

**Terms of Reference**

<b>General Information</b>	
<b>Project</b>	<b>NatureWorks- Enhanced Climate Adaptation Measures and Local Economic Development in Eastern Badia Nature Reserves - Shiraka III</b>
<b>Activity Title</b>	<b>Yoga Experience Development Coaching</b>
<b>ToR Number (Please refer to it when applying)</b>	<b>ToR/NW/24/2026</b>
<b>Location</b>	<b>Al Azraq/ Al Dahek Reserve - Jordan</b>
<b>Date of Announcemen</b>	<b>January 22, 2026</b>

**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 seeking a qualified expert to deliver a **coaching program** aimed at strengthening the **tourism, hospitality, and visitor management components** of an already established **yoga experience** in Al-Azraq, specifically within **Al-Dahek Reserve**.

The beneficiary is an **experienced, advanced-level yoga practitioner** who already operates a functional outdoor yoga experience with the necessary equipment and materials. The experience is suitable for **mixed groups of up to 10 visitors**, including local and international tourists of different ages and skill levels.

Accordingly, the purpose of this coaching program is **not to teach yoga techniques or provide equipment**, but rather to enhance the beneficiary's ability to deliver a **professional, high-quality, and market-ready yoga tourism experience**, in line with eco-tourism and wellness tourism standards.

The expert will communicate directly with the beneficiary to fully understand the existing yoga experience and offerings, and **tailor the coaching content accordingly**.

The online coaching program will be delivered over **3 days**.

## Scope of Work

The expert will deliver a customized coaching program covering, but not limited to, the following:

### A. Outdoor Yoga Experience Design & Delivery

- Ensure the trainer is fully equipped to **design, set up, and deliver yoga sessions in outdoor settings** (natural reserves, open landscapes, cultural sites)
- Apply best practices for **outdoor yoga safety**, including ground assessment, weather awareness, spacing, and environmental protection.
- Adapt yoga sequencing and pacing to outdoor conditions (wind, temperature, uneven terrain)
- Create a calm, immersive atmosphere that respects **nature, local culture, and site regulations**.
- Integrate mindfulness and breathwork that enhances the outdoor experience without disturbing the surrounding environment.
- Ensure proper preparation of the space, including mat layout, shade considerations, hydration, and minimal visual clutter.

### B. Tourism-Oriented Facilitation & Guest Experience

- Train on **professional interaction with tourists**, including international and first-time visitors.
- Apply hospitality standards appropriate for **wellness and eco-tourism experiences**.
- Deliver clear pre-session briefings covering expectations, safety, and session flow.
- Communicate confidently in culturally sensitive and inclusive language.
- Manage group dynamics while maintaining a personalized, high-quality experience.
- Respond professionally to tourist needs, feedback, and questions.

- Ensure a smooth visitor journey:  
**Arrival → Welcome & Orientation → Experience Delivery → Closing Reflection → Photos → Departure**

### **C. Visitor Management, Adaptation & Professional Conduct**

- Handle mixed tourist groups with varying experience levels and expectations.
- Adapt sessions for different profiles without compromising experience quality.
- Manage time, transitions, and flow efficiently in an outdoor tourism setting.
- Address operational issues calmly (late arrivals, weather changes, minor complaints).
- Ensure participants feel safe, respected, and valued throughout the experience.

## **Deliverables**

The expert will provide the following:

- A training agenda for the yoga experience, approved by Leaders International (LI).
- Yoga training materials in Arabic, with English support if needed.
- A coaching report that includes:
  - Review of the current yoga experience
  - Suggestions to improve visitor flow and session structure
  - Improvements in hospitality and communication with visitors
  - Suggested yoga packages and pricing
  - Marketing and branding ideas
  - Practical steps to make the yoga experience ready for tourism markets
- Photos taken during the yoga session for documentation.

## **Duration of Work**

The training should be conducted and completed before **February 15, 2026** in coordination with the project implementation timeline.

## **Qualifications Required**

The expert should meet the following qualifications:

- Certified yoga instructor with intermediate to advanced level training.
- Proven experience in delivering yoga sessions in outdoor or nature-based settings.
- Experience working with mixed groups, including beginners, intermediate participants, seniors, and tourists.
- Ability to adapt yoga practices to different fitness levels and outdoor conditions.
- Strong communication and facilitation skills, with the ability to engage local and international visitors.
- Basic understanding of hospitality and tourism standards, preferably in wellness or eco-tourism contexts.

- Ability to conduct sessions in Arabic (English is an asset).

## Taxes and Other Terms

- The offer must **include VAT**.
- For individual consultants, applicable tax laws apply.
- A **valid company registration certificate** must be attached to the offer.
- Only invoices issued by the electronic invoicing system (**QR code invoices**) will be accepted from the awarded vendors.
- The offer must **remain valid for 90 days** from the ToR closing date.
- Inquiries or clarifications may be submitted within one week from the announcement date. After this period, no inquiries will be accepted.
- Mention the ToR reference number (**ToR/NW/24/2026**) in the email subject when submitting your offer or inquiries.
- Address the offer to: **Leaders International for Economic Development / NatureWorks**.
- Submit your technical and financial offer, along with your company profile or CV (for individual consultants), to [jordanprocurement@leadersinternational.org](mailto:jordanprocurement@leadersinternational.org), by **February 05, 2026**, using **JOD** currency.