

TERMS OF REFERENCE

- I. BIDDER** : Market Research and Marketing Consulting Firm
- II. PROJECT TITLE** : The Philippine Dental and Wellness Tourism Roadmap
- III. IMPLEMENTATION PERIOD:** September 2021 to February 2022 (6 months)

IV. BACKGROUND

Health (medical travel) and wellness tourism are among the ten (10) identified tourism product portfolios of the National Tourism Development Plan (NTDP 2016-2022) of the Department of Tourism (DOT), aimed to increase the level of competitiveness and improve the travel experiences of the visitors.

The Office of Product and Market Development (OPMD) – Medical Travel and Wellness Tourism (MTWT) plans and implements strategic marketing plans and programs, and implements and monitors projects for the development of the Dental and Wellness market (under the Health and Wellness Tourism Program). The OPMD-MTWT however, sees the need for relevant, hard data on dental and wellness products and services in the country that will eventually be used in crafting development strategies, both product and market-wise as we position the country as a globally-competitive, fun destination for medical travel and wellness tourism.

Seeing these gaps and needs, the PPDD-OPMD will be engaging the services of a product and market research, and marketing consulting firm to craft The Philippine Dental and Wellness Tourism Roadmap. This roadmap will provide insights and guide the OPMD-MTWT in identifying priority areas for dental and wellness tourism product development/enhancement, as well as set a unique market positioning and strategy that boosts destination competitiveness and differentiate the Philippines as a wellness and dental destination in Asia. Specifically, it aims to:

- 1) Understand the industry trends, motivations, buying patterns, and market demands through a market research;
- 2) Assess the effect of the COVID-19 pandemic on stakeholders of the Philippine Dental and Wellness industry;
- 3) Provide baseline information and perform gaps analysis to formulate relevant strategies for market and product development;
- 4) Assess the viability of the existing marketing strategy and wellness and dental products identified by the Department of Tourism and its partner agencies
- 5) Determine market perception of the Philippines as wellness and dental destination

V. MINIMUM REQUIREMENTS

1. Must be a product/market research and consulting agency specializing in the conduct of custom research for local and international organizations, preferably with background or related research works in tourism and tourism development;
2. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS).

VI. REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience
1. Account Director	• Must have at least 5 years' experience in tourism-

/ Project Lead	<ul style="list-style-type: none"> related research/consulting projects • Master's Degree (i.e Business Administration or Management, Business, Data Science, Economics, Statistics, Marketing, Tourism Management, Policy Studies, or Planning)
2. Research Manager	<ul style="list-style-type: none"> • Must have at least 3 years' experience in tourism-related research/consulting projects • Has a Bachelor's Degree (i.e Business Administration or Management, Business Communications, Data Science, Math, Marketing, Economics, Statistics, Tourism Management, Policy Studies, or Planning)
3. Research Executive / Associate	<ul style="list-style-type: none"> • Must have at least 3 years' experience in tourism-related research/consulting projects • Has a Bachelor's Degree (i.e Business Administration or Management, Business Communications, Data Science, Math, Marketing, Economics, Statistics, Tourism Management, Policy Studies, and Planning)
4. Data Analyst	<ul style="list-style-type: none"> • Must have at least 2 years' experience in tourism-related research/consulting projects • Has a Bachelor's Degree (i.e Business Administration or Management, Math, Data Science, Economics, Policy Studies, and Statistics)
5. Marketing Communications Specialist	<ul style="list-style-type: none"> • Must have at least 3 years' experience in tourism-related research/consulting projects • Has a Bachelor's Degree (i.e Business Administration or Management, Business Communications, Data Science, Math, Marketing, Economics, Statistics, Tourism Management, Policy Studies and Planning)

***Note:** Please provide CV to include list of tourism-related research/consulting projects conducted.

Personnel Responsibilities

Account Director / Project Lead

- Manage and supervise the entire team;
- Provide overall direction, plan budget, set up project goals, and ensure understanding of end-user's requirements;
- Serve as the key point of contact for coordination between the agency and the end-user;
- Ensure the timely delivery of data and reports;
- Oversee project set up and implementation of research plan;
- Ensure accuracy and quality of data and reports;
- Consolidate the report and provide recommendations on the proper development of the market.

Research Manager

- Conceptualize and suggest the most appropriate research methodologies and techniques;
- Design research plan and questionnaires;
- Implement research plan;
- Oversee data analysis and interpretation, report writing, and recommendation crafting;
- Present findings by phase and final report to end-user;

Research Executive / Associate

- Assist the Research Manager in implementing the research plan;

- Collect data through interviews, surveys, and other appropriate tools;
- Perform valid and reliable desk research;
- Interpret data and consolidate information into reports/presentations;

Data Analyst

- Assist in the collection of data through interviews, surveys, and other appropriate tools;
- Assist in the conduct of valid and reliable desk research;
- Assist in interpretation of data and consolidation information into reports/presentations

Marketing Communications Specialist

- Prepare the communications strategy guidelines as outlined below.

VII. SCOPE OF WORK AND DELIVERABLES

A. Product/ Market Study for Environmental Scanning. The study must be able to gather and analyze information on dental and wellness tourism industry, such as, but not limited to the following:

- a. Market profile – e.g., travel characteristics and demographics, motivations, buying patterns, customer journey, and market demands
- b. Tourism Trends, Market Opportunities, and Market Analysis
- c. Inventory and evaluation of wellness and dental tourism resources
- d. Data Gathering on the following:
 - i. Number of dental and wellness facilities in the country
 - ii. Number of local and international association of dental and wellness
 - iii. Dental and wellness tourism products and services offered
 - iv. Most availed products and services offered
 - v. Cost of services most commonly availed
 - vi. Source of Market for Dental and Wellness
 - a. Domestic/Local Tourist – by city/province
 - b. International Tourist – by country
 - vii. Average daily expenditure of dental and wellness tourists in the past 3 years
 - viii. Dental and Wellness tourism programs and policies in the past 3 years
 - ix. Potential source markets for dental and wellness tourism
- e. Dental and Wellness tourism revenue in the Philippines including the following:
 - i. Number of dental and wellness tourist arrivals per year in the past 3 years
 - ii. Number of dental and wellness tourist per Gender
 - iii. Average daily expenditure of dental and wellness tourists in past 3 years (by item of expenditure)
 - iv. Source markets for dental and wellness tourism
 - a. Domestic/Local Tourist – by city/province
 - b. International Tourist – by country
 - v. Market forecast based on growth
- f. Local and international awareness of the Dental and Wellness Philippines campaign and initiatives
- g. Evaluation of the Philippines as a dental and wellness destination
- h. Gaps and needs in terms of infrastructure/facilities, services and products offered, government support, policies and regulations, and sources of information related to dental and wellness tourism
- i. COVID-19 impact to the dental and wellness tourism industry (Philippines and world)

A.1. The selected market research and consulting firm must undertake the following activities:

- j. Project set-up
- k. Questionnaire design and programming
- l. Recruitment of respondents
- m. Data gathering
- n. Data processing
- o. Data analysis and interpretation
- p. Summary report per research phase
- q. Comprehensive report writing with recommended action plan for Philippine Health and Wellness Tourism
- r. Presentation of final report and recommendations

A.2. Survey Methodology

Due to the COVID-19 outbreak, field work may be conducted online via video conferencing platforms and other virtual means.

Qualitative research should include online in-depth interviews with foreign Destination Management Company (DMCs) through Focus Group Discussion (FGD) that organize and sell Philippine Health and Wellness packages. The respondents should include Local and International DMCs (as may be identified by DOT) who are final decision makers in their respective organizations. Proposed breakdown of respondents per source market to be approved by DOT prior to project set up.

Desk research on existing primary and secondary sources of data to gain understanding of the industry pre/during COVID-19. The research generated should include data from 2018 to present.

Quantitative research should be done in 2 phases through online surveys. **Phase 1** respondents should include at least 50 dental and wellness facilities owners and managers from all regions of the Philippines that sell dental and wellness as a tourism product. Proposed breakdown of respondents per region to be approved by DOT prior to project set up. **Phase 2** respondents should include Local and Foreign Integrators. Proposed breakdown of respondents per source market to be approved by DOT prior to project set up.

Abovementioned methodologies will be acceptable to the DOT, but the market research and consulting firm may recommend other methodologies that can better serve the purpose of the study, subject to the DOT's approval.

All data gathered should be submitted together with the reports as appendices. The DOT shall have full ownership of the data gathered and presented from the study.

B. Crafting of the Philippine Wellness and Dental Tourism Roadmap

- a. Philippine Wellness and Dental Tourism Roadmap Chapters:
 - 1. The Philippines Wellness and Dental Tourism Positioning Statement
 - 2. Six Year Implementation Strategy
 - 1. Perception of the Philippines as a Health and Wellness Tourism
 - 3. Evaluation of Readiness of Up to 8 Pre-selected Market
 - 4. Potential Markets for Consideration for Health and Wellness Tourism
 - 5. Medical (dental) and Wellness Tourist Persona & Customer Journey
 - 6. Potential Icons & Assets for Health and Wellness Tourism
 - 7. Recommendations on Market Launches
 - 8. Recommendations on External Health and Wellness Initiatives for Sponsorship/Participation
 - 3. Health and Wellness Best Practices

1. Global
 2. North America
 3. Europe
 4. Asia
 5. Australia
 6. Latin America
4. Appendix: Global Health and Wellness Trends
- b. Dental and Wellness Roadmap with key findings addressing:
1. Current perception of the market as a tourism and health and wellness destination
 2. Destination dental and wellness positioning statement as it related to the Philippines
 3. Medical (dental) and Wellness tourist persona & customer journey as it related to the one developed for the Philippines
 4. Potential Icons & Assets for Health and Wellness Tourism
 5. Recommendations on themed routes or itineraries
- c. Communications Strategy Guidelines
- 1.1 Messaging
 - Message House of Key Messages
 - 1.2 Website
 - Information Architecture
 - Site Map
 - Copywriting for website in English (up to 1,000 words)
 - 1.3 Visual Assets
 - Photography brief
 - Videography brief
 - 1.4 Social Media Guidelines
 - Target Audience
 - Goal & Benefits
 - Frequency
 - Tone of Voice
 - Content Pillars
 - Hashtags
 - Engagement
 - Media Buy
 - Measurement

VIII. PROJECT DURATION AND BUDGET

The research shall commence upon the receipt of the Notice to Proceed and should be completed within 6 months.

The total budget for the project is **Three Million Nine Hundred Forty-Two Thousand Four Hundred Pesos (PHP 3,942,400.00)** inclusive of all applicable taxes, service fees, bank charges, and other fees that may be incurred in the process.

Payment to the winning bidder will be made upon completion of the following milestones:

Milestone	% of Payment
Within 15 days upon approval of survey methodology, sample size of respondents, and research design	15%
Within 15 days upon submission and acceptance of the report on findings and recommendations for the Qualitative Phase and Desk Research Phase	30%
Within 15 days upon submission and acceptance of the report on findings and recommendations for the Quantitative	30%

Phase	
Within 30 days upon submission and acceptance of the final comprehensive report and presentation to the DOT	25%
Total	100%

IX. CRITERIA FOR RATING

1. Stage 1 – Submission of eligibility documents
2. Stage 2 – Shortlisted bidders must submit brief company credentials and proposed market research plan together with the technical and financial proposal
 - a. A pitch presentation will be scheduled to allow shortlisted bidders who are declared compliant with the technical requirements during the opening of bids to present their proposed market research plan and methodologies to the Bids and Awards Committee (BAC) and end-users.
 - b. A maximum of 30 minutes will be given to each market research and consulting firm for their presentation. There will be a 10-minute question and answer portion after each presentation.
 - c. The presentation will be rated by the BAC and end-users individually, based on the criteria set for “II. Plan of Approach and Methodology”. Ratings will be added to the overall score for the technical bid and averaged to arrive at a final score per agency.

A. Eligibility Check and Shortlisting Criteria for Rating

Applicable Experience of the Consultant – 75 pts.

Qualification of Personnel Assigned – 15 pts.

Current Workload Relative to Capacity – 10 pts.

I.	Applicable experience of the consulting company/firm	
A.	Relevance of the company portfolio to the project	
1.	Bidder has conducted at least 10 tourism-oriented research/consulting projects.	25 pts.
2.	Bidder has conducted 8 to 9 tourism-oriented research/consulting projects.	20 pts.
3.	Bidder has conducted 6 to 7 tourism-oriented research/consulting projects.	15 pts
4.	Bidder has conducted 4 to 5 tourism-oriented research/consulting projects.	10 pts
5.	Bidder has conducted 1 to 3 tourism-oriented research/consulting projects.	5 pts
B.	Completed projects under DOT and attached agencies	
1.	Bidder has satisfactorily completed at least 3 tourism-oriented research/consulting projects for the DOT and attached agencies	25 pts
2.	Bidder has satisfactorily completed at least 2 tourism-oriented research/consulting projects for the DOT and attached agencies.	15 pts
3.	Bidder has satisfactorily completed at least 1 tourism-oriented research/consulting projects for the DOT and attached agencies.	10 pts
C.	Years of experience	
1.	Bidder has at least 5 years of experience conducting research/consulting projects.	15 pts.

2.	Bidder has 3 to 4 years of experience conducting research/consulting projects.	10 pts.
3.	Bidder has 1 to 2 years of experience conducting research/consulting projects.	5 pts.
D. Past clients		
1.	Bidder has completed 2 or more research/ consulting projects with a contract that has a cost range of Php3.5 Million or more	10 pts.
2.	Bidder has completed 1 research/consulting project with a contract that has a cost range of Php3.5 Million or more	5 pts.
II. Qualification of personnel assigned		
	All assigned personnel have experience working on at least 2 tourism-oriented research/consultancy projects.	15 pts.
	At least 2 assigned personnel have experience working on at least 2 tourism-oriented research/consultancy projects..	10 pts.
III. Current workload relative to capacity		
	Bidder has 1 to 3 ongoing projects with contract that has a cost range of Php3.5 Million or more.	10 pts.
	Bidder has no ongoing projects with contract that has a cost range of Php3.5 Million or more	5 pts.
	Total	100 pts.
	Passing Score	70 pts.

B. Technical Bid Criteria for Rating

Qualification of personnel to be assigned – 55 pts.

Plan of approach and methodology – 15 pts.

Experience and capability of the firm – 30 pts.


I.	Qualification of personnel to be assigned	
A.	Educational background	
1.	The Project Lead has a Master's degree relevant to the project. (i.e Business Administration or Management, Business, Data Science, Economics, Statistics, Policy Studies, and Planning)	10 pts.
	The Project Lead has a Master's degree.	8 pts.
	The Project Lead has a Bachelor's degree.	5 pts.
2.	All assigned personnel (aside from Project Lead) have Bachelor's degrees relevant to the project (i.e Business Administration or Management, Business Communications, Data Science, Economics, Statistics, Math, Marketing, Tourism Management, Policy Studies, and Planning)	10 pts.
	All assigned personnel (aside from Project Lead) have Bachelor's degrees.	8 pts.
B.	Professional Experience	
1.	All assigned personnel have been involved in the implementation of at least 2 tourism-oriented research/ consulting projects.	20 pts.
	At least 3 of assigned personnel have been involved in the implementation of at least 2 tourism-oriented research/ consulting projects.	15 pts.
	1 to 2 of assigned personnel have been involved in the implementation of at least 2 tourism-oriented research/ consulting projects.	10 pts.

2.	The Project Lead has expertise in the tourism industry with 7 or more tourism oriented-research/ consulting projects on tourism policy, strategy, planning or product and market development	15 pts.
	The Project Lead has expertise in the tourism industry with at least 5 tourism oriented research/consulting projects on tourism policy, strategy, planning, or product and market development.	10 pts.
	The Project Lead has expertise in the tourism industry with at least 3 tourism oriented research/consulting projects on tourism policy, strategy, planning, or product and market development.	5 pts.
II.	Plan of approach and methodology	
	Substance of the proposal	
1.	The proposal thoroughly discusses the proposed approach and methodologies (desk research, quantitative research, and qualitative research) to be used in the study.	5 pts.
2.	The proposal thoroughly discusses the proposed data collection methods (in-depth online interviews and online surveys) to be used in the study.	10 pts.
III.	Experience and capability of the firm	
	Bidder has implemented at least 5 similar contracts (contracts that involve market research/surveys/tourism planning or product development studies in any sector) and 1 tourism market research/survey or product development study contract for a National Tourism Organization / Government Tourism Board or Local Government Unit.	30 pts.
	Bidder has implemented at least 3 similar contracts (contracts that involve market research/surveys/tourism planning or product development studies in any sector).	20 pts.
	Bidder has implemented at least 1 similar contracts (contracts that involve market research/surveys/tourism planning or product development studies in any sector).	10 pts.
	Total	100 pts.
	Passing Score	70 pts.

X. CONTACT PERSON

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Approved by:

RENEE MARIE N. REYES 
Director
Office of Product and Market Development

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