



TERMS OF REFERENCE

- **PROJECT: THE MINDANAO EXPERIENCE: A Muslim-friendly Travelogue**
- **IMPLEMENTATION DATE:** From issuance of NOA to 18 May 2024

PURPOSE / OBJECTIVE

- Promote the Philippines as a Muslim-friendly destination for Muslim Travelers through the production and dissemination of a Muslim-friendly Travelogue;
- Provide reliable information to Muslim-travelers with regard to halal-certified and Muslim-friendly restaurants, accommodations, and prayer facilities;
- Increase the number of Department of Tourism recognized Muslim-friendly establishments through training and education of tourism stakeholders;
- Collaborate with other government agencies, organizations, and private stakeholders to support the development and promotion of Halal and Muslim-friendly tourism in the Philippines.

MINIMUM REQUIREMENTS

- Must be accredited by the Philippine Government Electronic Procurement System (PhilGEPS);
- Must not have pending project deliverables with the Department of Tourism on or before opening of the bids;
- Must possess technical expertise in Halal and Muslim Friendly Tourism concepts;
- Must provide a Gantt Chart detailing all the activities and milestones as per the stated timetable according to the design accepted by the Project Team;
- Must provide periodic updates and progress reports to the Project Team;
- Must attend regular coordination meetings with the Project Team as well as special meetings that may be called related to the project;
- Must provide a team of content writers to develop and produce informative, well-researched, and engaging content for the travelogue;
- Must provide a soft copy of the design and layout of the travelogue. The design should be visually appealing, and the layout should be user-friendly;
- Must provide a production team that will produce images and content for the travelogue. The images and social media content should be high-quality and should showcase the beauty of the Philippines;
- Must coordinate with the local community together with DOT personnel from the areas to conduct a substantial study;
- Must have experience and in producing high quality and industry standard publications; including experience in editorship, content generation, photography, design, art direction, and printing;
- Must be proficient in Halal Culinary Arts and Gastronomy, Muslim Friendly Accommodation, and Mindanao Textiles.

SPECIFICATIONS / SCOPE OF WORK / DELIVERABLES

Consultancy Services

- a) Digital editable copy of three (3) volumes of the Muslim-Friendly Travelogue that will feature the Muslim-friendly recognized accommodation, Halal culinary, and Mindanao Textile, which shall be 15-pages, 5.5in x 8.5in (width x height).
- b) High-quality images for the travelogue



- c) Terminal Report and recommendations for improvement of the project
- d) Distribution and marketing plan for the travelogue.
 - i. Social Media Posts
 - ii. PR posts in partnership with travel bloggers

TOTAL BUDGET: PHP 700,000.00 (VAT-inclusive)

- Chargeable against OPMD Funds: Halal and Mindanao Operations FY 2023

➤ **SPECIFICATIONS / SCOPE OF WORK / DELIVERABLES**

- Payment shall be done in two (2) tranches.
- Upon receipt of Notice to Award, the Consultants shall bill fifty per cent (50%) of the project cost. Remaining balance shall be billed upon project completion.
- In case of trips outside of Manila deemed necessary for the completion of the project, the Agency shall provide in advance the funds for the traveling expenses, inclusive of fare, hotel accommodation, and meals of the project team at least three (3) days before the actual conduct of travel.

➤ **OTHER TERMS AND CONDITIONS**

- The Agency shall provide the final list of accommodations, restaurants, sites, and other relevant data for the completion of the project.
- The deadline for the first draft shall be on or before 18 April 2024. The agency shall peruse the first draft within fifteen (15) days from receipt thereof and shall immediately communicate its comments to the Consultant.
- The Consultant shall deliver the Travelogue no later than 18 May 2024.

➤ **CONFIDENTIALITY**

The Consultants shall keep all information related to the project confidential and shall not disclose any information to any third party without the written consent of the Department of Tourism.

➤ **CONTACT PERSON:**

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Approved by:

MYRA PAZ VALDERROSA-ABUBAKAR
Undersecretary, Department of Tourism

Procurement of Consulting Services for the Creation of The Mindanao Experience: A Muslim-Friendly Travelogue of the Philippines

CRITERIA	POINTS	
I. APPLICABLE EXPERIENCE OF THE BIDDER'S TEAM		
<i>A. Years of Experience</i>		
1. Bidder's team has at least 3 years of cumulative and aggregated experience in providing technical assistance that is related but not limited to research and development, designing, and implementation of Ethnographic (Culinary), Ethnographic (Textiles), Cultural, Curatorial, Editorial, Halal and Muslim Friendly Tourism, and pan-Mindanao related projects	30	
1. Bidder's team has at least 2 years of cumulative and aggregated experience in providing technical assistance that is related but not limited to research and development, designing, and implementation of Ethnographic (Culinary), Ethnographic (Textiles), Cultural, Curatorial, Editorial, Halal and Muslim Friendly Tourism, and pan-Mindanao related projects	20	
<i>B. Number of similar projects completed/Relevance of the company</i>		
1. Bidder's team has conducted at least 2 of Culinary/Culture-related, Halal and Muslim Friendly Tourism, and Mindanao-Related projects with government institutions; which includes Content Creation, Photography, Graphic Design, Pre-Production, Production, Post- Production, Marketing & Promotions, and Ethnographic Research and Publishing	35	
2. Bidder's team has conducted at least 1 of Culinary/Culture-related, Halal and Muslim Friendly Tourism, and Mindanao-Related projects with government institutions; which includes Content Creation, Photography, Graphic Design, Pre-Production, Production, Post- Production, Marketing & Promotions, and Ethnographic Research and Publishing	25	
<i>C. With affiliations in Ethnographic (Culinary), Ethnographic (Textiles), Cultural</i>	5	

A. 1. All assigned personnel have experience working on any of the following: Ethnographic (Culinary), Ethnographic (Textiles), Cultural, Curatorial, Editorial, Halal and Muslim Friendly Tourism, publishing, and pan-Mindanao related projects	20	
A. 2. At least three of the assigned personnel have experience working on any of the following: Ethnographic (Culinary), Ethnographic (Textiles), Cultural, Curatorial, Editorial, Halal and Muslim Friendly Tourism, publishing, and pan-Mindanao related projects	15	
B. 1. The Project Lead has worked on more than 5 Ethnographic (Culinary), Ethnographic (Textiles), Cultural, Curatorial, Editorial, Halal and Muslim Friendly Tourism, publishing, and pan-Mindanao related projects; is a published editor and writer; has a degree in Hotel, Restaurant, and Institution Management from a CHED Center of Excellence; is a chef with corporate experience; has been a delegate to an ASEAN gastronomy related conference; and has consulted with the Department of Tourism and the Department of Trade and Industry on Halal	10	
B. 2. The Project Lead has worked on more than 3 Ethnographic (Culinary), Ethnographic (Textiles), Cultural, Curatorial, Editorial, Halal and Muslim Friendly Tourism, publishing, and pan-Mindanao related projects; is a published editor and writer; has a degree in Hotel, Restaurant, and Institution Management from a CHED Center of Excellence; is a chef with corporate experience; has been a delegate to an ASEAN gastronomy related conference; and has consulted with the Department of Tourism and the Department of Trade and Industry on Halal	8	
GRAND TOTAL	100	
PASSING RATE	70	