



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 9057168
Procuring Entity DEPARTMENT OF TOURISM
Title Procurement of Consulting Services for the Creation of the Strategic Framework for Philippine Wellness Tourism
Area of Delivery Metro Manila

Solicitation Number:	RFP No. 2022 - 09 - 0135	Status	Pending
Trade Agreement:	Implementing Rules and Regulations	Associated Components	4
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Consulting Services	Document Request List	0
Category:	Consulting Services	Date Published	28/09/2022
Approved Budget for the Contract:	PHP 765,000.00	Last Updated / Time	27/09/2022 13:03 PM
Delivery Period:	3 Month/s	Closing Date / Time	03/10/2022 10:00 AM
Client Agency:			
Contact Person:	John Paulo Samonte Francisco Administrative Assistant III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 jsfrancisco@tourism.gov.ph		

Description

TERMS OF REFERENCE

I. BIDDER : Consultancy Company

II. PROJECT TITLE : Creation of the Strategic Framework for Philippine Wellness Tourism

III. IMPLEMENTATION PERIOD: October to December 2022 / Three-month period upon awarding of the contract

IV. BACKGROUND

The National Tourism Development Plan of DOT has identified Medical Travel and Wellness Tourism as one of its ten (10) product portfolios. Aside from increasing the level of competitiveness of our country as a destination and improving the travel experience of the visitors, these products are also envisioned to bring economic benefits and inclusive growth to the country.

The Office of Product and Market Development (OPMD) – Medical Travel and Wellness Tourism (MTWT) plans and implements strategic product planning development plans and programs, and implements and monitors projects for the Wellness market (under the Health and Wellness Tourism Program). Thus, OPMD-MTWT sees the need for a strategic framework as we position the country as a globally-competitive wellness tourism destination.

The creation of the strategic framework will set a direction for the development of the wellness tourism industry in the Philippines. In order to develop the potential of the Philippines as a wellness destination, the DOT together with the key government players has to clearly define the strategic direction and goals by assessing its internal ecosystem

and identifying strategies to move forward with the Program.

V. OBJECTIVES

The project is aimed at the following objectives:

- Come up with a Strategic Framework for Wellness Tourism that will set the direction for the development of Wellness Tourism in the Philippines
- Gather major wellness stakeholders and wellness practitioners to discuss best practices, insights, and recommendations on the plans and programs and move forward with the program.
- Strengthen the support and partnership between the private sector and the government, particularly the DOT and its partner agencies/institutions in positioning the Philippines as a wellness tourism destination both in the domestic and in the global market

VI. MINIMUM REQUIREMENTS

1. Must be a Filipino-owned health research organization or company with experience in providing technical assistance to national/regional government agencies, local government units or international organizations.
2. Must have at least three (3) years of experience in planning, policy and guideline development, agenda setting, program/project management, and monitoring and evaluation preferably related to health, medical travel and wellness tourism.
3. Must have experience in developing, executing or publishing national policies or guidelines, on health or other related fields for either a private tourism organization, destination management company/organization, National Tourism Organization, national government agency involved in health-related agenda, or local government units is preferred; and
4. Must be registered/accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS).

VII. QUALIFICATIONS OF CONSULTANCY FIRM / COMPANY

The consultancy firm / company should possess the following qualifications:

A. Company experience and network

- Should at least have three (3) years' experience in planning, organizing and executing health, wellness or tourism-related strategic and tactical studies, surveys or communications action plans of local or international brands, organizations or companies;
- Should have experience in developing, executing or publishing one (1) health and wellness study for a private tourism organization, destination management company/organization or National Tourism Organization or local government units; and
- Affiliated in health and wellness organizations (global, regional or national).

B. Team Composition

Consultancy firm / company should provide a team composed of at least the following:

One (1) Account Director/Project Lead

- To plan, organize, direct and manage the planning, execution, reporting, production and communication of the strategic framework
- Must have at least 5 years' experience in health and wellness tourism-related activities, including research/consulting projects.
- Preferably a doctor or an allied health professional.

One (1) Research and Strategy Manager

- To plan, organize and direct the execution of the framework and derive strategies for the client;
- Should at least have five (5) years of experience in organizing and directing strategic framework of established local and international brands (health and wellness-related projects is an advantage);

At least Two (2) Researchers/Strategic Planning Team Members

- To undertake all necessary work related to the project under the leadership and supervision of the Account Director/Project Lead and Research and Strategy Manager;
- Should at least have five (5) years of experience in organizing and directing strategic framework of established local and international brands (health and wellness-related projects is an advantage);

Two (2) Workshop Facilitators

- To facilitate the strategic planning workshop for wellness tourism and the alignment workshop of the Filipino Brand of Wellness;
- Must have at least 2 years of experience in health and wellness tourism-related workshop projects

VIII. SCOPE OF WORK AND DELIVERABLES

1. Create and develop the strategic framework for Wellness Tourism to be guided and approved by the end-user
 - a. Create and develop the strategic framework outlines and content
 - b. Make revisions based on the comments of the end-user
 - c. Present the Philippine Wellness Tourism Strategic Framework (draft/s and final output) to the end-user (DOT) and stakeholders, as needed/requested
2. Facilitate the Strategic Planning Workshop for Philippine Wellness Tourism (face-to-face or hybrid setup)
 - a. Prepare the Program of Activities (POA), workshop outline and facilitate the discussions and activities according to

- the POA for the strategic planning workshop for Philippine Wellness Tourism;
- b. Develop and produce the visual aids, forms and other needed materials needed for the conduct of the activity;
 - c. Suggest and execute activities that could help in the development of a comprehensive strategic planning for the Philippine Wellness Tourism;
 - d. Consolidate and endorse the output of the activity and other necessary information gathered during the activity to be submitted to DOT MTWT on or before 31 October 2022; and
 - d. Facilitate the virtual stakeholders' consultative meeting with the Wellness Tourism Stakeholders and revise the document based on the inputs of the stakeholders.
 - e. Document proceedings of the workshop and prepare/submit/present the comprehensive report
3. Facilitate the virtual public consultation/forum of the output for Wellness Tourism and present to the Wellness Tourism Industry Stakeholders
 - a. Provide the virtual platform for the above public consultation/forum
 - b. Prepare the Program of Activities (POA), consultation/forum outline and facilitate the discussions and activities according to the POA public consultation/forum of the output for Wellness Tourism and present to the Wellness Tourism Industry Stakeholders
 - c. Document proceedings of the public consultation/form and prepare and submit a comprehensive report on the same
 - d. Lead a final working group meeting to incorporate feedback from the Public Consultation/Forum and finalize the Strategic Framework for Wellness Tourism.
 - e. Submit the Final Output of the Strategic Framework for Wellness Tourism on or before 15 November 2022.
 4. Facilitate the Updating or Alignment Workshop of the Filipino Brand of Wellness incorporating the final output of the Wellness Tourism Strategic Planning Workshop.
 - a. Prepare the Program of Activities (POA), workshop outline and facilitate the discussions and activities according to the POA for the alignment workshop for Filipino Brand of Wellness.
 - b. Document proceedings of the alignment workshop and prepare/submit/present the comprehensive report
 5. Present all outputs of the workshop and recommendations to DOT

IX. BUDGET

The total budget for the project is Seven Hundred Sixty-Five Thousand Pesos (PHP 765,000.00) of professional and technical fees and inclusive of all applicable taxes, service fees, bank charges, and other fees that may be incurred in the process.

X. TERMS OF PAYMENT

Payment for the services will be on send-bill arrangement and shall be made in tranches based on the following milestones at least 30-days upon submission of complete billing and supporting documents. Billing Statement / Statement of Account must be addressed to the Department of Tourism

- 20% of total contract price (mobilization fund): upon the submission of the proponent, and receipt of the client of the following:
 1. Organizational framework, methodologies of execution, technical specifications, and feedback mechanisms to be utilized
 2. Team composition
 3. Timelines, schedules and deadlines of work outputs (including consultation schedules with DOT, and if possible, DOT Regional Offices, resource persons and potential partners)
- 50% of the total contract price: upon the submission of the proponent, and receipt of the client of the following:
 1. Initial draft of the Strategic Framework for Philippine Wellness Tourism
 2. Workshop/consultation/forum Program of Activities and Outline
 3. Details of the virtual platform to be used for the public consultation/forum
- 30% of the total contract price: upon the submission and presentation of the proponent, and receipt of the DOT of the following:
 1. Wellness Tourism Strategic Roadmap Final report
 2. Complete Report on the Strategic Planning Workshop for Philippine Wellness Tourism
 3. Complete Report on the virtual public consultation/forum of the output for Wellness Tourism and present to the Wellness Tourism Industry Stakeholders
 4. Complete Report on the Alignment Workshop of the Filipino Brand of Wellness

Note: The contracting party / consultant agrees that the project shall be governed by, and construed in all respects in accordance with the existing laws, rules and regulations of the Republic of the Philippines. Dispute resolutions shall likewise be governed and conducted within the Republic of the Philippines

XI. CRITERIA FOR RATING

Eligibility Check and Shortlisting Criteria for Rating

Applicable Experience of the Consultant – 70 pts.
Qualification of Personnel Assigned – 30 pts.

CRITERIA %

I. APPLICABLE EXPERIENCE OF THE COMPANY

- A. Years of Experience (years of experience may be derived from client relationship) 35%
 1. Minimum of 3 years of experience in health and wellness-related projects, and or advocacies 25

2. Minimum of 2 years of experience in health and wellness-related projects, and or advocacies 15
3. 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 35%

1. The bidder has conducted at least 3 health and wellness-related projects with government institutions 25
2. The bidder has conducted at least 2 health and wellness-related projects with government institutions 15

II. QUALIFICATION OF PERSONNEL 30%

1. All assigned personnel have experience working on at least 2 health and wellness-related projects 20
2. At least 3 of the assigned personnel have experience working on at least 2 health and wellness-related projects 15

1. The assigned head/project manager have a reputable background on the country's health and wellness industry with at least 5 health and wellness tourism-related consulting projects 10

2. The assigned head/project manager has expertise in the health and wellness industry with at least 3 health and wellness tourism-related consulting projects 5

GRAND TOTAL 100%

PASSING RATE 70%

XII. CONTACT PERSONS

- Ms. Jeremiah "Miah" E. Adao
Tourism Operation Officer II
Medical Travel and Wellness Tourism
Product Planning and Development Division
Office of Product and Market Development

- Ms. Katherine A. Alcantara
OIC Chief, Product Planning and Development Division
Office of Product and Market Development

Contact Details

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Prepared by: Approved by:

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TOO II Director
MTWT – PPDD, OPMD Office of Product and Market Development

Date: 20 September 2022

Line Items

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Consulting Services	Procurement of Consulting Services for the Creation of the Strategic Framework for Philippine Wellness Tourism	1	Lot	765,000.00

Other Information

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. (See attached Annexes TD 1 & 2)

8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement (to be submitted prior to award)

Note: Kind submit your proposals together with your eligibility requirements thru email and sent it to jsfrancisco@tourism.gov.ph on or before 03 October 2022 at 10:00 am. Late and unsigned proposals shall not be accepted.

Created by John Paulo Samonte Francisco
Date Created 27/09/2022

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