



## **Contract Title: TOURISM PUBLIC AWARENESS**

### **Publication reference: Tourism Sector Development Programme/SFA 2006/PE 2/RURAL TOURISM/MARKETING/ WEBSITE DEVELOPMENT, BROCHURE DESIGN AND PROMOTIONS FOR COMMUNITY GROUPS /05**

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

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- Increase the competitiveness and capabilities of the community groups and communities in developing and promoting tourism community projects;
- Assist groups in further developing their projects in a business and market oriented way;
- Ensure the sustainability of community projects through the design and implementation of proper management structures
- Develop and enhance the product/service already established by the groups;
- Provide a diverse set of products and activities to visitors

This will be achieved by:

- Development and implementation of a Training Needs Assessment
- One on One training delivered to community groups in areas identified by the Training Needs Assessment and also in management and operations, leadership, elements of business plan development, marketing, customer service and operational systems for small enterprises;
- Identify new markets and business opportunities for community groups;
- Tours and packages developed for community groups;
- Copy developed for promotional materials (brochures and websites) for community groups
- Recommendations on ways to upgrade and maintain product offerings of community groups
- An umbrella organization developed and launched to represent community tourism in Dominica;
- A mini symposium, networking and exhibition organized

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 3.00pm on Friday 11<sup>th</sup> December 2009. Possible additional information or clarifications/questions shall be published on <http://www.tourism.gov.dm> and <http://www.naodominica.org>.