been one of the priority products under the Office of Product and Market Development (OPMD) of DOT that is expected to attract traffic in the domestic market under the New Normal. The COVID 19 pandemic that caused majority of businesses to shut down and stalled leisure activities, pivoted people's focus and priorities, among which is the preference for health and well-being. As such, the country's wellness industry have been gearing up to ensure that health and safety protocols are in place. It also enhances product offerings that are uniquely Filipino, ready to provide a holistic wellness experience to clients when the operation of spa establishments is allowed by the government.

As part of the preparations and industry support of the DOT, the Development of the Filipino Brand of Wellness Project will be conducted. This project will be composed of the following phases:

1. Research Phase
2. Workshop/ Consultation Phase
3. The Filipino Brand of Wellness Experience Manual Preparation Phase
4. The Train the Trainor Session Phase
5. The Hilot Concept Refresher Phase

### III. PURPOSES / OBJECTIVES

The above activity aims to achieve the following:

1. Develop a comprehensive concept of the Filipino Brand of Wellness that is backed-up by research on the country's traditional healing traditions.
2. Create/ develop the Standard Operations Manual on the Filipino Brand of Wellness Experience that will be used as guide of DOT-accredited spa establishments in developing or enhancing their wellness product offerings.
3. Provide capability building sessions to the wellness practitioners of DOT-accredited spa establishments.

### IV. MINIMUM REQUIREMENTS FOR SUPPLIERS

- The DOT is in need of the services of a company specializing on wellness services and have a reputable background in the wellness industry.
- The company should have wellness as its core business in the country or have subsidiaries related to wellness-related products or services.
- Reputable background on the country's wellness industry round handler must be DOT accredited
- To provide the online/virtual platform services as well as speakers, resource persons and other equipment and services needed to conduct all the activities included in this project except for the accommodation and meals of the Hilot refresher course participants.

### V. SCOPE OF WORK / DELIVERABLES

#### Phase I

- Conducted a research/ study on traditional methods of healing used by Filipinos to ensure longevity and sickness prevention through all medium of research available including focused group discussions and consultations with private and government entities.

#### Phase II

- Conducted virtual consultation workshop with DOT to present initial concept designed

#### Phase III

- Developed a Standard Operations Manual identifying specific protocols/procedures of the Filipino Brand of Wellness experience

#### Phase IV

- Conducted a series of virtual workshops for identified wellness stakeholders to achieve the following:

- Appreciate the importance of establishing a Filipino Brand of Wellness
- Define "The Filipino Brand of Wellness"
- Identify the key elements of "The Filipino Brand of Wellness" as experienced through the 5 senses (i.e. sight, sound, smell, touch, taste)
- Describe the customer service experience when implementing the Filipino Brand of Wellness

#### Phase V

- Conducted the Hilot Concept Refresher course for the wellness practitioners of DOT-accredited spa establishments (total of 25 participants from NCR and Cebu)

### VI. BUDGET

Total budget allocation for the above project is Eight Hundred Sixty-Four Thousand Pesos (Php 864,000.00) chargeable to MTWT-OPMD approved budget subject to the usual accounting and auditing rules and regulations.

### VII. CONTACT PERSONS

Jing Esmaña/ Miah Adao  
Medical Travel and Wellness Tourism  
Office of Product and Market Development  
jingesmana.dot@gmail.com / jeadao@tourism.gov.ph

Prepared by:

Jing Esmaña

OPMD-MTWT

SHORTLISTING CRITERIA

WELLNESS COMPANY/CONSULTANCY FOR THE CONDUCT OF THE FILIPINO BRAND OF WELLNESS WORKSHOP

SCORE

I. APPLICABLE EXPERIENCE OF THE CONSULTANT

A. Years of Experience

(years of experience may be derived from client relationship) 25%

1. Minimum of 4 years of experience in health and wellness-related projects, and or advocacies 15
2. With affiliations in health and wellness organizations, global, regional or national initiatives on health and wellness. 10

B. Number of similar projects completed/Relevance of the company 20%

1. With at least 2 health and wellness-related projects with government institutions 10
2. The company should be promoting or servicing the health and wellness sector of the country. 10

C. Client Relationship 15%

1. At least 1 year project relationship with at least 2 clients 15
2. 2 years project relationship period with 1-2 clients 10

II. QUALIFICATION OF PERSONNEL 30%

1. All assigned personnel have experience working on at least 2 health and wellness-related projects 30
2. Assigned head/project manager have a reputable background on the country's health and wellness industry. 20
3. Add'l: The project manager should be a health and wellness practitioner/ advocate and have a background on the Filipino healing culture. 10

III. CURRENT WORKLOAD RELATIVE TO CAPACITY 10%

Number of ongoing similar and related projects relative to capacity

1. No projects or ongoing projects with contract cost equal or greater than the approved budget for the contract (Php 864,000.00) 10
2. 1 to 2 ongoing similar and related projects with contract cost equal or greater than the approved budget for the contract (Php 864,000.00) 8
3. 3 or more ongoing similar and related projects with contract cost equal or greater than the approved budget for the contract (Php 864,000.00) 6

GRAND TOTAL 100%

PASSING RATE 70%

Eligibility Requirements

1. Registration Certificate from Security and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or CDA for cooperatives.
2. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

For individual consultants not registered under a sole proprietorship, a BIR Certificate of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit.

3. PhilGEPS Registration Number
4. Latest Income/Business Tax Return (For ABC above Php500, 000.00)
5. Professional License/Curriculum Vitae
6. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data.
7. Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period as provided in the Terms of Reference.
8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

Note: Kindly submit your proposals together with your eligibility requirements thru email and sent it to [jsfrancisco@tourism.gov.ph](mailto:jsfrancisco@tourism.gov.ph) on or before 11 December 2020 at 10:00 am. Late and unsigned proposals shall not be accepted.

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**Created by** John Paulo Samonte Francisco  
**Date Created** 07/12/2020

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