



Contract title: Website Development and Brochure Design for Community Groups

Publication reference: Tourism Sector Development Programme/SFA 2006/ Website Development and Brochure Design for Community Groups RT/007

The Ministry of Tourism & Legal Affairs intends to award a service contract to:

- Increase the awareness of community products both locally and internationally through the use of traditional and online marketing tools.
- Increase visitor arrivals to community tourism attractions and sites.
- Increase the competitiveness and capabilities of the community groups and communities in promoting their tourism projects.
- Ensure the sustainability of community projects through marketing and promotions.

This will be achieved by:

1. A community Tourism Portal developed and hosted for a period of two years.
2. Websites developed for targeted community groups each with its own domain name and hosted for a period of two years.
3. Brochures developed and printed for targeted community groups and projects.
4. Skills transferred and training delivered in e-marketing to include website optimisation online advertising, keyword buy, social networking.
5. Communities trained in website maintenance and content uploading.

This will be done in six selected communities 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.dominica.dm> and <http://www.naodominica.org>.

The deadline for submission of tenders is 3.00pm on Monday, 2nd March 2009. Possible additional information or clarifications/questions shall be published on <http://www.tourism.dominica.dm> and <http://www.naodominica.org>.