

الأثار

وزارة السياحة والآثار
Ministry of Tourism & Antiquities



Ministry of Tourism and Antiquities

Gender and Inclusion Project Plan

2021-2025

December 2021

CONTENT

Acronyms	3
Executive Summary	4
I. Introduction	5
II. The National Strategy for Women in Jordan	6
III. Gender in Tourism	8
IV. The Gender and Inclusion Project Plan	10
V. References	14
Appendix 1: Gender and Inclusion Project Plan	15
Appendix 2: Consultations with the Private Sector	18
Appendix 3: Consultations with Donors and Implementing Partners	23

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]

-
- 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.

-
- 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 handicrafts 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

- United Nations. Transforming Our World: The 2030 Agenda for Sustainable Development. A/RES/70/1. 2015. Available online: <https://sdgs.un.org/2030agenda>
- 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>
- 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>
- 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
- 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>
- Center Stage project/ UNWTO: available online <https://www.unwto.org/centre-stage-project-womens-empowerment-during-the-covid19-recovery>
- 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
- National Strategy for Women in Jordan 2020 – 2025, link <https://www.women.jo/sites/default/files/2021-12/The%20National%20Strategy%20for%20Women%202020%20-%202025%2001122021%20%282%29.pdf>
- 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
- Women Working: Jordanian and Syrian Refugee Women's Labour Force Participation and Attitudes towards Employment, 2016 <https://jordan.unwomen.org/en/digital-library/publications/2017/3/women-working-jordanian-and-syrian-refugee-womens-labour-force>
- Millennium Challenge Corporation, Gender and Social Inclusion, 2015; available online: <https://www.mcc.gov/initiatives/initiative/gender>
- Jordan Pay Equity, available online https://www.ilo.org/wcmsp5/groups/public/---arabstates/---ro-beirut/documents/publication/wcms_778056.pdf

Appendix 1: The Gender and Inclusion Project Plan

MoTA has prepared The Gender and Inclusion Project Plan to cover the years 2022 to 2025. The Plan covers five main themes and shall implement various activities with support from partners, donors, stakeholders, governmental institutes, NGOs, community organizations and civil society, etc, to include all the governorates across Jordan:

1. **The Institutionalization of MoTA**: A fundamental requirement for gender mainstreaming in MoTA to reflect on projects.
2. **Employment**: Reduce gender barriers and promote equal opportunities to encourage women join the workforce.
3. **Education and Training**: Prepare women and youth gain professional and practical skills and knowledge required by the market and industry.
4. **Leadership and Entrepreneurship**: Increase women employment in the tourism and hospitality sectors and reduce gender-related barriers.
5. **Community and Civil Society**: The active participation of women organizations and as stakeholders including youth are essential for an inclusive tourism development plan.

1. The Institutionalization of MoTA			
	ACTIVITY	TIMELINE	PARTNER
1.1	Support the establishment of Women Economic Empowerment activity WEE, Data Collection, and Planning Mechanisms at MoTA, and action plan implementation	Feb 2022- March 2023	
1.2	Institutionalization of a gender approach in MoTA	2022	TBD
1.3	Establish a Gender and Inclusion body in MoTA to promote gender mainstreaming, and the institutionalization of the body by defining the objectives and activities	2022	TBD
1.4	Capacity building for five of MoTA staff and gender mainstreaming, and reflect on projects	Feb – March 2022	UNWTO

2. Employment

	ACTIVITY	TIMELINE	PARTNER
2.1	Rapid assessment of gender and the tourism workforce and online exchange with stakeholders	March-April 2022	TBD
2.2	Visitor centers: <ul style="list-style-type: none"> - Promote local products, leverage businesses, and create jobs - Accessible infrastructure 	2022-2025	TBD
2.3	Agri-tourism: Support the development of organic farming experience to include infrastructure, training, finance, to create demand and therefore create more jobs for the local community	2022-2025	TBD
2.4	Artisanal handcraft development: Support with the development of new in-demand products that reflect authenticity, high quality, and appealing. This needs a market study, assessment, development, implementation, link to business market	2022-2025	TBD
2.5	Licensing reform and gender assessment	Aug 2022- Dec 2023	GIZ MSME project

3. Tourism Education and Training

	ACTIVITY	TIMELINE	PARTNER
3.1	Awareness raising campaigns: <ul style="list-style-type: none"> - Tackle culture of shame - Engage all society members to include men - Engage youth in campaigns like cleaning, etc 	July – Sep 2022	TBD/ reporting to UNWTO
3.2	Support the Skills Council for Tourism and Hospitality	July 2022- Dec 2022	TBD
3.3	Technical workshop on gender equality and tourism recovery	March 2022	TBD/ reporting to UNWTO

3.4	<p>Deliver specialized training courses to different groups:</p> <ul style="list-style-type: none"> - Access to finance - Managing finances - Sales & marketing - Basic English language - Life skills - Product development - Product packaging - Digital economy 	2022-2025	TBD
-----	--	-----------	-----

4. Leadership and Entrepreneurship

	ACTIVITY	TIMELINE	PARTNER
4.1	<p>Set the initial steps for a greater leadership of women in tourism:</p> <ul style="list-style-type: none"> - Encourage career progression of women - Produce recommendations from the legal framework analysis 	July – Sep 2022	TBD/ report to UNWTO
4.2	<p>Encourage basic gender sensitive employment services and support for women working in tourism (based on recommendations of Activity 1)</p>	Oct – Dec 2022	TBD/ report to UNWTO
4.3	<p>Encourage leadership of women’s entrepreneurship in tourism:</p> <ul style="list-style-type: none"> - Draw up policy brief to encourage women leadership and entrepreneurship, including rural areas - New start-ups lead by women. 	Oct – Dec 2022	TBD/ report to UNWTO
4.4	<p>Support business incubators to prepare aspiring entrepreneurs for the business market, includes:</p> <ul style="list-style-type: none"> - Use outcomes of previous awareness campaigns and needs assessments to filter potential MSMEs and select candidates - PPP approach - Training - Market linkage - Consider the previous work on licensing barriers and challenges to facilitate registration and business thrive 	2022-2023	TBD

5. Community and Civil Society

	ACTIVITY	TIMELINE	PARTNER
5.1	Promote and support the active participation of women organizations and in tourism programming across the Gender and Inclusion Project Plan	2022	TBD
5.2	Volunteering: Encourage various volunteering initiatives that promote inbound tourism and awareness on various tourism topics	2023	TBD

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⁾

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

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.
- **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)	