

**Terms of Reference (ToR)**

**Needs Assessment for Sustainable Entrepreneurship for the DESTINATION EMPLOI Project**

<b>Project</b>	DESTINATION EMPLOI PROJECT
<b>Activity Title:</b>	Needs Assessment for Sustainable Entrepreneurship
<b>ToR Number (Please refer to it when applying)</b>	01/DESTINATION EMPLOI/2025
<b>Date of activity &amp; Completion</b>	01 Fevrier 2025– 3 Mars 2025
<b>Location:</b>	Tunisia (Ain Drahem, Monastir, Tozeur et Djerba)
<b>Date of Announcement</b>	January 15, 2025

**Background**

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Tunisi, Amman, and Ramallah, Leaders International offers complete project-management services, focusing on private-sector development, enterprise development, job creation, entrepreneurship, D4D (Digital for Development), economic policy dialogue, and tourism value chain development.

The project "**Destination Emploi**" seeks to strengthen socio-economic integration in Tunisia by addressing the skill gaps in responsible and sustainable tourism. One critical area of intervention is empowering young people and vulnerable groups to pursue self-employment and entrepreneurial opportunities in the tourism sector. This involves identifying existing skill gaps and designing targeted training and support programs to enhance their entrepreneurial capabilities and foster innovation.

**General Objective:**

Offering alternatives to irregular migration by strengthening the capacity of local economies to promote socio-economic integration in Tunisia for young people, women, the unemployed and other vulnerable population groups.

**Specific Objective:**

1. Explain the concept of green entrepreneurship in tourism and limit its scope.
2. Conduct a comprehensive skill gap analysis focusing on the requirements for self-employment and entrepreneurship in responsible tourism.
3. Investigate the gap between existing skills developed by the training centres and the skills needed to start a business in responsible tourism sector in Tunisia.
4. Develop a proposal of modifications on existing curricula based on the results of the investigation to fill the gap.

## Scope of Work

### Phase 1: Skill Gap Analysis

#### 1. **Mapping Current Skills:**

- Assess the existing skills of young people, women, and other groups in the sustainable tourism sector at national level and specifically in the four municipalities of Monastir, Ain Draham, Djerba, and Tozeur.
- Identify gaps in technical, managerial, digital, and soft skills critical for entrepreneurship in the sustainable tourism sector at national level and specifically in the four municipalities of Monastir, Ain Draham, Djerba, and Tozeur.

#### 2. **Market Needs Assessment:**

- Engage with local businesses, vocational training centres, and sectoral stakeholders (between 30-50 stakeholders) to determine entrepreneurial opportunities in sustainable tourism in the four municipalities of Monastir, Ain Draham, Djerba, and Tozeur.
- Identify new rentable services in sustainable tourism in Tunisia.
- Describe possible sources of funding from both the public and banking sectors currently accessible in Tunisia for the development of new businesses by young people and specifically in the tourism sector
- Evaluate the alignment of current vocational training courses related specifically to businesses and industry needs, focusing on sustainable and digital tourism practices.

#### 3. **Stakeholder Consultations:**

- Conduct interviews and focus group discussions (between 15 – 20 ) with private sector actors, training institutions, and aspiring entrepreneurs to gather qualitative insights.
- Analyse barriers to self-employment, including access to finance, mentorship, and networks.

#### 4. **Reporting:**

- Deliver a detailed report outlining skill gaps, opportunities, and recommendations for program design.
- Propose a few examples (2 to 3) of success stories or innovative ideas in sustainable entrepreneurship in Tunisia or elsewhere. The aim is to provide food for thought on certain practices to adopt or, on the contrary, to avoid.

#### 5. **Reporting and Coordination**

The consultant will report to the Project Manager, providing regular updates and submitting deliverables as per the agreed timeline.

1. Meeting with LI team to agree on the workplan, activities, methodology and data collection. This methodology will be revised after the scoping meeting and will necessarily specify the

- various collection tools, the stakeholders to be met, a detailed timetable and the structure and/or content of the final report.
2. Weekly Updates: Summarize progress, challenges, and planned activities.
  3. Mid-Phase Report: Preliminary findings on skill gaps and market needs.
  4. Final Report: Detailed documentation of skill gaps, stakeholder insights, and recommendations.
  5. Presentation of the results of the analysis (results feedback workshop).

### **Qualification**

The consultant/team should have:

1. At least 5 years' experience in tourism development, particularly in sustainable and responsible tourism.
2. Demonstrated competences in research in socio-economic topics.
3. Knowledge of Tunisia's socio-economic and labour market context.
4. Strong facilitation, research, and stakeholder engagement skills.
5. Fluency in French and Arabic; proficiency in English is desirable.

### **Application Process**

#### **Taxes and other Terms:**

- The offer should be including VAT
- For individual consultants, Applicable tax laws apply
- The offer should be addressed to: Leaders International/DESTINATION EMPLOI
- Please mention the ToR number: 01/DESTINATION EMPLOI/2025 in the email subject.

**Please submit your Technical and Financial offers, in addition to your company profile or CV (Individual Consultants) to: [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org), no later than January 30, 2025 using TND Currency.**

**Disclaimer: This ToR does not form part of your consultancy contract and can be amended from time to time as the needs of the organization require.**