



Contract Title: DEVELOPMENT OF THE HEALTH AND WELLNESS NICHE IN DOMINICA

Publication reference: Tourism Sector Development Programme/SFA 2006/ Destination Marketing/Product Development/Health and Wellness/05

The Ministry of Tourism & Legal Affairs – Tourism Sector Development Programme intends to award a service contract to:

Conduct market research on the potential for the development, marketability and sustainability of natural spas and wellness facilities and the products used and sold therein. Area of focus would be Wotton Waven.

- To develop promotional packages of these natural spas and wellness facilities along with the products used and sold therein.

This will be achieved by:

- Conducting a survey of all Health and Wellness services providers currently operating in the focus area.
- Undertaking desk research into similar operations of sulphur baths worldwide and obtain best practices in the region and internationally.
- Coordinating stakeholder consultations with target group on issues relating to the services provided in the focus area
- Conducting Interviews with business owners and local community groups to establish their own current standards and methods of operation
- Conducting a survey of the village/local area to ascertain drainage points and flows of water
- Testing the Sulphur waters to determine the temperature and levels of nutrients and bacteria and analysis of same.
- Developing draft standards/guidelines for the physical infrastructure, to include minimum requirements such as water quality, security measures and emergency procedures in conjunction with the Dominica Bureau of Standards Conduct research on the quality and lifespan of sulphuric mud packaged and sold by service providers in the focus area along with the health benefits of sulphuric mud and water
- Conducting market research on the potential for the health and wellness niche in the focus area

- Preparing packages for resale on the service and products of providers in the focus area.

This will be done in the Commonwealth of Dominica with financial assistance from the Special Framework of Assistance (SFA) 2006 Tourism Sector Development Programme of the European Communities. The tender dossier is also available from the Programme Management Unit of the Ministry of Tourism and Legal Affairs, 14 Church Street, upstairs Dominica Employers Federation, Roseau, Commonwealth of Dominica and will also be published at <http://www.tourism.gov.dm> and <http://www.naodominica.org>.

The deadline for submission of tenders is 4.00pm on December 14th 2009. Possible additional information or clarifications/questions shall be published on <http://www.tourism.gov.dm> and <http://www.naodominica.org>.