

Strengthening the capacity of Jordan Hotels Association to support the supply, training, certification and licensing of service staff



Summary

With Jordan's stunning natural landscape, world-class historic and religious sites, and a fascinating cultural heritage it's no wonder tourism is a key driver of its economy as the single largest employer and the highest generator of foreign exchange. To further develop and exploit its tourism sector the USAID Building Economic Sustainability through Tourism Project works with government, private sector and local communities in Jordan to ensure quality, competitiveness and sustainability.

Background

Jordan's hospitality industry is expanding with new hotels opening and new job opportunities being created. Supported by USAID, JHA saw a need to strengthen its capacity to respond to the evolving industry and provide additional services to its members. An urgent need to develop the skills of casual staff employed for specific events and functions had already been highlighted and members asked JHA to develop a solution to support the professionalisation of this occupation.

Our solutions

The goal of the project was to improve Jordan's economic sustainability through tourism. The objectives were two-fold, firstly to support JHA in preparing an actionable framework and standard operating procedures to empower them to improve the industry and member services related to casual service employees.

Specific objectives included:

- to quantify and analyse the current demand for casual staff and its associated challenges,
- to assess the feasibility and viability of JHA including this intervention in its portfolio of services,
- to research appropriate training providers to offer training courses leading to certification and
- to seek endorsement of the strategy from JHA management, key-implementing stakeholders and a representative sample of key industry stakeholders.

The second objective was to develop a complete and comprehensive training programme for the certification and licensing of casual waiters working in hotel, restaurant and event banqueting and functions.

Jordan

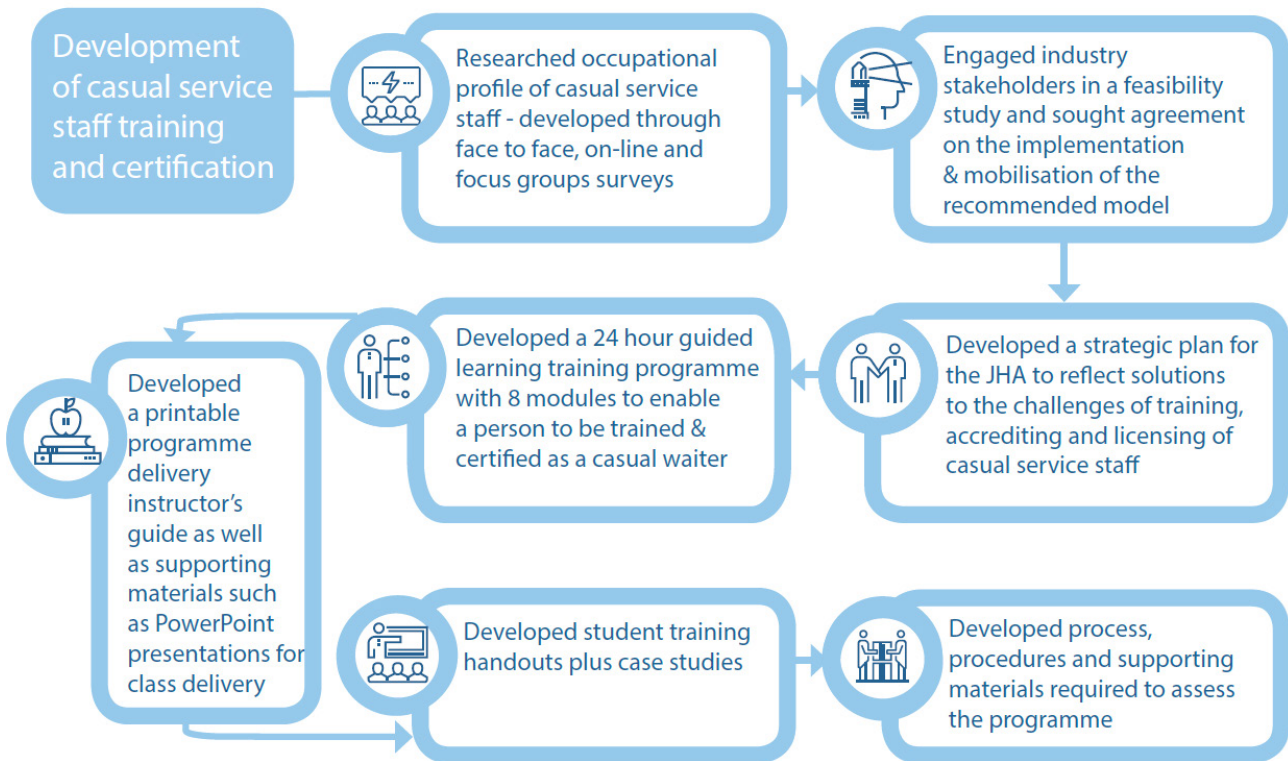
“ Industry members have indicated an urgent need to develop the skills of casual staff employed in the industry for specific events and functions, and asked JHA to develop a solution that supports the professionalisation of this occupation. USAID / BEST contracted People 1st International to work closely with JHA for certification and licensing of casual waiters to work in hotel, events and restaurants banqueting and functions through the development and preparation of a complete and comprehensive training programme guidelines, collaterals and pedagogical documents.”

**- Vatché Yergatian,
General Manager,
Jordan Hotels**

Outcomes

The project outputs clearly identified the feasibility and sustainability of introducing a casual staff programme run by JHA and its members. With their backing, People 1st International developed the necessary resources in order to roll out the programme to its identified training providers. Impact will be monitored and reported on when the information is available.

Working to an agreed timeline, People 1st International established the parameters of the project including clear performance indicators. We investigated the job role requirements and feasibility of the project which then guided the development of the training programme.



About People 1st International

People 1st International is an industry-led skills expert. We support businesses in the UK and internationally to build, develop and retain skilled workforces.

We're a trusted partner to employers, industry bodies, skills organisations, donor funders, NGOs investment banks and governments, with over 50 years' experience in skills development and technical vocational education and training.

Our practical, employer-led solutions are created in response to industry needs, using our unparalleled insight into the current and future skills priorities. We're passionate about transforming skills and our experts work collaboratively with industry, governments and stakeholders to provide tailored support and facilitate responsive solutions to workforce challenges.

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