

- Providing examples and cases applicable to diverse sectors of the tourism industry that take into account all of IGLTA's Membership Categories (refer to Annex B).
- Providing recommendations for addressing common misconceptions and stereotypes on diverse gender identities, gender expressions and sexual orientations within the tourism industry through language use.
- Collaborating with our team to review and provide feedback on the content of the draft versions of the LGBTQ+ inclusive language guide, and making revisions based on the feedback received.
- Collaborate with IGLTA's marketing team to design the guide according to IGLTA brand guidelines.
- Delivering the final designed version of the LGBTQ+ inclusive language guide in digital format (PDF) and providing any necessary support during the implementation phase.

Proposal Requirements:

Interested providers are requested to submit the following information as part of their proposal:

- ***Company Information:*** Provide an overview of your company, including your expertise and experience in creating inclusive language guides, particularly in the tourism industry.
- ***Approach and Methodology:*** Describe your approach and methodology for creating an inclusive language guide, including any tools, resources, or frameworks that you use.
- ***Relevant Experience:*** Provide examples of similar projects you have completed, including samples of inclusive language guides or other relevant materials.
- ***Team Qualifications:*** Provide information about the qualifications and expertise of the team members who will be involved in the project, including their experience in inclusive language and diversity issues.
- ***Timeline:*** See Annex A
- ***Cost Proposal:*** Provide a detailed cost proposal for the project, including all relevant fees and expenses.

Selection Criteria:

The selection of the provider will be based on the following criteria:

- Expertise and experience in inclusive communication
- Approach and methodology for creating an LGBTQ+ inclusive language guide.
- Proposed timeline and ability to meet project deadlines.
- Cost proposal and value for money.
- Familiarity with the tourism sector and its terminology
- Engagement with the LGBTQ+ community

Budget:

Please provide detailed pricing and cost breakdown for the development of the inclusive language guide, including any additional fees or expenses.

Submission Instructions:

Please submit your proposal in electronic format (PDF) to amine.gabbouj@iglta.org no later than **July 26, 2024**. Please include "LGBTQ+ Tourism Language Guide Proposal" in the subject line of your email.

We look forward to reviewing your proposal and discussing further. Thank you for your interest in this project.

For questions and to submit interest, please contact amine.gabbouj@iglta.org

ANNEX A

TIMELINE:

- Proposal submission deadline: **July 26, 2024**
- Service provider selection: **August 10, 2024**
- Project initiation: **August 11, 2024**
- Research and content development: **August 27 - September 17, 2024**
- Review and editing: **September 18 - October 7, 2024**
- Final design and formatting: **October 8 - October 14, 2024**
- Beta testing and final adjustments: **October 15 - October 18, 2024**
- Final deliverables submission: **October 18, 2024**

Please note that the timeline may be adjusted based on the complexity of the project, availability of resources, and feedback and input from the IGLTA Foundation and other stakeholders during the review and editing phase.

ANNEX B

MEMBERSHIP CATEGORIES:

1. Outbound Tour Operators, Travel Advisors and Meeting Planners
2. OTAs and Wholesalers
3. Airlines and Aviation Companies
4. Ocean and River Cruise Lines
5. Hotels and Accommodation Businesses
6. Inbound Tour Operators and DMCs
7. Destinations (DMOs and CVBs)