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وزارة السياحة والآثار
Ministry of Tourism & Antiquities



Ministry of Tourism and Antiquities

Gender and Inclusion Project Plan

2021-2025

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Acronyms

AFD	Agence Française de Développement
BPfA	Beijing Platform for Action
DAI	Development Alternatives Incorporated
EBRD	European Bank for Reconstruction & Development
EIB	European Investment Bank
FCDO	Foreign, Commonwealth and Development Office
GDP	Gross domestic product
GEWE	Gender Equality and Women Empowerment
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
IFAD	International Fund for Agricultural Development
ILO	International Labour Organization
JICA	Japan International Cooperation Agency
JNCW	The Jordanian National Commission for Women
MoTA	Ministry of Tourism and Antiquities
MoF	Ministry of Finance
MoPIC	Ministry of Planning and International Cooperation
MSME	Micro Small Medium Enterprise
M&E	Monitoring and Evaluating
NSW	National Strategy for Women
NGO	Non-Governmental Organizations
PDTRA	Petra Development and Tourism Region Authority
SDG	Sustainable Development Goal
UN	United Nations
USAID	United States Agency for International Development
UNDP	United Nations for Development Programme
UNWTO	World Tourism Organization
WEEAP	Women Economic Empowerment Action Plan

Executive Summary

The Gender and Inclusion Project Plan has been prepared to complement the Jordan National Tourism Strategy 2021 – 2025, supported by the Multi-Donor Trust Fund. The objective is to tap a promising potential for increasing labor force in tourism and hospitality and recover from the COVID-19 pandemic outbreak. This will be achieved through supporting local communities, empowering women and vulnerable groups, and increased inclusion.

This Plan sheds light on the challenges that prevent women and vulnerable groups from participating actively in the tourism and hospitality workforce and to be economically empowered, which accordingly hinders their progress professionally and contributes to their falling behind men in the workforce. It also includes recommendations and consultations from the sectors' partners whose valuable input, advice, guidance, and support will help efforts move forward to achieve the empowerment of women, vulnerable groups, and youth, increased inclusion, and self-reliance.

Many social and economic factors have played a role in designing this Plan with the goal to move forward with reviving the tourism sector by providing a framework and guiding direct consultations and meetings with the sector's stakeholders such as the private sector, donors, implementing partners, governmental institutions, non-governmental organizations, tourism associations, and civil society, among others.

The Gender and Inclusion Project Plan was developed by the Ministry of Tourism and Antiquities (MoTA). A special acknowledgement goes to the sector's focal points who provided their technical assistance and guidance to support the delivery of this report to name; Ministry of Planning and International Cooperation (MoPIC), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and the World Bank.

I. Introduction

Tourism has a vital role to play in achieving the commitments of the 2030 Agenda for Sustainable Development Goals (SDGs) – including commitments to gender equality, social inclusion, and the empowerment of women, leaving no one behind. The achievement of progress and sustainable development is not possible without achieving gender equality and empowerment of women because rights and opportunities would be denied to half of humanity. That is precisely why it is one of the SDGs on the 2030 Agenda: Goal 5: Achieve gender equality and empower all women and girls. Gender equality must also be considered in the achievement of other goals and, especially, in Goal 8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all ^[1]

Gender equality is defined as: ‘the equal rights, responsibilities and opportunities of women and men and girls and boys. Equality does not mean that women and men will become the same but that women’s and men’s rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration, recognizing the diversity of different groups of women and men. Gender equality is not a women’s issue but should concern and fully engage men as well as women. Equality between women and men is seen both as a human rights issue and as a precondition for, and indicator of, sustainable people-centered development.’ ^[2]

According to the World Bank document on Improving women’s access to economic opportunities, increasing female labor-force participation to the levels of men could boost regional Gross domestic product (GDP) by 47 percent. In the case of Jordan, the International Labour Organization (ILO) estimates that by increasing women’s labor force participation by just 25 percent, the GDP would grow by 10 percent. ^[3]

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- 1- United Nations. Transforming Our World: The 2030 Agenda for Sustainable Development. A/RES/70/1. 2015. Available online: <https://sdgs.un.org/2030agenda>
 - 2- World Tourism Organization (UNWTO). Global Report on Women in Tourism, 2nd ed.; World Tourism Organization (UNWTO): Madrid, Spain, 2019. Available online: <https://www.e-unwto.org/doi/book/10.18111/9789284420384>
 - 3- Improving women’s access to economic opportunities, World Bank, <https://documents1.worldbank.org/curated/en/429441581525262376/pdf/Jordan-Improving-Women-Economic-Opportunities-Select-Entry-Points-for-Policy-Dialogue-and-Operational-Interventions.pdf>

II. The National Strategy for Women in Jordan

In March 2020, the Government of Jordan introduced the National Strategy for Women (NSW) in Jordan 2020-2025. The strategy priorities have been set in alignment with the Jordanian Constitution, national plans and sectoral strategies such as the *Jordan 2025 (A National Vision and Strategy)*, and *on the footsteps of the Renaissance Plan: Government Priorities for 2019-2020*, the *Comprehensive 8 Sectoral Policy for Promoting Gender Equality and Women's Empowerment 2020-2022*, *National Plan for Human Rights 2016-2025*, and *Jordanian National Action Plan for the Implementation of UN Security Council Resolution 1325 (2000): Women, Peace and Security, Women's Economic Empowerment Plan 2019-2024*. The logical framework of the strategy has been linked to the national plans and strategies related to women, as well as international objectives and commitments, particularly the Convention on the Elimination of All Forms of Discrimination Against Women, the Beijing Platform for Action (BPfA), and the Sustainable Development Goals (SDGs) Agenda 2030, namely SDG 5: achieve gender equality and empower all women and girls. Thus, this strategy shall become Jordan's road map to achieve gender equality and women's empowerment, to be implemented through the executive and legislative authorities in collaboration with national institutions, civil society organizations and the private sector. ^[4]

The NSW has placed its focus on the importance of achieving the following goals affirming the importance of aligning the NSW in Jordan 2020- 2025 with national and international obligations, particularly international conventions and treaties related to women and ratified by Jordan; and ensuring efforts are complementary to achieve sustainable and inclusive development in a manner that aligns the NSW's log frame with sector plans and strategies:

1. Women and girls can exercise their economic, political, and human rights and freely lead and participate in society free of gender-based discrimination,
2. Women and girls enjoy a life free of all forms of gender-based violence,
3. Positive gender norms, roles and attitudes support gender equality and women empowerment; and
4. Institutions are executing and sustaining policies, structures and services that support Gender Equality and Women Empowerment (GEWE) in alignment with Jordan's national and international commitments. ^[5]

4- Sectoral Policy on Promoting Gender Equality and Women's Empowerment: available online https://jordan.un.org/sites/default/files/2021-09/Gender%20Policy%20E_f.pdf

5- National Strategy for Women in Jordan, 2020 – 2025, The Jordanian National Commission for Women <https://www.women.jo/sites/default/files/2021-12/The%20National%20Strategy%20for%20Women%202020%20-%202025%2001122021%20%282%29.pdf>

The national Women Economic Empowerment Action Plan (WEEAP), launched in 2019, and supported by the World Bank Mashreq Gender Facility, has been linked to the NSW strategic objectives, and is coordinated through the Jordan National Commission for Women (JNCW). Executive government plans are being developed to address the NSW, including the WEEAP.

Majority of women's employment is concentrated in the education and health sectors in addition to other administrative and service professions. Legislative, political, institutional, cultural, educational, and societal considerations continue to affect women's entrance to or continuity in the labor market. Other factors limit women to choose employment in different sectors, to name the low wage, discriminatory practices in recruitment, absence of a family-friendly work environment, and lack of efficient and safe transport services. Other factors include discriminatory pay for equal work, shortage of good quality and convenient childcare services, and provision of employment opportunities suitable to women in the governorates and compatible with the particularities.^[6]

It is noteworthy that poor child-care services are just one of the key challenges facing women, limiting their ability to join the labor market and to participate in the economy. Poor transport systems and the concentration of the development dividends, such as training and qualifying programmes in areas far away from rural women and from the poorest of women, including women refugees, is another factor that limits their chances of enjoying those dividends.^[7] Furthermore, women have less opportunities to acquire various vocational skills, due to their overall low participation in economic activities, which again limits their ability to compete for economic opportunities offered by the labour market.^[8]

Jordan's NSW 2020-2025 seeks to review women's empowerment procedures and initiatives, and to examine obstacles limiting women's economic independence and access to opportunities, resources, and services.^[7]

6- National Strategy for Women in Jordan, 2020 – 2025, The Jordanian National Commission for Women
<https://www.women.jo/sites/default/files/2021-12/The%20National%20Strategy%20for%20Women%202020%20-%202025%2001122021%20%282%29.pdf>

7- Millennium Challenge Corporation, Gender and Social Inclusion, 2015; available online: <https://www.mcc.gov/initiatives/initiative/gender>

8- International Fund for Agricultural Development (IFAD), Enabling the Rural Poor to Overcome Poverty in Jordan, available online
https://www.ifad.org/documents/38714170/39972571/Enabling+the+rural+poor+to+overcome+poverty+in+Jordan_e/54a42f13-2e19-4301-a80a-b7f720232cae

III. Gender in Tourism

Women constitute most of the tourism workforce worldwide according to The World Tourism Organization (UNWTO). The percentage of females employed is 54 per cent of people compared to 39 per cent in the broader economy. ^[9] However, key findings reveal that women face discrimination, gender inequality, and many other challenges in the tourism sector. The tourism sector is known for its extensive job rotation, seasonality, precarious contracts, delay in payments, unstable working hours, and other conditions that affect women more than men. In the patriarchal context, women bear the challenging conditions of the sector, the social constraints, and community responsibilities that are normally put for granted by the communities and being viewed as being available for the benefit of men. For example, taking care of the household tasks and the care of relatives and dependents, the cultural constrains of the stereotypical masculinity and femininity, that all hamper women’s equal rights and their chances of promotion, improvement, and inclusion. ^[10] These factors result in low female labor participation in the tourism sector at ten percent as shown in the Table 1.

Item	Gender			Nationality		
	Total	Female	Male	Total	Non-Jordanian	Jordanian
Hotels	20,333	1,850	18,483	20,333	1,884	18,449
Tourism Restaurants	17,217	1,295	15,922	17,217	2,801	14,416
Travel Agencies	4,338	1,186	3,152	4,338	139	4,199
Rental Car Offices	1,902	0	1,902	1,902	35	1,867
Tourist Shops	862	420	442	862	290	572
Tourist Guides	1,303	77	1,226	1,303	0	1,303
Horses Guides	528	0	528	528	0	528
Tourist Transport Co.	2,050	50	2,000	2,050	50	2,000
Diving Centers	150	0	150	150	40	110
Water Sports	255	0	255	255	51	204
Glass boats	100	0	100	100	0	100
Total	49,038	4,878	44,160	49,038	5,290	43,748
Relative Weight %	100%	10%	90%	100%	10.8%	89.3%

Source: Ministry of Tourism and Antiquities

9- World Tourism Organization (2019), Global Report on Women in Tourism – Second Edition, UNWTO, Madrid, DOI: <https://www.e-unwto.org/doi/book/10.18111/9789284420384>

10- Seeking Gender Equality in the Tourism Sector: A systematic bibliometric review, available online: https://www.researchgate.net/publication/355099323_Seeking_Gender_Equality_in_the_Tourism_Sector_A_Systematic_Bibliometric_Review

Due to COVID-19 pandemic which hit the world economy very hard since the year 2020, many tourism businesses shut down, and certain communities and vulnerable groups were affected severely due to their dependence on the tourism sector for their living. The most vulnerable groups were the unskilled and women. ^[11] The recent finding from a rapid assessment on the impact of COVID-19 on enterprises in Jordan performed by the Global Market Research and Public Opinion Specialist (IPSOS) stated a negative outlook about the future of businesses, as 49 per cent are not confident to survive the current crisis. This was even higher (68 per cent) amongst companies in the tourism and hospitality sector and service sector (54 per cent). Most small businesses (63 per cent) and roughly half of medium businesses (42 percent) confirmed that they would be unable to financially sustain themselves beyond April 2020, so the easing of lockdown restrictions was very timely. ^[12]

Therefore, the immediate response to the devastating effects of COVID-19 pandemic calls to invest in collaborations with relevant partners to help implement an inclusive gender response plan to overcome the impacts of the pandemic. The tourism industry benefits women and men albeit unequally; however, given the challenges that existed before the pandemic, the industry might need more time to address and resolve in the following years. It is worth mentioning that each community in Jordan has its unique case in terms of challenges, cultural aspects, the influx of migrants from the neighboring countries, people with disabilities, number of youths and women, the natural resources of each community and so on. Accordingly, having a response plan to address each community as a separate unique case would lead to better results. Thus, prioritizing a rapid assessment activity, to implement in different communities, and addressing the gender sensitive approach, towards giving equal opportunities, would help MoTA tackle the facts and customize the response plan accordingly.

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- 11- UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 3: Women in tourism. Available online: <https://www.e-unwto.org/doi/epdf/10.18111/9789284422616>
 - 12- Impact of COVID-19 pandemic on enterprises in Jordan, ILO, 2020. Available online: https://www.ilo.org/wcmsp5/groups/public/---arabstates/---ro-beirut/documents/publication/wcms_749136.pdf

UNWTO believes that the devastating effects of the COVID-19 pandemic presented golden opportunities to redefine its gender balance in the tourism sector. With support from Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the Federal Ministry for Economic Cooperation and Development of Germany and UN WOMEN, UNWTO has started implementing the Center Stage project for women’s empowerment, which is for one year from November 2021 – November 2022, with the aim to strengthen, coordinate, and focus work on gender equality and inclusion in the tourism governmental institutions and businesses as they recover from the pandemic. The project bases its activities on the findings of the Global Report on Women in Tourism (Second edition), which focuses action into six strategic areas (i) Employment; (ii) Entrepreneurship; (iii) Education and Training; (iv) Leadership, policy and decision-making; (v) Community and civil society and (vi) Measurement for better policies. The project is being piloted in four Member States from 2021 – 2022: Jordan, Costa Rica, Dominican Republic, and Mexico. ^[13]

IV. The Gender and Inclusion Project Plan

MoTA designed the Plan that proposes a series of actions to address constraints to women and vulnerable groups from their employment and entrepreneurship and to promote voice of women and vulnerable groups and agency by strengthening the enabling environment for their economic participation. There is a need to systematically identify and address the specific needs of women and vulnerable groups because each group benefits differently from investment projects, job opportunities, socio-cultural factors, and others. Thus, the Plan was designed and constructed in consultation with the sector’s representatives and women with tourism expertise, including tourism associations, NGOs, women cooperatives, community-based organizations, and some governmental institutes.

13- World Tourism Organization (2019), Global Report on Women in Tourism – Second Edition, UNWTO, Madrid, DOI: <https://www.e-unwto.org/doi/book/10.18111/9789284420384>

The consultations addressed the challenges that hinder women and vulnerable groups from their active economic participation in the tourism sector, such as poor access to finance and lending facilities, not enough free training courses on specialized topics, such as technology and online services to improve access to the market, need for basic English language courses, poor communication skills, need training courses on creating and developing handcrafts and handmade items. Managerial positions are dominated by men, and women have low chances of getting promoted due to gender stereotype and discrimination; gender pay gap and earning lower wages than their male peers for the same expertise and level of education; inflexible working hours for women who find challenges to balance with house/family chores; the need for daycare service; lack of transportation to the areas of residences for working women and unavailability of transportation by the employer. Some businesses commented that they do not mind providing transportation services for their female employees but noted that current numbers of female employees are too low to provide them feasibly. There is so much potential for improvement and inclusion in the tourism labor force in the communities across Jordan, but lacking the needed skills, knowledge, and expertise exclude women and vulnerable groups from receiving equal opportunities to be empowered and find decent jobs. More importantly, not enough awareness on the importance of tourism and the shame culture prevents females from working in this sector. Men, community leaders, and families of all ages need to come together to tackle barriers for women because they are the fundamental partners of the hoped-for change.

Furthermore, the consultations proposed recommendations on how to improve the situation, break the barriers that exclude women and some marginalized groups of the communities from receiving equal opportunities to work and get trained. They added that gender inequality and the marginalization of women in the sector have grown bigger and more complicated after COVID-19 outbreak which could cause a delay in any progress that have been made in that matter. Therefore, the collaborative efforts with the relevant parties to eradicate poverty and unemployment in the tourism sector is a high priority, which MoTA reflected in the Gender and Inclusion Project Plan, in Appendix 1. The overview on the consultations is addressed in the Appendix 2 and 3.

For Agricultural tourism, several attendees who participated in the consultations were from the rural areas of Jordan: from the southern Jordan valley, Jerrash, Madaba, and As-Salt. They added that most of this sector are women workers and most of them have home-based businesses, and they need support in training courses such as access to financial support, training on how to build income generating businesses that are sustainable and environment friendly, training on food preparation and safety, packaging, and developing their food products, including marketing, and building linkage with the market to sell their products as well as promote for their farms as tourism destinations, and improving their destinations to be accessible for all: families with small children, people with physical disabilities, and the elderly. Also finding transportation to and from the workplace and the market is a challenge, lack of awareness on the importance of the agricultural

tourism, organic farming, and offering agricultural tourism experiences, and how that all can economically benefit their communities, and such.

According to the International Fund for Agricultural Development (IFAD), many of Jordan's rural people are poor and live in extremely difficult conditions:

- They have limited access to alternative sources of income
- They have limited opportunities to diversify their farming enterprises because of low rainfall, poor soil quality and the topography of the land that they cultivate
- They lack collateral and cannot obtain loans needed for investment in farm activities that could lead to higher incomes, and
- They do not own land and they are unwilling to make long-term investments on the land they cultivate as tenant farmers ^[14]

Statistical data indicates that 0.9 percent of the total female population in Jordan work in agriculture. Forty-four per cent (44 percent) of households headed by females in rural areas own agricultural land, and 30 percent of those own cattle, while 68 percent of households headed by men own land and 36 percent of them own cattle. ^[14]

There is a great potential for numerous farms across the country to create, develop, and sell attracting tourism experiences for visitors, and so MoTA will address the need to support this important sector through the implementation of the Gender and Inclusion Project Plan, to empower the rural communities towards achieving reliance, economic sustainability, and wellbeing.

Moving forward, MoTA will designate the first quarter of the year 2022 to break down the Gender and Inclusion Project Plan into details in plans of actions, timeline for each project and order them according to priority and secured funding, in addition to working in parallel with projects by UNWTO and GIZ that, according to the schedule, are already in the pipeline and commencing in January. First, MoTA shall develop the Plan with more details in January 2022 and is committed to meet the donors and implementing partners to discuss specific areas of needed collaboration and funding of the proposed projects and agree on the timeline and implementation of partners.

14- International Fund for Agricultural Development (IFAD), Enabling the Rural Poor to Overcome Poverty in Jordan, available online https://www.ifad.org/documents/38714170/39972571/Enabling+the+rural+poor+to+overcome+poverty+in+Jordan_e/54a42f13-2e19-4301-a80a-b7f720232cae

Second, by the end of the first quarter of the year 2022, MoTA shall have a detailed Gender and Inclusion Project Plan with a Monitoring and Evaluating (M&E) tool created. The M&E tool will constantly monitor the progress of every activity with the targeted goals and evaluate the workflow going forward and address the gaps that need to be further supported, or additional funding would be required. As the Plan unveils further details which shall be designed in collaboration and partnership with donors and implementing partners, the mentioned constraints to women's participation in the labor force and gender inclusion dimension shall be addressed thoroughly in planned focused activities, such as the entrepreneurship challenges and opportunities with relation to access to finance, networks and linkages to the value chain, break the gender gap in the digital skills in tourism as key for integrating women as well as attracting tourists, and more.

Accordingly, the first-year implementation of the Gender and Inclusion Project Plan shall be monitored on quarterly bases in addition to the annual report to be submitted by the end of year 2022. However, on the following year onwards and as results of the first year will be materialized, MoTA shall be able to monitor progress on the projects and submit reports regularly on monthly, quarterly, and annual basis.

The Gender and Inclusion Project Plan shall work in line with the governorate's women economic empowerment priorities adopted by the Inter-Ministerial Committee on women empowerment, and with support from UN Women, also with the vision of the National Strategy for Women in Jordan 2022-2025 addressed by The Jordanian National Commission for Women (JNCW) State of the Mashreq Women report for identifying barriers and constraints for women's economic participation.

Important Note: The Gender and Inclusion Project Plan endeavored to capture a list of all the potential activities that could positively contribute to the empowerment of women and vulnerable groups, and gender inclusion in the tourism sector. The Plan is comprehensive; this is likely to be synthesized into a more focused list in the first quarter of 2022, based on the level of perceived impact and the willingness of various donors to participate and lead on such activities as well as availability of budgets and resources.

A review will be held in Q1 2022 to agree on the final action plan.

V. References

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Appendix 1: The Gender and Inclusion Project Plan

The Gender and Inclusion Project Plan

I. Community and Civil Society

Activity	Description	Timeline	Partners	Sub activities	Outcomes/ results
1. Promote the active participation of women organizations in tourism programming	Identify and include, as a main stakeholder, women organizations during the implementation of the Action Plan.	2022	UNWTO	Facilitate information to UNWTO to enable the production of communication material to be published in the project's website.	* Women's organizations have an active role in the identification and putting together the main activities and recommendations that arise from the Action Plan.
2. Encourage volunteering initiatives through the active participation of women and youth	Support volunteering in tourism among youth and women to improve local/inbound tourism across Jordan and help communities thrive after the COVID-19 outbreak	2022-2025	Partner to be determined	<ul style="list-style-type: none"> * Encourage community organizations, civil societies, education institutes to create initiatives that promote local tourism, and promote awareness on various themes such as sustainable tourism, cultural, ecological, responsible tourism, etc. * Encourage community initiatives that support working women i.e daycare, transportation, etc. * Initiatives can introduce new tourism products to develop according to modernity and uniqueness. * Volunteering can create initiatives to support people with disabilities and social inclusion awareness in tourism, each to reflect their own unique community. * Partner with the Ministry of Youth and the Ministry of Culture to target the beneficiaries. * Engage public school students through mobilizing them in cleaning campaigns and increasing awareness among local community. 	<ul style="list-style-type: none"> * Community organizations can save time and effort on the needs assessment for MoTA (through volunteering initiatives) which will help better assess the needs of community members in need for business support for direct implementation. * Such activities can create niche tourism products and new business ideas for aspiring entrepreneurs that could cater for their communities and create jobs.

II. Gender and inclusion Institutionalization in MoTA					
Activity	Description	Timeline	Partners	Sub activities	Outcomes/ results
1. Institutionalization of a gender approach in MoTA	A fundamental requirement to move forward with gender equality and inclusion at work	2022	MoTA	<ul style="list-style-type: none"> * To assess the institutionalization of gender equality in MoTA to include the policies, projects, employees, etc to tackle the gaps and work on improving the system. * Perform needs assessment training and self-auditing for gender sensitive topics to fill the gaps and improve the system within MoTA. 	<ul style="list-style-type: none"> * To Align with the governorate's women economic empowerment priorities, which is adopted by the Inter-Ministerial Committee on women empowerment, and with support from UN Women. *To reflect the vision of the National Strategy for Women in Jordan 2022-2025 addressed by The Jordanian National Commission for Women (JNCW) to the ministry workplan - quoting:
2. Establish a Gender Inclusion and Women Empowerment unit in MoTA	<ul style="list-style-type: none"> * The structure of the Gender Unit will lead the oversight, coordination, and implementation of a successful strategy plan that is gender sensitive, and with more focus on empowering women economically throughout the projects of the ministry. * The unit will help to have more focused projects on women empowerment in order to monitor and evaluate the impact and results of implemented projects by the ministry. * Learn from other similar units in other ministries/municipalities/ Governmental institutes for lessons learned and ways of improvements. 		GIZ	<ul style="list-style-type: none"> * Build the structure and mandate of the Gender unit at MoTA. * Monitoring and evaluating M&E all the unit's projects with specific indicators, disaggregation's, etc to measure progress and results. * Constantly report on progress, success stories, lessons learned and measure results throughout the process of the projects' implementation. 	<ul style="list-style-type: none"> * Creating an environment that supports the political empowerment of women and their active participation in the public sphere. * Creating an environment that values and supports women's economic participation and ensuring equal economic opportunities. * Countering gender-based discrimination and violence and achieving social justice and social empowerment of women. * Mainstreaming gender in national legislation, policies, plans, programs and budgets. * Institutionalizing the processes of monitoring and evaluation and ensuring compliance with Jordan's national, regional and international commitments to gender equality.

	As part of the agreements and ongoing plans with the World Bank the ministry to review the legal reforms to be gender sensitive and to empower women economically.		GIZ/UNWTO	* Review legal reforms to raise the number of women in the labor market within a minimum percentage rate in each organization	* Strategy implemented by MoTA projects will become more gender sensitive * Gender equality workplace, staff are more aware and understanding of gender.
3. Capacity building for MoTA staff on gender to Improve the knowledge on gender sensitive tourism	Gender awareness and training courses aim at building capacities, skills, and values of MoTA employees to reflect on their own work through an effective implementation of gender mainstreaming on gender equality, social inclusion, and women empowerment, and linking that to NSW and SDGs.	2022	UNWTO/ GIZ	* Conduct virtual training sessions on Gender Mainstreaming Guidelines for Tourism. * Conduct technical workshops on Gender Equality and Tourism Recovery. * Specific information should be provided to UNWTO about the participants of the training (including information about the number of men and women participating, level of employment etc). * Photographs of the training should be provided to UNWTO to be published. * Promotion of this activity should be carried through the MOTA in its Social Media networks and traditional media if possible.	* MoTA staff is better prepared to implement guidelines on Gender Mainstreaming and Tourism on projects. * 60% of participants of each training are women. * Script and recording of both trainings.

	Perform knowledge transformation on TOT activity on gender sensitive tourism and women empowerment			<ul style="list-style-type: none"> * Attend the virtual “train the trainers” gender equality for recovery for policy makers and staff of all levels of employment. * Specific information should be provided to UNWTO about the participants of the training (including information about the number of men and women participating, level of employment etc). * Photographs of the training should be provided to UNWTO to be published. * Promotion of this activity should be carried through the MOTA in its Social Media networks and traditional media if possible. 	<ul style="list-style-type: none"> * MoTA staff has the basic knowledge for programming tourism based on the needs of women. * Each new trainer trains a minimum of 20 people.
4. Data collection and categorization	<ul style="list-style-type: none"> * Build mechanisms / system at MoTA for regular collecting data on women participation in the MSMEs / informal sector. * Capacity building for MoTA. 	Feb-Dec 2022	GIZ MSME project	<ul style="list-style-type: none"> * Mobilizing external support (consultancy) to support MoTA establishing WEE related data collection and planning mechanisms. * Developing tools for Data collection with MoTA. * Capacitating MoTA's team on data collection tools and mechanisms. * Reporting by MoTA (findings, recommendations, highlights on main priorities). * Presenting findings and recommendations for main stakeholders (associations, development organizations and donors, etc) by MoTA. 	<ul style="list-style-type: none"> * ToR for consultant to lead the process. * Data collection tool developed. * Capacity of MoTA's team is built. * Data collection for 2022 is done and data on women participation in the MSMEs is available. * Report documenting the findings. * Consultation with stakeholders on findings.

5. Women Economic Empowerment Action Plan (WEE)	* This plan will be conducted upon the results of the data collected on the women participation in the MSMEs. This activity along with the data collection and categorization activity complete each other and will help MoTA conduct the data collection and planning on regular bases after the completion of GIZ support. * Capacity building for MoTA.	Sep - Dec 2022	GIZ MSME project JNCW	* Align with JNCW on the National Strategy for Women. * Provide Technical support for MoTA to develop an action plan for WEE in Tourism with focus on MSMEs based on the data collected. * Support the implementation of WEE action plan.	* WEE in tourism (with focus on MSMEs) action plan developed. * Capacity of MoTA's staff is built. * Some activities from the action plan implemented.
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III. Employment

Activity	Description	Timeline	Partners	Sub activities	Outcomes/ results
1. Rapid Assessment of gender and the tourism workforce	This assessment is to improve the understanding of the landscape supply and demand of tourism workforce from a gender perspective	Jan-Mar 2022	UNWTO, GIZ	* A specific TOR prepared for the rapid assessment. * Sharing and consulting with the private sector, stakeholders, as well as the donors and implementing partners of the outcomes of the activity, to act on implementing the needed support and reach to the aspiring results. * Rapid assessment document that includes as minimum recommendations to improve workforce policies, incentives, awareness arising, visible models and the recovery of tourism.	* A complete document on the actual situation of women in tourism, which consists of understanding the characteristics of female labor supply and the obstacles that prevent women from working in tourism, recommendations to improve the general status of women, and ways to empower women economically to become self-reliant. * Existence of well recommendations to guarantee a good initial functioning mechanism to promote quality and safe jobs for women in the recovery of tourism, including rural and migrant women. * Online Exchange with tourism stakeholders will be shared recommendations and conclusions of the rapid assessment, to be promoted through MOTA's social media.

	<p>* Online Exchange with tourism stakeholders to share recommendations and conclusions of the rapid assessment.</p>	<p>2022</p>	<p>UNWTO</p>	<ul style="list-style-type: none"> • All the information available subject to be published (non-personal information about participation -number of participants, regional/rural demographic, information about the topics covered etc.) should be facilitated to UNWTO. • Promote this activity through MOTA's social media. <p>* Specific script and invitation are prepared for the workshop.</p>	<p>* Report of the workshop, based on the discussions.</p>
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<p>2. Prepare visitor centers in the cultural and historical heritage sites across Jordan to be attractive platforms for promoting businesses and creating jobs for the community</p>	<p>* Some visitor centers need renovation and maintenance with special regards to accessibility considerations to attract more visitors and therefore create jobs and well-being for the hosting communities. * Visitor centers can be promising platforms to market and sell community products of women and also can accommodate for various activities such as active bazaars/ markets to host families and visitors of the heritage sites; such as handicrafts, traditional foods, handmade products and souvenirs that reflect authenticity and traditional values of Jordan.</p>	<p>2022-2025</p>	<p>Partner to be determined</p>	<p>* Renovation and maintenance services need to be applied such as well serviced restrooms, accessible entrances and ramps, accessible tracks, etc. * Provide the necessary training courses for women who will be employed in the gifts store/ corner at the Visitor Center as well as the women providers of the products to the store; to include the English language, communication skills, product packaging, etc. * Provide specialized training for women, youth, and people with disabilities on product development to encourage innovation, uniqueness, and good quality of handicrafts and handmade products to be sold in the visitor centers. * Provide necessary training for aspiring young tour guides and encourage females for equal opportunities.</p>	<p>* Each center will introduce the history and story of the heritage sites in specific and their communities in general, which will encourage visitors to explore the place more and engage with its cultural experiences and create a market demand for small businesses. * Each center will create jobs for women who work in producing and selling souvenirs, foods, and various authentic products. * The women market at the centers will create a family-friendly/ safe jobs which would encourage female tour guides to apply for work. * Centers will help advertise for other tourism destinations/ experiences/MSMEs in the same community through printed brochures/ booklets, etc. * More women will be encouraged to get their home businesses registered to participate in the business market and rising demand.</p>
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3. Develop new routes for agritourism and organic farming	Creating new tourist attractions through exploring the rural areas of Jordan will trigger more business opportunities for women and their families. Most of agri-tourism farmers who provide hospitality services for visitors and tourists are women	2022-2025	Partner to be determined	<ul style="list-style-type: none"> * Support the creation and facilitation of access to finance through credit and loan for rural tourism businesses to help grow businesses and achieve sustainability. * Improve access to telecommunication services to reach out to the market and tourists/visitors. * Help extend sectoral support by market linkages and public- private partnerships for sustainable tourism. * Provide training to upskill the hosting communities. * In-kind support for site development/ revamping and create tourist experiences for visitors. * Provide training on sustainable tourism and natural resources and conservation. 	<ul style="list-style-type: none"> * Families who host visitors and indulge them with rural experiences will create more jobs for their communities. * Development of rural attractions will create higher demand on products and therefore a promise for business growth. * Create sustainability and growth for the rural communities (to include marginalized groups and poor).
4. Develop the traditional handicrafts products	<ul style="list-style-type: none"> * The tourist market needs new ideas for more appealing handmade authentic products to be sold for tourists and visitors. * Assessment and consultation meetings will be held with the sector's representatives (Traditional handicrafts associations, women cooperatives, etc who work in this industry). 	2022-2025	Partner to be determined	<ul style="list-style-type: none"> * Hire specialized consultants to assess the available products and propose new products/designs that will help raise the buyer demand. * Provide necessary training on artisanal skills, product development, and online platforms to sell online. * Help create linkages with the business market through active participation in community events, online selling platforms, and link with tourist destinations for direct selling. 	Producing on-demand and good quality of products (according to the market need) will create better job opportunities and economic status for women, youth, and people with disabilities.

5. Licensing reform and gender assessment	A fundamental requirement for business owners and women to get licensed to easily access the market, and receive labor benefits such as social security, health insurance, etc	2022	GIZ MSME project	<ul style="list-style-type: none"> * Study the gender constrains of women that prevent them from getting their businesses licensed by data collection that will be performed with GIZ. * Collect the recommendations as advised by the target audience and work on resolving these issues to change/improve the process of the licensing to be more appealing and accessible. 	The licensing process should become more appealing, accessible, and easy for women who seek for licensing their businesses
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IV. Tourism Education and Training

Activity	Description	Timeline	Partners	Sub activities	Outcomes/ results
1. Awareness raising campaigns	The awareness campaign on the importance of tourism and hospitality in Jordan, and how women are vital to the economic thrive in the sector	2022	UNWTO	<ul style="list-style-type: none"> * The campaign will target all ages to include families, community leaders, high school students, unemployed women, aspiring entrepreneurs. * Tackle the culture of shame and stereotypes of the sector and how women can work in safe and well-reputed jobs. * Discuss the obstacles and challenges face women that prevents them to work in the sectors and seek for recommendations from each session. * Sessions will be held in 3 areas of Jordan (North, Mid, South) considering the most cities who work in tourism and hospitality. * The campaign will include physical sessions, social media campaign, media coverage, community events. * A positive narrative for women's empowerment and raising awareness is actively promoted. 	<ul style="list-style-type: none"> * The campaign will help understand the importance of tourism in boosting economy. * Better understanding of the job and business opportunities that the sector provides for women. * Better understanding of the nature of jobs in the sector and how they can fit to women's work-life balance. * MoTA to publish regular content to raise awareness on the key thematic areas identified in Jordan. * A substantive number of impressions on social media (adjusted to the average reach for Jordan); * Measure the number of people reached through traditional media.

2. Support the Skills Council for Tourism and Hospitality	The council will provide further support to women and youth on skills and expertise development in specialized areas of tourism, career advice, as well as build on the previous activities with UNWTO on gender mainstreaming in tourism and hospitality sectors, in collaboration with the related entities	2022	UNWTO/ MoTA	Specialized training courses will be provided according to the recommendations of the council and the market needs	Empower youth and women with the skills and expertise to prepare them for a direct hire
3. Technical workshop on Gender Equality and Tourism Recovery	Promote the active participation of women in tourism through training on gender sensitive tourism and tourism recovery	2022	UNWTO	<ul style="list-style-type: none"> * Ingrain gender sensitive training to successfully lead the recovery of tourism. * Specific information should be provided to UNWTO about the participants of the training (including information about the number of men and women participating, level of employment etc). * Photographs of the training should be provided to UNWTO to be published. * Promotion of this activity should be carried through the MOTA in its Social Media networks and traditional media if possible. 	<ul style="list-style-type: none"> * Women are better prepared to have meaningful participation and role in tourism. * 125 women attached to tourism (workers, policy makers, or entrepreneurs) receive the technical workshop.

V. Leadership and Entrepreneurship

Activity	Description	Timeline	Partners	Sub activities	Outcomes/ results
1. Set the initial steps for a greater leadership of women in tourism	Encourage basic gender sensitive employment services and support for women working in tourism to be able to access the tourism workforce	Jul-Sep 2022.	MoTA/ UNWTO	<ul style="list-style-type: none"> * Draw up measures to encourage the career progression of women in the tourism workforce and public sector based on decent employment. * Information about specific advances should be provided to UNWTO, considering that this information will be translated into communication material. * Promote the progress of activities through the MOTA's social media tools and traditional media if possible. * Conduct 5 interviews with key women organizations. <p>10 pages document that includes leadership measures for women set in urban and rural areas, as well as migrants.</p>	Women feel supported to be able to access the tourism workforce

	Produce recommendations as outcomes from the legal framework analysis on women to reduce gender-related barriers in tourism	Oct-Dec 2022		<ul style="list-style-type: none"> * To communicate the recommendations as widely as possible to other relevant government departments plus ministries, including at the highest levels. * 10- 15 page document, based on Women Business and the Law Index, that present the national legal framework for women and recommendations produced to justify compliance with at least two additional indicators * Attention to the recommendations of three ILO core conventions should be considered during the analysis: Maternity Protection Convention, 2000 (No. 183), Workers with Family, Responsibilities Convention, 1981 (No. 156) and Violence and Harassment Convention, 2019 (No. 190). * Engagement with the wider government in order to disseminate the recommendations, including at the highest levels. * Name and number of women organizations participants through the analysis. * Share of public, private, and civil society participants along the process. 	Number and type of legal framework revised and redressed to reduce gender-related barriers in tourism.
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<p>2. Encourage basic gender sensitive employment services and support for women working in tourism</p>	<p>Set the initial steps for a greater leadership of women in tourism.</p>	<p>Third quarter 2022.</p>	<p>UNWTO / GIZ project</p>	<ul style="list-style-type: none"> * Information about specific advances should be provided to UNWTO, considering that this information will be translated into communication material. * The progress of both activities is encouraged to be promoted through the MOTA's social media tools and traditional media if possible. * 10 pages document that includes leadership measures for women set in urban and rural areas, as well as migrants. * 5 interviews to be conducted with key women organizations 	<p>Women feel supported to be able to access the tourism workforce</p>
<p>3. Encourage leadership of women's entrepreneurship in tourism</p>	<p>Draw up a policy brief to encourage women leadership and entrepreneurship in tourism including in rural areas</p>	<p>Apr- Jun 2022</p>	<p>MoTA/ UNWTO</p>	<ul style="list-style-type: none"> * Draw up a policy brief to identify the main constraints and their causes that women entrepreneurs are facing in tourism, as well as opportunities and challenges amidst COVID- 19, through a series of interviews with stakeholders. * Specific TOR prepared for the policy on brief. * Produce 7 - 10 pages document with main barriers, opportunities, and recommendations. 	<ul style="list-style-type: none"> * A summary with information about the interviews carried with key stakeholders should be provided to UNWTO to be published in the project's media tools. *This information is encouraged to be shared among the Responsible Unit's social media platforms.
	<p>Establish a program for promoting business run and lead by women.</p>			<ul style="list-style-type: none"> * Produce a set of core principles and items to establish a program for promoting business run and lead by women. * Information about the efforts on establishing the program for promoting business run and lead by women should be shared by the MOTA's Social Networks following feedback on the presentation during the UNWTO webinar. * Produce a 5-page document with main principles and times. 	<ul style="list-style-type: none"> * New startups lead by women are emerging. * Existence of well principles and items based on the "Gender Mainstreaming Guidelines for tourism".

<p>4. Support business incubators Again, a public private partnership approach is necessary. On entrepreneurship, it is important to</p>	<p>*Promote equal opportunities for aspiring entrepreneurs from women, youth, and people with disabilities to receive proper career guidance, training, and employment opportunities with the market. *Gender mainstreaming activity could be part of the initial activity supported by UNWTO and GIZ MSME. * A public-private partnership approach is necessary.</p>	<p>2022-2023</p>	<p>Partner to be determined</p>	<p>* Use outcomes from previous awareness campaigns and needs assessments done across Jordan to filter potential and promising MSMEs that need support. * Select top candidates (to be gender inclusive) according to businesses that will achieve self-reliance and create jobs in communities. * Engage with alternative entrepreneurship modalities including cooperatives through the recent strategy for the Jordan Cooperatives Corporation, and alternative finance mechanisms such as microfinance network (Tanmeyah) to ensure women entrepreneur's access to finance. * Work on removing licensing barriers to build on the recommendations developed in Mashreq Gender Facility, JFDA, Ministry of Local Administration and the Ministry of Industry Trade & Supply. * The business incubator program will be managed by implementing partners to prepare aspiring entrepreneurs for the business market.</p>	<p>* Graduates of the business incubator program will become self-reliant, knowledgeable, and their businesses will create more jobs in their communities. * Women, youth, people with disabilities will have full access to the business market after the focused program towards economic empowerment, market linkage, and self-reliance.</p>
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Appendix 2: Consultations with the Private Sector

The vital contribution of the sector’s representatives (private sector, tourism associations, NGOs, stakeholders, etc) has helped MoTA develop the Gender and Inclusion Project Plan on how to increase females’ economic participation in the sector. At first, a collective list of their feedback, on the challenges and recommendations that was sent to MoTA upon request for a review, and later a consultation meeting was held virtually (on December 9th, 2021) as a follow up to further discuss the practical recommendations on what MoTA needs to address to tackle the unemployability and support the activities that promote gender inclusion and economic participation of women. The meeting was attended by over 80 people from across the governorates, mostly were women from community-based organizations, volunteer organizations, women-led organizations and cooperatives for handcrafts and tourism initiatives, production kitchens. The following table lists some of the entities who participated and contributed to this process:

Ministry of Labor	BookAgri
Jordan Tourism Board	Jordan Trail Association
Department of Antiquities	Jordan Hashemite Fund for Human Development JOHUD
As-Salt Development Corporation	Beit Al Baraka
Madaba Development Corporation	Tourism Transport Association
Tafilah Development Corporation	The National Sector Skills Council for Tourism and Hospitality
Ajloun Development Corporation	Jordan Tour Guides Association
Jerrash Development Corporation	Social Security Corporation
Jordan Hotels Association	AbuJaber Museum, As-Salt
Jordan Restaurants Association	Jordan Tour Guides Association

Following is a list of challenges that have been shared in consultation with the above-mentioned entities:

- **Awareness:** not enough awareness on the importance of tourism and hospitality and how the role of women working in the sector could play a vital role towards an economic boost. Stereotyping and culture of shame are huge challenges that make working in tourism a taboo
- **Training:** insufficient specialized training courses to empower youth and women with skills and expertise to be able to find a good job. Poor English language is considered a barrier towards finding jobs in tourism, as well as lack of basic skills such as communication skills, social and life skills, digital economy, marketing, understanding the commitments of working at the sector, and the like.

- **Access to finance:** women disproportionately face financial access barriers that prevent them from participating in the economy and from improving their lives, unlike their male counterparts. Financial institutions impose very high loan interests that discourage women from lending.
- **Technology:** in the digital age of tourism, digital access to technology and information is a big challenge for many business owners/ families who work in the sector. They cannot properly use this advantage to link to the market (and tourists) to sell their handcraft products, home-made foods, hand-made traditional products, and other services.
- **Unregistered/Unlicensed businesses:** many tourism businesses are either unregistered, unlicensed, or registered under the name of a male family member due to the patriarchal context and cultural constraints. In all cases, this exclude women from their basic rights like being covered in health insurance and social security. Another reason for running unregistered businesses is the financial obligations and commitments of the process, which stands as a barrier.
- **Lack of female inclusion in tour guiding:** nearly all the service providers working in the adventure tourism to include backpacking trips, camping, and tour guides are men “quoting 99%”. There are no women-guided expeditions for example. Traditions and cultural constraints are the main reason to discourage women from working in this sector. Even if women had the intention and permission, they wouldn’t feel comfortable (and secure enough) because their male counterparts consist of the majority number. Lack of female inclusion in the adventure tourism business disqualifies these businesses from receiving support whether in-kind or monetary grants. Additionally, the tough work conditions is also a challenge for females because the advanced physical demands needed and being exposed to male counterparts and male visitors – which is culturally unacceptable in many local societies. Working in food and beverage services is nearly the same for many communities, which creates a male-dominating work atmosphere.
- **Maternity leave:** it is too short (70 days) in comparison to the public sector offering (90 days), which is a trigger to seek other opportunities away from the sector once they get married.
- **Insecure jobs:** for married women, working in tourism and hospitality sectors are relatively insecure jobs (tourism seasonality is another major factor) in comparison to working in the public sector such as educational institutes, health sector, etc.

- **Low salary:** women in jobs like the handcrafts aren't compensated well in comparison to the effort and long working hours to create handcrafts.
- **Transportation:** lack of decent and safe public transportation, inadequate public transportation to the desired locations, and unavailability of transportation service from work itself are crucial factors for women's inability to access employability.
- **Unequal pay:** unequal pay between women and men in the same entity for the same level of expertise was another type of discrimination. According to ILO, the gender pay gap in the public and private sectors vary in the private sector, the median wage for males is 7% higher than the median wage for females. ⁽¹⁵⁾

Recommendations:

Following the stated challenges, MoTA received proposed recommendations from the same tourism sector representatives to help improve the situation and increase women's economic empowerment in the tourism and hospitality sectors, access to more services, opportunities, and resources within MoTA's action plan:

- **Invest in tourism awareness sessions:** to include all ages, men and women, youth, community leaders, and families to break the cultural barriers and to overcome gender norms, and support that with real success stories of female role models working at the sector. Recruitment efforts for women should also focus on creating positive messages for women and their families. Efforts should also include private sector providers such as: Luminus Education, Royal Academy for Culinary Arts and Ammon Applied University for Hospitality and Tourism, etc.
- **Media and social media:** activate and intensify the role of media and social media in shedding light on the importance of working women in tourism and hospitality, and how tourism can increase women's economic empowerment and self-reliance, also tackle the culture of shame to encourage working with local and international tourists, encourage women to travel and be part of tourism in all its forms, educate people on how tourism can improve the economic status and achieve stability specially to recover from the COVID-19 pandemic which left many unemployed.

15- Jordan Pay Equity, available online https://www.ilo.org/wcmsp5/groups/public/--arabstates/--ro-beirut/documents/publication/wcms_778056.pdf

- **Access to finance:** encourage lending facilities to fund projects for women and youth (MSMEs and SMEs) and support aspiring entrepreneurs with training on this topic.
- **Education:** tourism should be part of the curriculum in all educational institutions, to be compulsory to educate students on the importance of tourism to Jordan. Tourism colleges should also open more specialized courses to have more options for enthusiastic students to get specialized in rather than only enroll for a generic tourism course.
- **Training:** specialized training courses are much needed and should be put as a priority to fuel the sector providers with the skills to secure a direct hire and create sustainability in the sector. For example, free English language courses, handcrafting, life skills, booking, administration, access to finance, marketing, communication, etc.
- **Policy:** the government should imply serious measures to encourage employers hire Jordanians over the expatriate labor, also apply a minimum percentage of each entity to employ females to reduce the male-dominated workplace. Additionally, include tourism gender-sensitive policies and plans for the benefit of working women, to achieve life-work balance, equal pay, and women empowerment. The more incentives are created and invested at; the better working conditions will become to attract more females to the workforce. For example, have the option of part-time jobs available, work from home, flexible working hours, etc.
- **Human Resources (HR):** having a job description that specifies each role in an organization structure with a clear professional growth track would encourage an advanced career shift for women and qualify equally with their male peers to apply for higher/leading positions. Encourage employers/ HR departments to actively make surveys on the female employees' satisfaction and address any challenges and proposed recommendations to solve any emerging issues which builds the trust of the female employees and security in the workplace and guarantees the business sustainability and growth. Provide transportation through work which creates a sense of security and loyalty for the job.
- **Entrepreneurship:** encourage entrepreneurship among women enthusiasts because this is a promising industry that creates jobs, encourages more females to get employed, and therefore achieve economic empowerment and self-resilience. Support through training courses is vital. Encourage trending professions in the digital age of tourism that are more friendly and appealing for women, such as digital marketing, technology, communication skills, customer experience, etc.
- **Daycare:** care economy must be supported to encourage more females join the tourism and hospitality workforce. This includes adequate childcare services for working mothers, early

childhood education, disability and long-term care, and elder care. Support could be through establishing a nursery in some companies, or work entities could partner with nurseries nearby with a competitive corporate price.

Appendix 3: Consultations with Donors and Implementing Partners

MoTA inquired from the donors and implementing partners, operating in Jordan, a list of projects that focus on gender inclusion and women empowerment in the tourism and hospitality sectors. The aim was to be updated on the current development projects, and the future ones in the pipeline. Later, on December 13th, 2021, MoTA held a virtual consultation meeting led by H.E Secretary General Dr. Emad Hijazeen and discussed the possible interventions and focused involvement of partners onboards according to their plans moving forward. H.E Dr. Hijazeen said that after adding the details of the project activities proposed in the Gender and Inclusion Project Plan (in the first quarter of 2022) MoTA will call for a follow up meeting with them to seek possible collaborations and support, and to agree on roles moving forward to implement the plan. The meeting attendees requested for the Gender and Inclusion Project Plan to be shared among their projects, so that the next meeting (with a more detailed lens to the proposed activities) will be discussed.

The table below lists all the entities who were contacted:

Ministry of Planning and International Cooperation (MoPIC)	Petra Development and Tourism Region Authority
Ministry of Finance (MoF)	Embassy of China
US Embassy - USAID	Embassy of Canada
JPFM - DAI	Japan International Cooperation Agency (JICA)
World Bank	Embassy of Switzerland
Delegation of the European Union to Amman	Saudi Fund for Development
Embassy of France	European Bank for Reconstruction & Development
Embassy of the Kingdom of the Netherlands	Embassy of Germany
United Nations Resident Coordinator's Office	International Labor Organization
United Nations Resident Coordinator's Office	Jordan AFD
UN Women	Embassy of Sweden
Embassy of Belgium	Embassy of Austria
British Embassy (FCDO)	United Nations for Development Programme UNDP
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)	