



Terms of Reference

General Information

Project	:	TANIT PROJECT
Activity Title	:	Utilization of AI in Associations' Work and Development of Tourism Products
ToR Number (Please refer to it when applying)	:	01/TANIT/2025
Location	:	Tunisia (Zaghouan, Dahar, Djerba, Kef, Jendouba)
Date of Announcement	:	January 30, 2025

Leaders International

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, Tunisia, 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.

Project Background

The **TANIT project** is born out of the need to strengthen the capacity of Civil Society Organizations (CSOs) in Tunisia, particularly within the **alternative tourism** sector. CSOs play a crucial role in advocating for sustainable, inclusive development, with a specific focus on **gender equality** and **human rights**. TANIT builds on the successes of past projects, such as the 4T project, expanding its scope to cover regions like the Northwest, Zaghouan, and Dahar. By providing CSOs with targeted training, coaching, and collaborative opportunities, the project aims to foster **positive change** and a more **equitable and resilient** alternative tourism sector in Tunisia.

Objective

The training aims to equip CSOs with the knowledge and practical skills needed to:

1. Harness AI tools to streamline operations, improve decision-making, enhance communication, and optimize resource management.



2. Develop innovative tourism products that align with local heritage, environmental sustainability, and market demand.

Focus Areas

This session will center on two critical themes:

- **Utilizing Artificial Intelligence (AI) in Associations' Work:** Empowering CSOs with cutting-edge AI tools to innovate their operations and enhance their impact.
- **Developing Tourism Products:** Fostering creativity to create sustainable tourism offerings rooted in local heritage and tailored to market needs.

By combining these themes, the training emphasizes sustainable tourism development through innovation and effective resource utilization.

Scope of Work

The expert will design and deliver an integrated training program combining the utilization of AI and the development of tourism products. This unified training will cover:

- **Introduction to AI Concepts:** Explain the relevance of AI to CSOs and its potential to improve efficiency and decision-making.
- **AI Applications:** Train participants on using AI tools for tasks such as data analysis, project management, communication strategies, stakeholder engagement, fundraising, membership management, and impact assessment.
- **Tourism Product Development:** Explore fundamentals such as market analysis, product design, and creating value propositions that integrate local culture, heritage, and environmental sustainability.
- **Practical Implementation:** Guide participants in designing tailored tourism offerings like eco-tourism packages, cultural circuits, hiking trails, and community-based experiences.
- **Case Studies and Tools:** Provide examples of successful AI integration and tools for evaluating and refining tourism products to meet evolving market expectations.

The training will include practical exercises, group discussions, and interactive activities to ensure the concepts are well-understood and can be effectively applied in participants' work.

Duration of Work

The implementation is set to begin during the week of February 17, 2025, with the initial training sessions. The timing of subsequent coaching sessions will be outlined by the expert and confirmed during the kick-off meeting. This support will run through April 30, 2025, with each CSO receiving an average of three additional sessions.

The average number of working days in the context of this mission are as follows:

Description	Working days
Kick-off meeting	0.5
Preparing of training materials (AI, Product development)	01
Delivery of Training session / Follow-up and coaching for CSOs	06
Debrief meeting for finalizing the report	01

Deliverables

- 1. Training Plan:** A detailed plan including objectives, content, methods, and schedule for each thematic training.
- 2. Training Materials:** Comprehensive and user-friendly materials for participants, including presentations, guides, and case studies.
- 3. Training Sessions:** Deliver interactive and engaging sessions, ensuring active participation and knowledge transfer. Pre and post evaluation.
- 4. Engaging activities:** Activities to engage CSOs, including icebreakers and participatory sessions, to maintain their interest and active involvement.
- 5. Post-Training Report:** A report summarizing the training outcomes, including an evaluation of participants' understanding and recommendations for further capacity-building needs.

Qualifications Required

- Advanced degree in Business Administration, Tourism, Technology, or a related field (BTS or higher).
- At least 5 years of professional experience in capacity building, training, and technical assistance for CSOs.
- Proven expertise in AI tools and their application in organizational settings.
- Strong knowledge of sustainable tourism development and tourism product design.
- Excellent facilitation and communication skills, with experience in delivering training to diverse audiences.
- Fluency in English and French (Arabic is an asset).

Taxes and Other Terms

- The offer should be including VAT
- For individual consultants, Applicable tax laws apply



- The selected expert shall be responsible for their transportation and accommodation
- Please address the offer to: **Leaders International/TANIT**
- Please mention the ToR number **01/TANIT/2025** in the email subject
- Please submit your application, in addition to your company profile or CV (Individual Consultants) to: procurement@leadersinternational.org, no later than **February 11, 2025** using **TND Currency**.