

Terms of Reference

General Information

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| Project | : | NatureWorks- Enhanced Climate Adaptation Measures and Local Economic Development in Eastern Badia Nature Reserves - Shiraka III |
| Activity Title | : | Stargazing Experience Development Coaching |
| ToR Number (Please refer to it when applying) | : | ToR/NW/14/2025 |
| Location | : | Jordan, Wadi Rum |
| Date of Announcement | : | July 8, 2025 |

Leaders International

Leaders International is a forward-thinking economic development organisation that brings together governments, community groups and private sector partners to work on various projects across the Middle East and Africa.

With offices in Belgium, Jordan, Palestine and Tunisia, we create partnerships that bridge the gap between east and west in order to create new opportunities and resources, and accelerate the growth of underdeveloped and developing economies. Our focus areas include MSME Development, Entrepreneurship & Innovation, Digital Transformation, Livelihoods & Employability, Green Growth, and Alternative & Sustainable Tourism.

Project Background

Nature Works: is a two-year project dedicated to promoting sustainable development in Jordan's Eastern Badia region. Focused on Al Shaumari and Al Dahek reserves, the project aims to strengthen the conservation efforts by providing the Royal Society for the Conservation of Nature (RSCN) with essential tools and resources to address climate change and ecological challenges. Simultaneously, it strives to enhance the tourism experience through visitor-centric strategies, improved infrastructure, and stronger connections with local service providers, all with a core focus on sustainable tourism practices. The project also empowers local communities through capacity-building programs, active involvement in reserve protection, and integration of conservation themes into local communities, fostering environmental awareness. By creating economic opportunities, such as job creation and sustainable agribusinesses, "Nature Works" seeks to strengthen biodiversity protection, position



Jordan as a premier ecotourism destination, and ensure a lasting positive impact on the region's ecosystems and communities.

This project is implemented by Leaders International for Economic Development in partnership with the Royal Society for the Conservation of Nature and is funded by the state of the Netherlands.

Objective

Leaders International is looking for an expert or a specialized company to design and implement a tailored **stargazing coaching program** in Wadi Rum for two selected entrepreneurs from Al Azraq, as part of the NatureWorks project. The objective of the program is to train these entrepreneurs on how to curate and deliver a professional, engaging, and tourism-ready stargazing experience, which will later be implemented in Al Dahek Nature Reserve, Al Azraq.

Scope of Work

The selected service provider is expected to provide a comprehensive coaching experience that includes:

1. Logistics & Hospitality

- Round-trip transportation from Al Azraq to Wadi Rum and return.
- 6 nights of accommodation in Wadi Rum: 1 single room and 1 double room on a **full board (FB)** basis.

2. Stargazing Tourism Experience Coaching

- Hands-on training on how to design and deliver a stargazing experience as a tourism product.
- Practical coaching on:
 - **Using telescopes** and setting them up professionally.
 - **Creating and delivering presentations** (in both Arabic and English) for tourists.
 - **Interpreting the night sky** and storytelling techniques related to astronomy and cultural heritage.
 - Customer service and group management in remote areas.
 - Managing the experience as a safe, inclusive, and sustainable eco-tourism activity.
 - **Using a sky laser** to detect and explain stars and constellations.

3. Localization of Knowledge

- Guidance on how to adapt the Wadi Rum learnings and replicate the stargazing experience in Al Dahek Reserve in Al Azraq.

Deliverables

- 7 days intensive coaching program implemented in Wadi Rum.
- Coaching material (presentations, handouts, visuals) in both **Arabic and English**.
- Post-training support documents, including a replicable program plan tailored to Al Dahek Reserve.
- Evaluation report on the participants' progress and readiness to conduct the experience independently.
- Photos and documentation of the training sessions for reporting purposes.

Duration of Work

The duration of the assignment is **one week**, including the day of arrival and the day of departure. The coaching program is expected to start on **July 24** and be completed by **July 30, 2025**

Note: the selected service provider should remain available for feedback and minor revisions throughout the assignment period.

Qualifications Required

The selected service provider should have:

- 10+ Proven experience in astronomy, astrophotography, or stargazing tourism in Jordan, with a preference for Wadi Rum-based operations.
- At least 5 years of experience designing or leading tourism or eco-tourism training programs.
- Knowledge of tourism product development and visitor experience design.
- Ability to deliver training in both **Arabic and English**.
- Availability of professional telescopes and stargazing equipment.
- Capacity to host and manage logistics for field-based training in remote areas.

Taxes and Other Terms

- The offer should be including VAT;
- For individual consultants, Applicable tax laws apply;
- Please mention the ToR number: **(ToR/NW/14/2025)** in the email subject;
- Please address your offer to: **Leaders International for Economic Development/ Nature Works**;
- Company's registration certificate must be provided with the offer;
- Please submit your application, in addition to your company profile or CV (Individual Consultants) to: jordanprocurement@leadersinternational.org, no later than **July 22, 2025** using JOD Currency.