challenges facing the tourism sector in Jordan:

- **Regional stability:** The Middle East region is exposed to political and security disturbances. This has had a negative impact on inbound tourism leading to instability in the number of tourists coming to Jordan. This puts additional pressure on all state agencies to maintain stability.

- **Infrastructure:** The transportation and accommodation infrastructure may require improvements to enhance the tourist experience, especially with expectations of an increase in the number of visitors coming to Jordan.
challenges facing the tourism sector in Jordan:

Qualified and trained workforce: Developing the skills of the workforce in the tourism industry and ensuring service quality is an important challenge. It is necessary to keep up with new and diverse requirements and ensure their availability in the human resources working in the tourism sector in Jordan.
Building Greater Resilience to Crisis

Procedures and policies followed to overcome challenges:

To maintain stability and security in Jordan, especially in politically unstable region, the Ministry of Tourism and Antiquities has implemented various measures, including:

Coordinating with relevant entities like the Ministry of the Interior and security agencies to establish a 24/7 communication system to enhance continuous communication.

Conducting risk assessments and taking action based on the evaluation of the security situation.

Organizing educational tours for school and university students, as well as for local communities to promote awareness and understanding of tourism security and safety.
Procedures and policies followed to overcome challenges:

The development of tourism infrastructure in Jordan involves a collaborative effort between the government, the private sector, and the local community. The Ministry of Tourism and Antiquities has taken significant steps to enhance tourism infrastructure, which includes:

Upgrading key tourist sites like Petra, Jerash, and Umm-Qais through various projects. The Ministry utilized periods of COVID-19-related closures and reduced visitor numbers to improve the infrastructure at these sites.

Initiating accessible tourism projects in different locations to improve the experience for individuals with disabilities, in partnership with local and international institutions.

Creating new tourism products and diversifying tourist routes.

These infrastructure improvements have led to the creation of direct employment opportunities for the residents of these areas. Furthermore, it also attracted new investments to these sites.
Building Greater Resilience to Crisis

Procedures and policies followed to overcome challenges:

- Qualified and Trained Workforce: Jordan is grappling with an unemployment rate that reached 22.8% in 2022, and the tourism sector faces the challenge of having access to qualified and trained labor. To address these challenges, the Ministry of Tourism and Antiquities has implemented a series of measures, including:

  Launch of a training program in collaboration with the Vocational Training Corporation. This three-month program, comprising 300 hours of training, aims to empower participants, enhance their capabilities, and equip them with the necessary skills for providing tourism services and local experiences. The program is designed to align with the labor market requirements in the tourism sector, provide employment opportunities, and covers various areas like food and beverage production, digital marketing, customer service, and traditional crafts, adapting to the specific needs of different regions and tourist sites in Jordan.
Building Greater Resilience to Crisis

The following chart shows the number of visitors over the 4 years from 2019 to 2022:

There was an increase in the number of international visitors in 2022 compared to the same period in 2021 at a rate of 114.1%.
Success Story:

The following video presents the success story achieved by the Ministry of Tourism and Antiquities through the training program for workers and job seekers in the tourism sector. This program continues for two consecutive years with a total of 900 participants and will continue in the coming years with continuous improvements for its development.

Through the national tourism strategy within the human resources axis
Lessons Learned:

The experience of the Ministry of Tourism and Antiquities in responding to and resilience to crises can be summarized as follows:

Increasing reliance on technology and applications in providing all services for employees, workers in the tourism sector, visitors, and tourists.

Establishing a database and an advisory guide containing the ideal procedures to be followed in facing crises and protecting the tourism sector in all its components.

Empowering and equipping the workforce in the tourism sector with the skills and knowledge that enable them to keep up with changes and withstand crises.

The various measures implemented by the Ministry of Tourism and Antiquities have contributed to the resilience of the tourism sector, especially since the tourism sector is one of the most important economic sectors in Jordan and a major contributor to employing the Jordanian workforce and a significant supporter of the development of local communities.
Building Greater Resilience to Crisis

Recommendations:

Provide the necessary support and training for young people, women, and individuals with disabilities working in the tourism industry, as these groups are the first to be directly affected in times of crises.

Explore the best international practices applied to empower and enhance the capabilities of those working in the tourism sector and plan training programs based on these practices.

Establish a tourism risk fund in collaboration with all entities in the tourism sector, aimed at providing financial support and necessary tools to withstand crises and manage risks.

Maintain a positive working environment, provide opportunities for development, training, and offer insurance programs and social benefits for those working in the tourism sector to increase their attachment to the sector. 