

# Supporting skills development and the safe reopening of businesses beyond Covid-19 in Jordan's tourism & hospitality sector



## Summary

Working with the European Bank for Reconstruction and Development (EBRD) we undertook research with six subsectors of the hospitality and tourism industry to identify the key occupations and skills for the future.

Due to the Covid-19 pandemic, an additional focus was given to identify key skills gaps for re-opening businesses safely. As a direct result of this research, we developed a new service operator occupational standard for front facing staff, online certificated training programme and training to support businesses as they reopened.

## Background

Since 2018, EBRD and People 1st International have supported the development of a Tourism & Hospitality Sector Skills Council (SSC T&H) for Jordan. In less than a year, a robust system was in place for SSC T&H including an operational board, employer forum and training provider sub-committee. A three-year strategic plan and a one-year operational plan were designed and endorsed by the EBRD Board.

The first component of the one-year operational plan to define and understand the industry subsectors and develop key occupational standards and occupational profiles was contracted to People 1st International. The direct output of this work is to develop up to 20 professional standards across the subsectors.

## Our solutions

Rapid research to:

- Identify the key occupations and skills requirements of each sub-sector:
- Identify skills required for pre-entry in to the industry and skills gaps in the existing workforce – e.g. digital, green, social
  - o Restaurant – fine dining, café, fast food outlets
  - o Accommodation – hotels, hospitals, aparthotels, Airbnb
  - o Travel operators – inbound and outbound
  - o Tour guides including Cultural and Adventure Tourism
  - o Handicrafts and Antiquities
  - o Passenger Transport – added during the early phases of the project

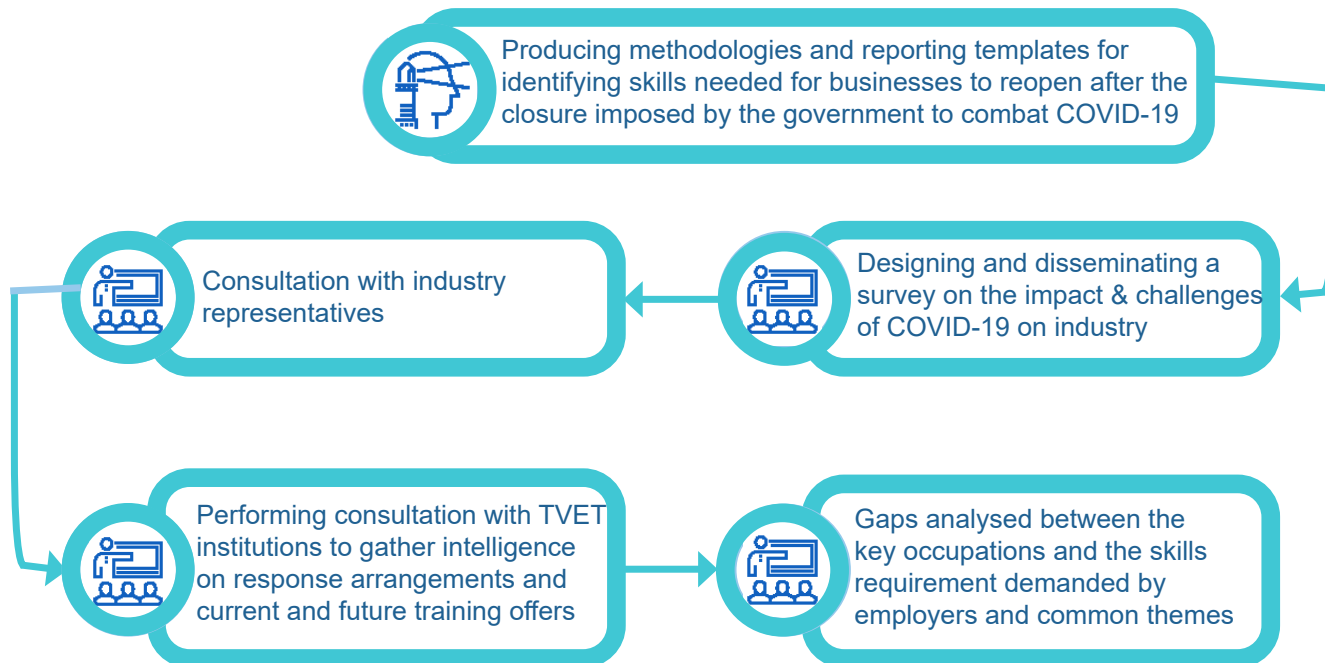
Development of professional standards: 20 occupational profiles and standards (on average 4 per sub-sector) to define the skills, knowledge and behaviours for each role

Identifying the impact of Covid-19 on skills via a comprehensive survey to industry employers

## Solutions to upskill the workforce & safely reopen businesses

- Development of an online certificated eLearning programme to support businesses and their employees as they reopen “Keeping customers safe”
- Development of an online train the trainer programme to support employers in following government guidelines as they reopen their businesses post COVID- 19

The key activities undertaken throughout this project included:



## Outcomes & impact

The project engaged directly with over 550 industry businesses through focus groups and employer surveys and 25 trainers were trained to deliver training to support businesses in reopening safely.

With the promotional support by the Ministry of Tourism and Antiquities, over 8700 individuals have participated in the WorldHost 2020 certificated training programme to support employees in the hospitality and tourism industry keep themselves and their customers safe beyond Covid-19.

## 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.

People 1st International  
Vertigo  
Cheese Lane  
Bristol, BS2 0JJ  
United Kingdom  
Tel: 020 3074 1222

 [www.people1st.co.uk](http://www.people1st.co.uk)  
 [info@people1st.co.uk](mailto:info@people1st.co.uk)  
 @p1stgroup  
 People 1st

