



## Bid Notice Abstract

### Request for Proposal (RFP)

**Reference Number** 10172766  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** Production and Publication of the Filipino Brand of Wellness Manual

#### Area of Delivery

<b>Solicitation Number:</b>	RFQ NP-SVP No. 2023-09-634	<b>Status</b>	<b>Active</b>
<b>Trade Agreement:</b>	Implementing Rules and Regulations	<b>Associated Components</b>	1
<b>Procurement Mode:</b>	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Bid Supplements</b>	0
<b>Classification:</b>	Goods	<b>Document Request List</b>	2
<b>Category:</b>	Consulting Services	<b>Date Published</b>	28/09/2023
<b>Approved Budget for the Contract:</b>	PHP 950,000.00	<b>Last Updated / Time</b>	28/09/2023 00:00 AM
<b>Delivery Period:</b>		<b>Closing Date / Time</b>	02/10/2023 13:00 PM
<b>Client Agency:</b>			
<b>Contact Person:</b>	Norjannah P Lucman Admin. Officer III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425  nplucman@tourism.gov.ph		

#### Description

TECHNICAL SPECIFICATIONS

BIDDER : CONTENT DEVELOPMENT COMPANY

PROJECT TITLE : Production and Publication of the Filipino Brand of Wellness Manual

IMPLEMENTATION PERIOD : Three-month period upon awarding of the contract

#### BACKGROUND

Wellness Tourism is a sustainable and high yield segment of the travel industry with approximately USD639 billion annual visitor expenditure globally. This industry is expanding 50 percent faster than the overall tourism industry with wellness travelers taking a whopping 586 million wellness trips each year.

According to the Global Wellness Institute (GWI), the Asia-Pacific region, China and Japan are the frontrunners in 2020 at USD 682.7 billion and USD 303.6 billion respectively. The Philippines is at number eight (8) at USD 33.00 billion.

Wellness Tourism is one of the Strategic Tourism Products identified in the National Tourism Development Plan (NTDP

2023-2028) of the Department of Tourism (DOT). Under NTDP's objective 5.3 in increasing investment and the development of high-value tourism experiences as medical and wellness tourism. These products are also envisioned to bring economic benefits and inclusive growth to the country.

Taking inspiration from the cohesive wellness brands promoted by Thailand and Bali, Indonesia, the Filipino Brand of Wellness (FBW) Project aims to identify and develop different modalities and treatments rooted in Filipino traditional indigenous culture that can be promoted by the different spas and wellness centers across the Philippines. By developing and promoting one brand, the Philippines can join the ranks of Thailand or Bali, Indonesia as a "place to be" for wellness for international consumers, while local consumers can learn, rediscover, and take pride in the different aspects of Filipino culture.

This concept revolves around the five senses: touch (using special herbs and treatments), smell (using fragrant oils), sight (through uniforms, accessories, aesthetics), sound (music), and taste (local teas and dishes).

Aimed that through this FBW Manual or guide book, the spa and wellness stakeholders of the Philippines and the general public would appreciate the depth and beauty of our Filipino wellness heritage and find creative ways to make it come alive in their establishments.

#### OBJECTIVES

The project is aimed at the following objectives:

To produce a manual for the Filipino Brand of Wellness which shall reflect the current trends and standards in Wellness Industry.

To support the Department's thrust in developing tourism products that will showcase and embody the "Filipino" brand of service and quality of experience.

#### MINIMUM REQUIREMENTS

Must be a company with expertise in content development, content writing and publication and with significant experiences in production and pre-press works, as well as wellness tourism development.

Must be registered/accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS).

Must be willing to provide services on send-bill arrangement

#### SCOPE OF WORK AND DELIVERABLES:

Content Research, Development and Writing

Filipino Brand of Wellness Manual, to work on the initially produced FBW Manual and inputs gathered from the FBW Alignment Workshop

To include Basic Guidelines in setting-up and operating a Wellness Tourism Enterprise (WTE)

To include Training Modules for Wellness Tourism enterprise owners/operators, therapists, and trainers/supervisors.

\*\*\*content outline to be agreed with end-user

Creative Design and Layout

Creative design and layout of the FBW Manual in InDesign and exported in PDF format (A4 document size)

\*\*\*content design and layout to be agreed with end-user

Photography / Video Materials

Original photographs and/or video for the Manual. The supplier should be able to provide a team to do photo shoot on actual sites of featured WTEs and products.

Output - Camera-ready copy of Filipino Brand of Wellness Manual to be submitted in USB Flash Drive.

Output

InDesign and other print ready digital version

At least 50 pieces printed copies

#### Other Information

Name of the Bidder/Company:

Project Title: \_\_\_\_\_

Reference No.: 2023-09-634

Kindly submit your Proposal (with timeline, plan and methodology) and the following eligibility documents on or before 02 October 2023, 2 p.m., to: nplucman@tourism.gov.ph, to wit:

1 Registration Certificate

2 Mayor's Permit

3 PhilGEPS Registration Number

4 Latest Income Tax Return (for ABC above PhP500,000.00)

5 List if Key personnel to be assigned to the Contract to be bid, with their complete qualifications and experience data.

6 Professional License/Curriculum Vitae of the (main) Consultant and the Support Staff

7 Statement of the Prospective Bidder of all its going 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 Omnibus Sworn Statement

9 Company Profile

**Created by** Norjannah P Lucman

**Date Created** 27/09/2023

The PhilGEPS team is not responsible for any typographical errors or misinformation presented in the system. PhilGEPS only displays information provided for by its clients, and any queries regarding the postings should be directed to the contact person/s of the concerned party.