Women in tourism sector
Jordan
Tourism Landscape

# Tourists

YTD (Jan – Dec) (2023 VS 2022)
- ▲ 22.1%
- ▲ 22.1%

YTD (Jan – Dec) (2023 VS 2019)
- ▲ 18.5%

6.354 M

Targets

Receipts

YTD (Jan – Dec) (2023 VS 2022)
- ▲ 15.8%

YTD (Jan – Dec) (2023 VS 2019)
- ▲ 27.9%

5,253.5 M

15.6%
Jordan is ranked 13th globally/5th MENA in terms of Visitors recovery from 2019 with + 18.5%

Jordan is ranked 9th globally in terms of Receipts recovery from 2019 with + 27.9%

Source: https://www.unwto.org/tourism-data/unwto-tourism-recovery-tracker
7,197 out of 54,519 are women with 13.2%

Mostly in Hotels and restaurants
• **Centre Stage (2022) - UN Tourism**
  - TOT for women empowerment - Ministry employees
  - 3 Workshops for 80 women in the tourism sector
  - 2 networking sessions attended by 180 women in the tourism sector

• **Inclusion plan**
  The plan Focused on:
  - women economic empowerment
  - Awareness campaigns
  - Specialized training workshops

• **Training**

<table>
<thead>
<tr>
<th>Title</th>
<th>Total Trained</th>
<th>Women</th>
<th>Programs</th>
<th># Hours</th>
<th>Governorates</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Job Seekers</td>
<td>523</td>
<td>460</td>
<td>Building capacities</td>
<td>300</td>
<td>All Governorates</td>
</tr>
<tr>
<td>B. Local Communities (Service Providers)</td>
<td>276</td>
<td>217</td>
<td>upskilling</td>
<td>40</td>
<td>All Governorates</td>
</tr>
<tr>
<td>C. Already Employed</td>
<td>153</td>
<td>121</td>
<td>upskilling</td>
<td>40</td>
<td>All Governorates</td>
</tr>
</tbody>
</table>

Total: 952 trained, 798 women
Current Projects

• Opening 5 sites for women in MoTA Locations

  MoTA Plan:
  o 3 in Al-Karak (Handicraft, Agriculture Products)
     2 (2024), 1(2025)
  o 1 in Jerash (Handicraft) (2024)
  o 1 in Madaba (Handicraft) (2024)

• Rapid assessment for MoTA

  o 31% of total employees are women (92 out of 294)
  o 29% of leadership roles are women
  o 39% of supervisory roles are women

• Technical Women Committee in MoTA

  o Better coordination and collaboration between directorates in the ministry
  o Innovation and Continues improvement (implementation of the action plan), monitoring and evaluating
  o Employee Engagement and Satisfaction
  o Accountability and transparency
• Maknati - Women Tourism Council with USAID

- Promote women empowerment within the tourism industry.
- Provide support and resources for women working in various roles within the tourism sector.
- Foster networking opportunities and collaboration among women in the tourism industry.
- Advocate for increased representation of women in leadership positions and decision-making roles.
- Support career advancement and professional development for women in tourism.
- Encourage entrepreneurship among women in the tourism sector.
- Raise awareness about issues and challenges faced by women in tourism.
- Promote diversity and inclusion in tourism businesses and organizations.
- Advocate for policies and initiatives for women empowerment.
- Conduct research and collect data to better understand the needs and experiences of women in the tourism industry.
Forthcoming Projects

• **Makanati - Incubator Fund for Women in the sector** with USAID

  o Managed by Women Tourism Council
    o Supporting Startups: Provide financial support to startups in early stages.
    o Promoting Innovation: by supporting groundbreaking products, services, or technologies.
    o Creating Jobs: Stimulate economic growth and job creation within the startup ecosystem.
    o Building Entrepreneurial Ecosystems: Strengthen entrepreneurial ecosystems through funding, mentorship, and networking.
    o Sustainability of the fund
• **Makanati action plan with USAID**

  o Focus on empowering women in the private and public sector in tourism (skilling, upskilling, re-skilling)
  o Programs to empower women to take on leadership roles in the tourism sector.
  o Women advocacy campaigns
  o Supporting the Ministry of Tourism and its employees in building local and international relationships through the Leadership Programs.
Women empowerment in the tourism sector is crucial for several reasons:

- **Economic Growth**: Women form a significant portion of the workforce in the tourism sector, and empowering them economically can lead to increased productivity and revenue generation.

- **Poverty Alleviation**: Empowering women in the tourism sector can help alleviate poverty, especially in rural and marginalized communities where tourism often serves as a vital source of income.

- **Gender Equality**: The tourism sector has the potential to promote gender equality by providing women with equal access to employment, leadership positions, and decision-making roles.

- **Sustainable Development**: Women play a crucial role in sustainable tourism development as they often have a deep connection to local cultures, traditions, and natural resources.

- **Social Impact**: Women empowerment in tourism can have a positive social impact by improving women's status and well-being, enhancing their self-esteem and confidence, and fostering community cohesion and resilience.
Enablers to women empowerment in tourism sector

- Transportation Facilities
- Provision of childcare facilities
- Scholarships
- On job training/mentoring
- Access to finance