



USAID
FROM THE AMERICAN PEOPLE

Visit Tunisia Activity Newsletter | June 2023

VISIT TUNISIA



Dear valued partners and friends,

I hope the Eid celebrations were a blessed and happy time for all! I am pleased to share our June updates, where we kicked off the summer with ideas for outdoor activities to book and continued to work closely with small tourism and hospitality businesses across the country.

Through the ongoing Pathways to Professionalism program, we trained and certified hospitality professionals to improve their skills and the quality of service at partner hotels. Several hotels gained the great distinction of being recognized as an “Employer of Choice”. It’s wonderful to see more opportunities to work in tourism – especially for youth and women in the sector.

I am delighted to share a sneak peek of our ongoing “Nature & Adventure” national marketing campaign that showcases Tunisia’s adventure tourism experiences – fun activities for groups or independent travelers to explore this summer and in the seasons ahead. We have begun to see excellent results through the campaign – engaging Tunisian travelers and boosting the awareness of the featured businesses. Stay tuned for more stories and inspiration to come!

We continue to offer new opportunities to tourism businesses to collaborate with Visit Tunisia, and together contribute to elevate Tunisia’s profile as an exciting and diverse destination. We hope this newsletter and the activities showcased will inspire you to visit and explore!

Warm regards,

Leila Calnan

Chief of Party

USAID Visit Tunisia Activity

OPPORTUNITIES

[Call for Funds for Micro and Very Small Entreprises]

Get a loan up to TND 40 thousand, a grant of TND 800, and a tailor-made coaching program to increase your marketing skills!



شارك في برنامج سياحتنا وتحصل على قرض يوصل حتى 40 مليون مع منحة 800 دينار!

عندك مطعم، مركز رياضي، وكالة أسفار أو أي مشروع ينشط في القطاع السياحي أو القطاعات التي عندها علاقة بالسياحة، إنت زادة تنجم تنتفع ببرنامج سياحتنا. أوفنس ترافكك لتطوير مشروعك، و تمكثك من قرض يوصل حتى 40 مليون ومنحة قيمتها 800 دينار مموله من USAID VISIT TUNISIA ACTIVITY مع دورات تكوينية عن بعد في تقنيات التسويق تشرف عليها جمعية TAMSS بش تزايد تحسن في مشروعك. تحب تتمتع بالبرنامج؟ ماعليك كان تعمر الإستثمار و توجه لأقرب فرع أوفنس ليك وتجب معاك الوثائق المطلوبة.

مزيد المعلومات والاستفسار تجم لتصل بجمعية
مرفاه أوفنس على الرقم 24410510

[Call for Application for Job Seekers in the Hospitality Industry]

Boost and accelerate your career in the hotel of your choice!



ان كنت مهتماً بالعمل في السياحة و في القطاع الفندقي، هذه فرصتك!

[Call for Application for Small Tourism Businesses]

Receive assistance to enhance your offerings for your visitors and transform your business!



CALL FOR SMALL TOURISM BUSINESSES:
Receive Technical Assistance to Deliver and Market Unforgettable Visitor Experiences

Apply now!

[Call for funds for Micro and Very Small Entreprises]

Get up to TND 40 thousand in loans & up to TND 1,250 in grants!



منحة توصل حتى 1250 دينار
مع قرض حتى إلى 40 مليون

ماتضيعش الفرصة
توجه لأقرب فرع ليك و عمر الإستثمار

قدم مطلبك للإنتفاع ب
المشاريع المدعومة في إطار هذا البرنامج:

- مطعم أو قاعة شاي
- نشطة درجية و ترفيهية
- دار ضيافة أو نزل
- وكالة أسفار

والعديد من المشاريع السياحية الأخرى

أو إتصل بينا على الرقم العددي 00 20 10 80

مرفاه أوفنس

مرفاه أوفنس على الرقم 24410510

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MARKING THE SUCCESS OF 450 TRAINED PROFESSIONALS OF THE HOSPITALITY SECTOR IN TUNISIA



A candid moment capturing young awardees snapping a selfie, standing proud with their certifications. June 12, 2023. Photo ©Montassar Lassoued/USAID

USAID Visit Tunisia Activity hosted awarding ceremonies on June 12, 15, and 16 to commemorate the accomplishments of 450 employees from partner hotels in Tunis, Hammamet, Sousse, Mahdia and Monastir. These individuals successfully concluded on-the-job training in line with international industry standards as well as a practical exam, an online assessment, and a final interview with their employer. In addition, 36 partner hotels have been recognized as the “Employer of Choice” — which represents a great competitive advantage in the sector.

“Our employees who engaged in the program have shown real enthusiasm and dedication. Issuing certifications contributed to creating a healthy competitive environment. We will scale our Tunis-based learnings to our new staff in the housekeeping, kitchen and restaurant/bar departments in our new hotel in Douz.”

— Henda Saidi, HR Director,
Residence Hotel Gammarth Tunis.



Training Over 450 Professionals Through the “Pathways to Professionalism” Program

Pathways to Professionalism is an ongoing program. Several recognition ceremonies were held in **March 2023** and **December 2022**. In June 2023, the ceremonies were expanded to partner hotels in Tunis, Hammamet, Sousse, Mahdia and Monastir to provide certificates to 450 semi-skilled and skilled employees. These individuals are recognized as trainees from Levels 2 & 3 under the Pathways program. In Sousse and Hammamet hotels for instance, the program trained 35% skilled and semi-skilled employees from the “restaurant and bar” departments, 36.5% from the “housekeeping” departments, and 28.5 % from the “kitchen” departments.



The certification ceremony at the Residence Hotel Gammarth Tunis was held on June 12, 2023 and awarded 50 employees. Photo ©Montassar Lassoued/USAID



The certification ceremony at the El Mouradi Club Kantaoui in Sousse was held on June 16, and 258 employees were awarded. Photo ©Montassar Lassoued/USAID



Expanding Employment Opportunities to Youth and Women

Pathways to professionalism is an inclusive program aiming to enhance the employment opportunities in Tunisia by providing training to hospitality professionals from all levels (new-entry level, semi-skilled, skilled, managers, supervisors and high-level employees) including young people and women. In the framework of these latest Pathways certifications, 41% of certified hospitality professionals are women and 32.5% are young people.



“The kitchen-related best practices and all the training materials have been relevant and useful to apply in my day-to-day work at the hotel. I would follow the same program for higher levels.”

— Abir Jlassi, Garde-manger Cuisinier, Residence Hotel Gammarth Tunis.

36 “Employer of Choice” Hotels Gain a Significant Competitive Advantage

In addition to the employees’ certificate awards, 36 partner hotels located in Sousse, Mahdia, Hammamet, and Monastir have been acknowledged with the esteemed “Employer of Choice” award due to their provision of favorable working conditions and opportunities for training and professional growth.

Top 5 Advantages for “Employer of Choice” Hotels The status of an “Employer of Choice” bestows several significant advantages upon hotels that hold this distinction, which can greatly contribute to their long-term success. These advantages include:

- Heightened engagement levels among current employees.
- The ability to attract and retain top-tier talent.
- Decreased turnover rates.
- Enhanced brand reputation for the hotel.
- Improved employee productivity within the workplace.



The opening of the certification ceremony on June 12, 2023 by the program’s representatives and partners. Photo @Montassar Lassoued/USAID



We extend our congratulations to all our partners and express our sincere appreciation for their unwavering commitment and dedication.

The Pathways to Professionalism program is designed for hotels in Tunisia, offering work-based training using an innovative approach for professionals in the hospitality sector. Its primary objective is to enhance the quality of hotel services and employment opportunities in Tunisia by providing training to hospitality professionals, including young people and women, by the end of 2023. Pathways to Professionalism is implemented by USAID Visit Tunisia Activity in cooperation with the Agence de Formation dans les Métiers du Tourisme (AFMT) and the Fédération Tunisienne de l’Hôtellerie (FTH).

سياحتنا (“OUR TOURISM”): USAID, TAMSS, AND ADVANS TUNISIE LAUNCH ENTREPRENEUR SUPPORT PROGRAM FOR TOURISM SECTOR IN TUNISIA



Agreement signature ceremony on June 12, 2023, with Leila Calnan, Chief of Party at USAID Visit Tunisia Activity (on the left) and Chema Gargouri, Executive Director at Association TAMSS (on the right). Photo ©USAID

On June 12, 2023, USAID Visit Tunisia Activity launched “سياحتنا”, its new 12-month Entrepreneur Support Program, implemented by the Tunisian Association for Management and Social Stability (TAMSS) and the microfinance institution Advans Tunisie. This program will support 1,000 micro and very small enterprises (MVSEs) in the tourism sector in Tunisia recover from the impact of the COVID-19 pandemic and economic crisis and facilitate their access to finance.

What Is “سياحتنا” Assistance Package?

The estimated loans and commercial financing leveraged from Advans for this program are valued at 10 million TND. The assistance package that will be provided to MVSEs consists of:

- A tailor-made coaching program to increase marketing skills* (by TAMSS);
- A small advance bank loan at competitive prices (by Advans Tunisie);
- Easy access to digital financial services (through Advans); and
- A grant of TND 800 (by USAID Visit Tunisia).



*The Tailor-Made Coaching Program:

Each business will receive an intensive “one-on-one” coaching program, lasting between 4 and 6 weeks, and facilitated through a digital platform. The coaching program will help MVSEs to improve their products and services, adapt a digital marketing strategy, and attract and reach a wider base of customers. The program is composed of 5 main phases:

1. Onboarding;
2. Diagnosis of the business situation;
3. Definition of an action plan;
4. Follow-up sessions to coach and support in the implementation of the action plan; and
5. Evaluation.

Who Can Benefit From “سياحتنا” Assistance Package?

By the end of the program, up to 1000 MVSEs/entrepreneurs in the most impacted sectors operating in tourism sector, with priority given to those in underserved regions, will be supported. Eligible tourism-sector* micro and very small enterprises must meet at least one of the three following three criteria:

1. Impacted by COVID-19;
2. Operating in underserved and rural regions in Tunisia**; and
3. Owned by and employing women and/or youth (under 35).

*The type of business considered as part of the tourism sector are restaurants and fast foods, cafés, tea rooms, bars, sport center, photography firms, gaming, carpentry, leather goods, cabinetmaking, upholstery and pottery/ceramic, handicrafts, leather goods.

**The underserved and rural regions in Tunisia include the governorates of Medenine, Tataouine, Tozeur, Kebili, Mahdia, Kef, Gafsa, Zaghuan, Siliana, Beja, Sidi Bouzid, Jendouba, Kairouan and Kasserine.

How to Apply for “سياحتنا” Assistance Package?

To apply for a loan up to TND 40,000 and a grant of up to TND 800, eligible micro and very small businesses operating in the tourism sector have three options:

1. Apply online through this **form**;
2. Call the free number 36 410 510; or
3. Visit the **closest branch** to their homes.

For media inquiries, please download the press release in English here.



USAID, TAMSS, and Advans Tunisie Launch Entrepreneur Support Program for Tourism Sector in Tunisia

As part of its "Visit Tunisia" activity, the U.S. Government, through United States Agency for International Development (USAID), is pleased to announce the launch of its new 12-month Entrepreneur Support Program, implemented by the Tunisian Association for Management and Social Stability (TAMSS) and the microfinance institution Advans Tunisie. This program will assist 1,000 mic... [Ver más](#)