



## Bid Notice Abstract

### Request for Proposal (RFP)

**Reference Number** 10172799  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** Consulting Services for the Development of Capability Building Modules for Wellness Tourism Stakeholders

#### Area of Delivery

<b>Solicitation Number:</b>	RFQ NP-SVP No. 2023-09-635	<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>	0
<b>Category:</b>	Consulting Services	<b>Date Published</b>	28/09/2023
<b>Approved Budget for the Contract:</b>	PHP 760,000.00	<b>Last Updated / Time</b>	28/09/2023 00:00 AM
<b>Delivery Period:</b>		<b>Closing Date / Time</b>	02/10/2023 14:00 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

##### TERMS OF REFERENCE

BIDDER : Consultancy/ Research/ Training Firm/ Company/ Institution

PROJECT TITLE : Development of Capability Building Modules for Wellness Tourism Stakeholders

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

##### BACKGROUND

The National Tourism Development Plan (2023-2028) of DOT has identified Health and Wellness Tourism as one of the country's strategic products. 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 development of these products will also involve consultation and coordination with key government agencies and private sector investors.

Wellness Tourism, has been one of the priority products under the Product Planning and Development Division of the Office of Product and Market Development (OPMD-PPDD) of DOT that is expected to attract traffic in the domestic and

international markets.

As part of the initiatives under the Wellness Tourism Strategic Framework crafted in cooperation with public and private sector partners and stakeholders, the OPMD-PPDD will spearhead the development training modules for the Filipino Brand of Wellness (FBW).

#### OBJECTIVES

The project is aimed at the following objectives:

Come up with three (3) Filipino Brand of Wellness Training Modules for Wellness Tourism stakeholders;  
To 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; and  
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 research organization or company with experience in providing technical assistance to national/regional government agencies, local government units or international organizations on developing roadmaps/frameworks/training modules on tourism products/services such as wellness or the like.

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

\*\* Note: Bidders must meet minimum eligibility requirements.

#### BIDDER QUALIFICATIONS

The bidder should possess the following qualifications:

Bidder has at least 3 years of experience in providing technical assistance for wellness-related or product/market-related projects, and or advocacies

Bidder has conducted at least 2 wellness-related or product/market-related projects with government institutions  
Bidder has affiliations in health and wellness organizations, global, regional or national initiatives on health and/or wellness or other tourism products

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 development of the Filipino Brand of Wellness training modules

Must have at least three (3) years of experience in product, market and/or wellness tourism-related activities, including research/consulting projects.

One (1) Research and Strategy/Module Development Manager

To plan, organize and direct the execution of the module development and derive strategies for the client;

Should at least have two (2) years of experience in organizing and directing the development of tourism product roadmap/framework/training module of established local and international brands (health and/or wellness-related projects is an advantage);

One (1) Workshop/Training Facilitator

To facilitate the training module development workshops and the pilot-testing of the Filipino Brand of Wellness training modules;

Must have at least 2 years of experience in health and wellness tourism-related or other tourism product workshop or training projects

\*\*Note: Please provide CV to include list of health and/or wellness or product / market related projects conducted.

#### SCOPE OF WORK AND DELIVERABLES

Workshop 1 – Development of the three (3) Filipino Brand of Wellness Modules for the creation and development the three (3) Filipino Brand of Wellness Modules to be guided and approved by the end-user. (Target Date: October 12-15, 2023)

Create and develop the Filipino brand of wellness module outlines and content

Make revisions based on the comments of the end-user

Invite experts or resource persons for each module

Facilitate the workshop activity for development of the three (3) FBW modules

Prepare the Program of Activities (POA), workshop outline and facilitate the discussions and activities according to the POA for the workshop;

Develop and produce the references, presentations, visual aids, forms and other needed materials needed for the conduct of the activity;  
 Suggest and execute activities that could help in the development of the FBW training modules;  
 Document proceedings of the workshop and prepare/submit/present the comprehensive report; and  
 Post-Workshop: Consolidate the inputs gathered from the activity and from research or other references and build the comprehensive content of the training modules to be submitted to the end-user (Wellness Team) before the next workshop (Target date: October 26-28, 2023) or as may be agreed.

Workshop 2 – Presentation of the Three (3) Filipino Brand of Wellness Training Modules to and Alignment with Stakeholders (Target Date: October 26-28, 2023)  
 Prepare the Program of Activities (POA), facilitate the discussions and activities according to the POA presentation of the three (3) FBW modules and to present to the Wellness Tourism Industry Stakeholders;  
 Invite experts or resource persons for each module;  
 Facilitate the conduct of the workshop in order to present, review, gather inputs for needed revisions  
 Develop and produce the references, presentations, visual aids, forms and other needed materials needed for the conduct of the activity;  
 Document proceedings of the public consultation/form and prepare and submit a comprehensive report on the same; and  
 Post-Workshop: Consolidate the inputs gathered from the activity and from research or other references and finalize the training modules to be submitted to the end-user (Wellness Team) before the pilot testing and/or actual training (Target Date: November 7-12, 2023) or as may be agreed.

Pilot Testing (Target Date: November 7-12, 2023)  
 Facilitate the pilot testing of Filipino Brand of Wellness training modules  
 Invite experts or resource persons for each module  
 Prepare the Program of Activities (POA), training outline and facilitate the discussions and activities according to the POA for the pilot testing Filipino Brand of Wellness training modules.  
 Document proceedings of the pilot testing and/or actual training and prepare/submit/present the comprehensive report; and  
 Post-Pilot Testing: Consolidate the inputs gathered from the activity and from research or other references and make revisions/finalize the training modules to be submitted to the end-user (Wellness Team) on an agreed date.

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 Kindly see attached TOR for the complete details (with rating sheet)

**Other Information**

Project Title: \_\_\_\_\_  
 Reference No. 2023-09-635

Kindly submit your Proposal (with timeline, plan and methodology) and the following eligibility documents on or before 02 October 2023, 2p.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

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