

# Inclusion technical assistance framework: Jordan national policy engagement Support to policy dialogue on skills development in the tourism sector



## Background

The European Bank for Reconstruction and Development (EBRD) identified the opportunity to develop an industry-led Sector Skills Organisation (SSO) for Tourism and Hospitality to promote a skilled workforce and inclusive employment practices in the tourism and hospitality sector in Jordan. The aim was to establish a sustainable organisation, as a partnership that can drive forward industry-led provision for the country's tourism and hospitality sector. The new Jordanian SSO is led by the industry and empowered by government under their new by-law. Since January 2018, People 1st and EBRD have been engaging with key stakeholders including:

## Timeline

June 2015 – June 2020

- Jordan Federation of Tourism Associations
- Jordan Hotel Association
- Jordan Restaurant Association
- Centre of Accreditation and Quality Assurance (CAQA)
- Employment, Technical and Vocational Education Training (E-TVET)
- Vocational Training Corporation (VTC), TVET Council
- National Centre for HR Development
- GIZ, ILO
- Ministries of Education, Ministry of Labour, Ministry of Tourism and Antiquities
- Aqaba Special Economic Zone

## Aims of the project

The objectives of this assignment were to identify the breadth of the industry and design National Occupational Skills Standards (NOSS) in priority occupations. In setting up a Sector Skills Organisation for Jordan's Tourism and Hospitality industry, People 1st International led on the following:

- Establishing a Shadow Board, chaired by the private sector with clear links to the TVET Higher Council
- Preparing a 3-year Strategic Plan endorsed by the shadow board
- Recruiting an Operations Management Team
- Developing Terms of Reference as a framework for governance of the Board
- Identifying and supporting access to seed funding for set-up of the organisation
- Enabling policy engagement at national level
- Developing an Operations Plan and Business Plan

In line with the clients objectives People 1st International developed a report defining the sector scope and profile of sub-industries and included a stock-take of existing research on the sector; sector scope and sub-industry profiles based on existing research and international best practice and; development of a terms of reference and set up if industry sub-groups.

We identified key occupations within the sub sectors of the tourism and hospitality industry including accommodation, restaurants food and beverage, tour guides and tour operators, this work included:



Consultation with industry using focus groups, interviews and online surveys



Collating feedback and preparing qualitative and quantitative conclusions



Identifying challenges industry is facing



Gap analysis between the key occupations and the skills requirement demanded by employers



Preparing and delivering presentations to SSO with recommendations for the development of occupational profiles and standards for each of the sub sectors

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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