

TECHNICAL SPECIFICATIONS

- I. **BIDDER** : **CONTENT DEVELOPMENT COMPANY**
- II. **PROJECT TITLE** : **Production and Publication of the Filipino Brand of Wellness Manual**
- III. **IMPLEMENTATION PERIOD** : **Three-month period upon awarding of the contract**

IV. **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.

V. **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.

VI. MINIMUM REQUIREMENTS

1. 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.
2. Must be registered/accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS).
3. Must be willing to provide services on send-bill arrangement

VII. SCOPE OF WORK AND DELIVERABLES:

1. 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

2. 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

3. 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.

4. Output

- InDesign and other print ready digital version
- At least 50 pieces printed copies

VIII. BUDGET

The total budget allocation of is **NINE HUNDRED FIFTY THOUSAND PESOS ONLY (PHP950,000.00)** 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.

The winning bidder shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

IX. CONTACT PERSON :

Ms. Jeremiah "Miah" E. Adao
Tourism Operation Officer II
Health Tourism (Wellness)
Product Planning and Development Division
Office of Product and Market Development

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Approved by:


PAULO BENITO S. TUGBANG, M.D.
Director
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Date: 20 September 2023

CRITERIA FOR RATING

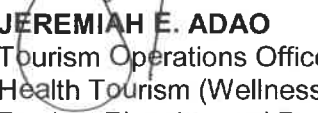
Eligibility Check and Shortlisting Criteria for Rating

Applicable Experience of the Consultant – 70 pts.

Qualification of Personnel Assigned – 30 pts.

CRITERIA	POINTS
I. APPLICABLE EXPERIENCE OF THE FIRM/COMPANY	
A. Years of Experience	
1. Bidder has at least 3 years of experience in wellness-related or product/market-related projects, and or advocacies	30
2. Bidder has at least 2 years of experience in wellness-related or product/market-related projects, and or advocacies	20
B. Number of similar projects completed/Relevance of the company	
1. Bidder has conducted at least 2 wellness-related or product/market-related projects with government institutions	35
2. The bidder has conducted 1 wellness-related or product/market-related projects with government institutions	25
C. With affiliations in health and wellness organizations, global, regional or national initiatives on health and/or wellness.	5
II. QUALIFICATION OF PERSONNEL	
A. 1. All assigned personnel have experience working on at least 2 wellness-related or product/market-related consulting projects	20
A. 2. At least 2 of the assigned personnel have experience working on at least 2 wellness-related or product/market-related consulting projects	15
B. 1. The Account Director or Project Lead has worked on more than 5 wellness tourism-related or product/market-related consulting projects	10
B. 2. The Account Director or Project Lead has worked on at least 5 wellness tourism-related or product/market-related consulting projects	8
GRAND TOTAL	100
PASSING RATE	70

Prepare by:


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 Office of Product and Market Development

Noted by:


PAULO BENITO S. TUGBANG, M.D.
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