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**PROSPERITY CATALYST
IRAQ PROGRAM
REQUEST FOR PROPOSALS: TOURISM SECTOR SPECIALIST
CLOSING DATE: January 17, 2022**

PROSPERITY CATALYST OVERVIEW

Prosperity Catalyst is a non-profit 501(c)(3) organization whose mission is to inspire, educate and support women entrepreneurs in places of conflict and natural disaster around the world. We seek to contribute to a global awakening in which women are recognized and valued as vital empowered participants in creating the foundation for peaceful and prosperous societies. Prosperity Catalyst provides technical, business planning and management training, product development and mentoring support to existing and aspiring women-led businesses, businesses employing women, and women entrepreneurs. We also help them acquire high quality supplies and equipment for their business and link them to local and international markets and sources of long-term financing.

PROSPERITY CATALYST TOURISM PROJECT IN IRAQ

Prosperity Catalyst in cooperation with the Private Sector Development and Employment Promotion (PSD) Project is launching “Growing Sustainable Employment Opportunities in the Tourism Sector in Iraq.”. The project aims to achieve the following objectives:

1. Increase the self-employment and business establishment capacity of 150 individuals, at least 50% women, through providing business management training, and mentorship resulting in skills that will prepare them to establish a tourism-related business.
2. Improve the job-seeking skills and hands-on industry experience of 100 individuals interested in employment in the tourism sector by providing soft skills and tourism training and an internship placement with tourism companies in Baghdad, Mosul, and Basra.
3. Increase local market access to 150 artisans to produce handmade products, majority women, through the implementation of technical training, in-kind toolkits, and local sales opportunities that will also increase tourist interest in local souvenirs.

SCOPE OF WORK

Prosperity Catalyst is seeking an Iraq-based consultant, ideally located in Mosul, Baghdad, or Basra, who will provide tourism sector knowledge and experience and help



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build relationships between Prosperity Catalyst and key actors in the tourism sector in these three cities. More specifically, the consultant will:

- Collaborate with PCAT to develop a clear **understanding of the tourism sector in each of the targeted locations (Baghdad, Mosul, and Basra)**. Specifically, this would involve understanding:
 - The primary attractions for tourists in the city.
 - The current and potential number of visitors a year to the city.
 - The number, types and sizes of the businesses active in the tourism sector.
 - The challenges they face, particularly as it relates to finding qualified employees.
 - Their sense of what types of jobs are likely to grow in their sector over time.
 - Their openness to taking on interns who graduate from our program.
- This assessment of the tourism sector in each city will be done through a combination of individual visits to businesses affiliated with the tourism industry as well as through roundtable discussions involving the main actors in each of the three cities.
- Assist Prosperity Catalyst to develop a curriculum to better prepare **job-seekers** in the tourist sector to meet the employers' primary skill requirements, particularly for entry level employees. These might include: communication skills and customer service, preparing tourist or visitor information, and planning tours/tour packages based on target groups.
- Assist Prosperity Catalyst to lead a transparent and competitive recruitment process to identify at **least six, small tourism enterprises**, particularly recent start-ups with potential for growth, across the three cities, which have an interest in and ability to participate in a capacity building program to improve the performance of their business.
- Assist Prosperity Catalyst to develop and apply an assessment tool for the 6 selected tourism enterprises to identify strengths and areas for improvement that could be supported by the project.
- Guide the development of a training process/curriculum for the 6 selected tourism companies targeting their shared weaknesses. These may include budgeting and financial management, marketing, costing and pricing their services, break-even analysis for their business, business planning, financial projections, or softer skills such as leadership, communication and customer service, preparing tourist or visitor information, liaising with other businesses, and planning tours/tour packages based on target groups.
- Assist Prosperity Catalyst to deliver the training (developed under the previous bullet point) to the six enrolled tourism sector businesses.
- Support the process of pairing tourism sector interns with the six tourism small businesses in a mutually beneficial internship wherein the companies will receive



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needed subsidized employment from the interns, and the interns will gain job experience.

- Assist Prosperity Catalyst to adapt its existing business feasibility, planning and management curriculum to the tourist sector, so that it can be used to prepare graduates from the tourism school and other **aspiring tourism entrepreneurs** interested in launching or growing their tourism businesses in Iraq.
- Develop and participate in a panel of seasoned Iraqi entrepreneurs to review and provide feedback on the business plans developed by aspiring tourism entrepreneurs at a business pitch event.
- Assist Prosperity Catalyst to achieve a high level of participation from tourist sector actors in a trade show and a pre-trade show networking event designed to connect **Iraqi artisans** with potential buyers within the tourism industry.

QUALIFICATIONS

- Based in Iraq.
- Proven expertise in the Iraqi tourism sector.
- Fluent in spoken and written Arabic.
- Ability to speak and write in English.
- Deep knowledge of the tourism sector in Iraq, particularly in Basra, Mosul, and Baghdad.
- Well networked within the tourism and hospitality industry in the cities of Basra, Mosul, and Baghdad
- Well-versed in business concepts.
- Proven success operating a tourism sector company in Iraq.
- Well-versed in participatory, adult training methodologies.

APPLICATION REQUIREMENTS

To be considered for this consultancy, please send the following to jackie@prosperitycatalyst.org by January 17, 2022. Application materials should be in English.

- Resume/CV highlighting previous education and experiences that make you a good fit for the role.
- Cover letter expressing your interest in the role and what you can contribute to the success of the project based on the scope of work.
- Proposed consultancy budget for this scope of work.

EVALUATION CRITERIA

The following criteria will be used to rank candidates for this consultancy:

- Ability to successfully establish and grow a tourism business
- Previous experience in tourism sector consulting
- Previous experience as a trainer
- Educational background



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