

**DJERBA (TUNISIA) DECLARATION**  
**APPROVED BY THE ASSEMBLY OF THE CONGRESS**  
**28<sup>TH</sup> FEBRUARY 2010**

**POUR UNE MEILLEURE EXPORTATION DES SERVICES  
DES CENTRES D'HYDROTHERAPIE DE TUNISIE**

(stations thermales, centres de thalassothérapie, spas)

- ❖ Develop international co-operation aimed at ensuring that foreign health insurance companies take charge of thalassotherapy and thermalism treatments in order to promote health tourism, thus stating the scientific arguments on efficacy and quality.
- ❖ Enhance the role of the State in the funding and classification of scientific research on hydrotherapy in order to provide scientific evidence of the harmlessness and health benefits of this approach for the treatment of certain diseases.
- ❖ Establish a nation-wide certification system for hydrotherapeutic treatments.
- ❖ Ensure the participation of hydrotherapy centres to the quality assurance system, while adopting best practices and improving self-control, in order to initiate the certification processes aimed at improving product positioning on the international market.
- ❖ Establish a technical commission in charge of setting the criteria for the approval of the local products used in hydrotherapy centres, ensuring their safe use and promoting their export.
- ❖ Create a quality label for thermal hammams to ensure their hygiene and safety.
- ❖ Establish a national data base containing the results of university research in the field of hydrotherapy, to be integrated into the sector-specific portal created by the Office for Thermalism.
- ❖ Stimulate the students at the master course on thalassotherapy to carry out clinical research in hydrotherapy centres.
- ❖ Provide for the recognition of professional training institutions and of training programmes on hydrotherapy BTP in order to allow such institutions to benefit from the state training subsidies covering up to 65% of training costs.

- ❖ Consolidate coordination between universities, training institutions, and hydrotherapy centres through the signing of agreements between the parties for stages, stating the respective roles, so that such stages meet the desired training goals.
- ❖ Develop a communication strategy for hydrotherapy products based on new technologies, on customized communication, and on the credibility of the products on offers, identifying new markets such as the Scandinavian countries, the central European countries, and the Maghreb countries.
- ❖ Invite professionals in the thalassotherapy sector to establish thalassotherapy consortia to represent them abroad, thus improving their negotiating power.
- ❖ Attract local customers by charging preferential fees based on the income of Tunisian citizens.
- ❖ Set a date for the annual celebration of the national day of hydrotherapy.