



**USAID** | **JORDAN**  
FROM THE AMERICAN PEOPLE

# JORDAN TOURISM DEVELOPMENT PROJECT II

**QUARTERLY REPORT  
APRIL – JUNE 2010  
FINAL**



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**5741 REPORTS**

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## ACRONYMS

|        |                                                          |        |                                                                   |
|--------|----------------------------------------------------------|--------|-------------------------------------------------------------------|
| ACED   | Aqaba Community and Economic Development                 | MOPIC  | Ministry of Planning and International Cooperation                |
| ACOR   | American Center for Oriental Research                    | MOTA   | Ministry of Tourism and Antiquities                               |
| AMIR   | Achievement of Market-Friendly Indicatives and Results   | MSME   | Micro, Small and Medium Enterprises                               |
| BDC    | Business Development Center                              | NGO    | Non-Governmental Organization                                     |
| BDS    | Business Development Services                            | NTS    | National Tourism Strategy                                         |
| CBO    | Community-Based Organization                             | PAP    | Petra Archaeological Park                                         |
| CHTDUP | Cultural Heritage, Tourism and Urban Development Project | PMP    | Performance Monitoring & Evaluation Plan                          |
| CTO    | USAID Cognizant Technical Officer                        | PNT    | Petra National Trust                                              |
| DOA    | Department of Antiquities                                | PRA    | Petra Regional Authority                                          |
| FDI    | Foreign Direct Investment                                | PSD    | Private Sector Development                                        |
| GAM    | Greater Amman Municipality                               | PSP    | Private Sector Participation                                      |
| GDA    | Global Development Alliance                              | RSCN   | Royal Society for the Conservation of Nature                      |
| GDP    | Gross Domestic Product                                   | SABEQ  | Sustainable Achievement of Business Expansion and Quality         |
| GNP    | Gross National Product                                   | SETP   | Social and Economic Transformation Program                        |
| GOJ    | Government of Jordan                                     | JTD    | USAID/Jordan Tourism Development Project                          |
| IBLAW  | International Business Legal Advisors                    | SOW    | Scope of Work                                                     |
| IMF    | International Monetary Fund                              | STTA   | Short-Term Technical Assistance                                   |
| IMP    | Implementation and Monitoring Plan                       | TA     | Technical Assistance                                              |
| JHTEC  | Jordan Hospitality and Tourism Education Company         | TDC    | Tourism Development Corporation                                   |
| JICA   | Japan International Cooperative Agency                   | USAID  | United States Agency for International Development                |
| JRF    | Jordan River Foundation                                  | UNESCO | United Nations Education, Scientific and Educational Organization |
| JTB    | Jordan Tourism Board                                     | USG    | United States Government                                          |
| JTD    | Jordan Tourism Development Project                       | VTC    | Vocational Training Corporation                                   |
| JTDPR  | Jordan Tourism Development in the Petra Region Project   | WB     | World Bank                                                        |
| JNA    | Jordan National Agenda                                   | WRPA   | Wadi Rum Protected Area                                           |
| LTTA   | Long-Term Technical Assistance                           | WTO    | World Tourism Organization                                        |
| MEP    | Middle East Partnership Initiative                       |        |                                                                   |
| MFI    | Microfinance Institution                                 |        |                                                                   |
| MOE    | Ministry of Education                                    |        |                                                                   |
| MOHE   | Ministry of Higher Education                             |        |                                                                   |

## Success Story

### Tourism awareness workshops give industry a boost

After three decades in the hospitality industry, this was the training Mohammad Daqqaq was waiting for. Daqqaq, the development and training director at the Kempinski hotel in Amman, said it was time to highlight the career opportunities in the hospitality industry and the importance of Jordan's tourism sector as a whole. He was finally able to get the lesson across in workshops organized by USAID/Jordan Tourism Development Project II (Siyaha) for hospitality workers as part of its nationwide tourism awareness initiative 'Tourism enriches our lives.'

Daqqaq, who attended several training sessions, praised the workshops for instilling the importance of tourism in hospitality employees, noting that the sector witnesses a high turnover in staff. "Jumping from hotel to hotel, many hospitality workers in Jordan fail to see it as a career, let alone a career of choice," he pointed out.

"By 2013 we (hotels) need at least 10,000 workers, an average of 2,500 each year. By highlighting that number, these workshops really show that it is a very promising sector. Many fail to realize that," he said. Daqqaq noted that he sent "dozens" of his staff to the free-of-charge trainings, which began in May, and also provided hotel workers with tips on customer service and an overview of Jordan's historical sites.

"They don't know the sites, the basic geography of Jordan and even Amman. This is a large concern and it was about time that we addressed it."

USAID/Siyaha and Ministry of Tourism and Antiquities-supported sessions that showcased how tourism workers can become role models for younger Jordanians by showing that with a little hard work anyone can reach the highest levels in the industry.

"I worked with many GMs in 5-star hotels when they started out as junior employees, some of them as busboys. These examples are important to show," Daqqaq said.

Some HR and training department heads, such as Rania Meelad, in her capacity as Training Manager at the Regency Palace Hotel, have incorporated many of the key lessons from the training in their hotel's in-house orientation and training.

"The trainings are really useful to us. Not only does it give us a chance to show our staff why it is important to treat guests well, but why the tourism industry is important to the country as a whole," she said. "We are now speaking as tourism establishments that seek to develop tourism in Jordan; not only as hotels that aim to increase profits."

The first workshops, which started in Amman, were held for hotel and restaurant managers, supervisors, human resources and marketing specialists, concierges, cooks, waiters, housekeeping staff and guest relations employees. According to participants, the trainings have already had a direct impact.

Khalil Abu Al Ata, a waiter at the Kempinski hotel in Amman said the training encouraged him to learn more about Jordan's history. "In my daily dealings with guests I often answer their questions about Jordan's tourism sites. After what I learnt in the awareness session about the



*Mohammad Daqqaq  
Development and training director  
at the Kempinski hotel, Amman*

importance of Petra I decided to take a trip there, and I came back with more information and photographs, which I will show to guests," he said.

Ayman Hussein, a health club receptionist at Le Meridien hotel, said he relied on the skills he learned in the workshop in dealing with an angry customer who was turned away after his membership expired. "I used the skills I learned to show him kindness and exercise patience and self-control, and eventually he dropped his complaint and was satisfied in the end," he said.

The USAID/Siyaha tourism awareness workshops will continue across the Kingdom throughout the year, reaching over 700 hotel and restaurant workers, as well as campsite owners and tourist bus drivers. The success of the awareness campaign will be critical for the industry's long-term outlook, according to Daqqaq. "We must improve ourselves. This is the only way Jordan's tourism can compete," Daqqaq said.

## Quarterly Highlights

The National Tourism Strategy update is close to completion and plans are being made to launch it to industry next quarter. Several training workshops, assessments and practical activities were implemented for PDTRA this quarter to help build the capacity of its leadership, management and staff and assist the authority in strategy planning and change.

In the area of vocational training, a new hotel and tourism center is being set up at the Theodor Schneller in Zarqa, and student textbooks and a teacher resource manual for the VTC Level II are being developed.

The final batch of interpretive signs for the Amman citadel was installed and panoramic signs are currently being finalized to be installed next quarter. A site brochure was developed and an initial batch of 50,000 was printed for free distribution to tourists on site.

The Madaba VTC center for hospitality and tourism is being set up as center of excellence and will pilot the Level II program, which is currently being developed by Siyaha. The content of the Level II student textbooks and teacher resource manuals were finalized and are being produced. Also, an agreement was made to establish a new hotel and tourism center at the Theodor Schneller School in Zarqa.

Training for tourism workers of all capacities and levels continued this quarter. A total of 450 restaurant and hotel workers, tourism business leaders and university professors in Amman, Petra and Aqaba were trained in areas related to their work, including safe food handling, first aid, concierge skills, achieving destination excellence, and more.

Work progressed on the Ajloun and Salt tourism trails. In Ajloun 25 businesses along the trail were shortlisted to receive grant support to develop their tourism-related businesses. In Salt, a grant was awarded to Emar (Salt Development Corporation) to support businesses along the Salt trail.

A series of tourism awareness sessions targeting industry workers were implemented in Amman, Aqaba and Petra in April, May and June. The sessions highlighted the importance of tourism to Jordanians and the national economy and reached more than 330 industry workers.

# 1. STRENGTHEN LEGAL AND INSTITUTIONAL CAPACITY

## ENHANCING TOURISM COMPETITIVENESS POLICY

### Support updating and Implementation of NTS

The list of indicators that will measure progress of all tourism industry sectors on deciding the targets for the NTS over the next five years is being finalized. Several targets for 2015 were set during an NTS coordinators meeting that included the minister of tourism; the main targets adopted are doubling of receipts, growth of 10%, increasing employment within tourism industry and increasing length of stay by one night. Siyaha experts integrated international trends and best practices into the strategy and compiled the strategic matrices developed by the private sector. Working group feedback was obtained and integrated and the final strategy draft was endorsed.

In preparation for finalizing the strategy, Siyaha began planning a launch event, and design and production of the strategy document began. Launch preparations include developing a short video to capture testimonials from visitors in Jordan, as well as producing invites and planning the invite list.

## SUPPORTING LEGAL AND REGULATORY REFORM

### Support Adoption of the New Tourism Law

No update on this section; awaiting MoTA to initiate moving into the next phase of revising the current law and revisiting the suggested drafts developed in 2007.

### Support Adoption of Sectoral and Professions Bylaws

This involves processing bylaws related to hotel classification and handcraft under the current law. No activities took place under this section.

### Support Enabling Legal Instruments for PDTRA

No further actions were taken; Siyaha is awaiting approval from the Cabinet of Ministers for the five following bylaws:

1. Fiscal regulation (revenues and expenses, pertinent authority matrix, accounts, and related matters)
2. Regulation for supply of goods and services
3. Regulation for disposition of the authority's lands
4. Regulation for Petra Archaeological Park administration and management
5. Regulation for the administrative organization of the authority

## INSTITUTIONAL CAPACITY STRENGTHENING

### Strengthen MoTA's Capacity as Tourism Industry Leader and Regulator

#### Support Internally-Driven Reform

Siyaha briefed the new MoTA Secretary General on reform work delivered and presented an action plan to support MoTA's organizational development efforts. Other items covered were the organizational development model and the mentor team concept. The SG requested assistance in structuring the ministry and recruiting Dr. Arwa Al Muthaffar to conduct HR management development. Accordingly, Siyaha submitted a detailed action plan to support MoTA's institutional development efforts in these areas:

- Improve services and processes within MoTA and its satellite offices starting with the Tourist Professions' Directorate processes and services as a pilot



- Recruit an expert to audit and develop the Human Resources Management systems starting with Tourist Professions' Directorate as a pilot
- Support MoTA communication and event management capacity
- Continue institutional development model

An institutional development support plan was presented to the minister and secretary general, which outlined programs and tasks for a communication plan, HRM systems, and improvement of MoTA processes and services. Accordingly, Siyaha began reviewing the processes and services at the Tourist Professions Directorate and prepared consultant scopes to begin work.

### **Build Capacity of Petra Development & Tourism Region Authority**

#### **Support Petra Authority institutional development and staff capacity**

Several training workshops, assessments and practical activities were implemented for PDTRA this quarter to help build the capacity of its leadership, management and staff and assist the authority in strategy planning and change. The following took place:

***Two change management workshops for PDTRA staff:*** 56 directors, division heads and staff were trained and completed an exercise defining current barriers and drivers for change at the authority. The results were used as a guideline in the leadership training course that was conducted for the Chief and Commissioners later that week.

***Leadership skills workshop for PDTRA Commissioners Council:*** It focused on identifying the fundamental components that drive organizational excellence, recognizing core elements for enhancing leadership effectiveness, defining key performance metrics to measure future organizational impact and developing action plans to address issues raised in the workshop.

***Organizational change readiness survey completed by chief and commissioners:*** This evaluated PDTRA's readiness for change.

***Customized strategic and work planning workshop for PDTRA:*** 12 directors were trained on phases of strategic planning, current status analysis, and strategy development and translation. USAID Mission Director Mr. Jay Knott visited the workshop and highlighted USAID's support for Jordan and Petra and the trust he has in the authority's leadership and staff in utilizing best practices to contribute significantly to the development of Petra.

***Work planning workshop for PDTRA directors:*** This focused on translating a strategy into a work plan, components of a work plan, executing, monitoring and evaluating the progress of implementation and work. Ten PDTRA directors attended, including two women, in addition to the PAP Commissioner, who is responsible for the authority's institutional development.

***PDTRA directors action plan activity:*** Action plans were developed by the directors and reviewed by Siyaha then discussed during a follow-up meeting.

***Training and capacity building program:*** This addressed the needs identified across PDTRA's middle management team. The identified needs were shared with PDTRA Chief and PAP Director and the training programs for the coming months were agreed on.

### **Support Petra Authority investment promotion**

#### **Real estate evaluation for PDTRA**

The USAID/Jordan Tourism Development Project II (Siyaha II) was requested to assist PDTRA in valuing one of their assets, a plot in Wadi Mousa. A professional real estate valuation firm was selected following a competitive process. The result of the valuation shows that the property with the buildings has a current market value of JD2,260,795.

### **Petra Strategic Master Plan Technical Evaluation Committee**

PDTRA is working to establish a strategic direction for the Petra region, and Siyaha support this quarter included assistance in developing the TOR for a request for proposals for a master plan. Siyaha commissioned METHOD Planning, an engineering & management consultant firm, to support this work by developing the terms of reference based on PDTRA's vision and objectives. Siyaha also helped develop the technical criteria to facilitate evaluation of RFP bids and supported managing the bidding process, including responding to enquires from 30 companies that expressed interest. In addition, Siyaha supported the evaluation of 17 offers received and provided experts to make up 50% of the evaluation committee to select a winner.

### **Academic scholarship for capacity building**

Siyaha supported Mr. Yaseen Al Saidat from PDTRA to pursue a Bachelors degree in tourism at Al Hussein University, Faculty of Tourism & Archaeology (Wadi Mousa). This is part of efforts to promote a sustainable authority and build the capacity of local community members, thus leading to an improved work environment. Siyaha covered 50% of the tuition, books and other program fees. To provide comprehensive support that would ensure utilization of learning into the work environment, Siyaha fully covered expenses for the candidate to take English language courses (TOEFL is acceptable).

### **Support Petra Authority communication and media outreach**

Siyaha conducted a preliminary audit of PDTRA PR and communication practices and assessed the communication tools currently adopted by PDTRA. Based on this, a PR and communication



*PDTRA commissioners attend a communications workshop*

strategy framework for the authority was developed to capture both the needs and the requirements for implementing effective communication strategies, policies and activities that enhance the role of PDTRA and maintain a positive image of the authority, along with good communication channels with the different stakeholders, media and the public at large. This PR and communications plan framework is the basis of the PR and Communication strategy/business plan to be adopted and implemented by PDTRA.

A PR and communications workshop was conducted for PDTRA Council of Commissioners in May. Five commissioners attended, and it focused on identifying PDTRA's PR and communication needs and developing the PR and communications objectives and key messages, as well as identifying the target audiences, tools and channels of communications. The next step is to complete the business plan, which will commence in quarter 3.

### **Support Petra Authority N7W anniversary event**

A gala dinner was held on 7<sup>th</sup> July to mark the third anniversary of Petra's designation as one of the New 7 Wonders of the World. Siyaha provided technical assistance for planning the event and preparing media materials.

## **PROMOTE GOOD ENVIRONMENTAL PRACTICES WITHIN INDUSTRY**

### **Integrate environmental impact of tourism at university level**

Siyaha prepared a concept paper for integrating the environmental impact of tourism knowledge within university level tourism curricula for the BA degrees for three specializations: tourism management, hotel management and events management. This was approved by the Academic Committee of the Ministry of Higher education; accordingly, the committee integrated the environmental impact of tourism into the updated curricula.

### **New project idea**

Siyaha initiated an awareness program on implementation of good environmental practices within hotels in regards to energy conservation and utilization of alternative energy sources, solid waste management and consideration for re-cycling and water conservation and treatment. The first awareness program will be delivered to the Crown Plaza staff and a MoU is being prepared to this effect.

### **Support development of PAP alternative exit**

In April a presentation was delivered to PDTRA Chief Commissioner by Jordan Petroleum Refinery CEO, a representative from KADDB, on the latest findings for the Turkmanieh shuttle service (alternative exit) for PAP. Further investigation was recommended, regarding the feasibility of using gasoline as a viable solution based on lower sulfur content fuel that might be provided from Jordan Petroleum Refinery. In May updates regarding Turkmanieh shuttle service cost estimates were discussed with the PDTRA Chief Commissioner to tally all pertinent information to this project to be presented to UNESCO.

### **Develop a framework for RJ to guide the EMP process**

Since a MoU was signed with RJ, data for establishing a baseline of the current existing documentation, environmental and operational conditions at RJ was reviewed. Next, discussions with RJ will begin to initiate site visits in order to assess the actual operations. Towards the end of May the objectives of phase 1 of the RJ environmental framework were presented, defining the environmental regulatory framework that RJ's environmental management plan must meet and identifying and prioritizing the key environmental issues that must be addressed by the EMP.

### **Support KHIA compliance with Jordanian environmental regulations**

Environmental regulations for the KHIA Civil Aviation Regulatory Commission and the environmental framework to be produced by Siyaha were discussed. Based on this, a MoU between KHIA and Siyaha was developed to be signed by Aqaba Airport Company and Siyaha.

### **Improve Petra environmental initiatives**

In preparation for a waste recycling depot at Wadi Musa, the needs for a full feasibility study on solid waste recycling in the Petra region was researched and shared with PDTRA.

### **Environmental audits for grants**

In cooperation with Aqaba Cooperative Maritime Tourism Society, Siyaha conducted an initial assessment on the physical location of the glass boat maintenance shop and the glass boats currently in use. Also, the scope of the Glass Boat Maritime Pollution Reduction project was clarified. A raw material inventory was taken and the status of the society building was inspected in order to finalize grant documents.

## 2. SITE DEVELOPMENT AND PRESENTATION

### IMPROVE CONSERVATION AND MANAGEMENT OF PETRA ARCHAEOLOGICAL PARK

#### PAP visitor center refurbishment

Siyaha continued support for the detailed design phase, which is being done pro-bono by three design and engineering firms, Maysam Architecture, USC, and NEA. NEA support was secured this quarter to develop tender documents, costing and Bills of Quantity. The first draft of detailed designs was submitted by Maysam Architecture and revised by Siyaha, PDTRA, and PAP. The ground floor plans, basement plans, and visitor center flow are currently being amended based on feedback. Also, a visitor center schematic design report was finalized and submitted to PAP.

#### Development spine area and four trails within the Petra Archaeological Park

A Trail Development Plan to improve the main trail and key secondary trails (Al-Khubtha, High Place of Sacrifices and Ad-Deir) within PAP was finalized following input from PDTRA Chief Commissioner and PAP Commissioner. With support from Siyaha, the plan was officially submitted to PAP to commence implementation. The plan highlighted issues and areas for improvement along the main trail, plotted distribution of services (including rest areas, toilets, signage), and identified physical interventions for site protection and visitor safety.

Siyaha also developed a conceptual design for toilet facilities to be installed inside the park, the designs of which include light-weight steel and wood structures. This was approved by PDTRA and a detailed prototype toilet design was submitted and approved by PAP. A complete set of detailed drawings will be finalized and submitted early next quarter for PDTRA to tender for implementation.

#### Conduct a study tour to US

Negotiations are ongoing with DOI to set the schedule for a study tour in October. This quarter, a program outline was prepared and DOI is working on logistical arrangements.

#### Petra Archaeological Park interpretation

##### Enhance Petra park interpretation

Phase II of the interpretation signage project to produce an additional 43 signs continued this quarter. Content and illustrations were gathered and copy writing of the English began. An Arabic copy writer is being identified for the translations. The design of the metal frames for the signs was enhanced and a first batch of 15 metal frames were produced.

##### Development and conservation of the Neolithic site

Collaboration to develop the Neolithic site in Petra is ongoing between partnering agencies (PDTRA, PAP, DoA, CBRL, and USAID). A MoU to this effect was approved by all partners and a signing ceremony is planned for next quarter. Furthermore, Siyaha drafted the main interpretive themes for the Neolithic site and sent them for further elaboration and validation by the Council for British Research in the Levant.

#### Support PAP conservation and management

##### Support improved visitor management within PAP

Based on a request from PDTRA, Siyaha printed an additional 150,000 service tickets.

#### **Organize Petra conservation conference**

In preparation for the conservation conference scheduled to take place in September 2010, a committee comprising representatives from Siyaha, DoA and PAP was created to conduct a rapid assessment of park conditions. The outcome report will serve as start-up and working material for the conference. However, conference preparations were put on hold until DoA institutional matters are finalized.

#### **Finalize Petra site use instructions**

A complete set of site-use instructions were finalized including: retail activities, tourist transport (horses, carriages), events, filming and camping. Next quarter, these will be sent to a legal firm to be put in final legal terms.

#### **Support development of PAP alternative exit**

Final recommendations were made on the type of engine with a compatible fuel option with low sulfur content that will be refined by the Jordan Petroleum Refinery for a feasible, environmentally-friendly exit shuttle system. Siyaha is currently preparing a report on this addressed to UNESCO that summarizes the findings to date and ensures that the proposed vehicular shuttle system will not affect site integrity and conservation. This report will be finalized and submitted to PDTRA next quarter.

In parallel, Siyaha is supporting PDTRA to identify and scope pre-requisite studies related to the deployment of the shuttle system. Two Terms of Reference documents were drafted for an Environmental and Social Impact Assessment, Air quality model and Engineering assessment. These will be finalized early next quarter for PDTRA to tender out.

### **SUPPORT THE IMPLEMENTATION OF AMMAN CITADEL SITE MANAGEMENT PLAN**

#### **Citadel site management standard operating procedures**

The complete Citadel SoP manual was submitted to the ministry for review in April and Siyaha is awaiting feedback. Furthermore, a new set of temporary instructions to govern the exceptional activities of the Jordan Festival on site was drafted, based on a request from the ministry, and submitted.

#### **Interpretation project**

The final batch of interpretive signs (six signs) was finalized and installed on site. Art works are currently being finalized for four panoramic signs, which will be manufactured and installed next quarter. A design for a site brochure was developed and approved by MoTA. Siyaha also supported the printing of the first batch of 50,000 for free distribution to tourists on site.

#### **Produce video on the Citadel project**

An RFP was issued to solicit offers for the production of a video that highlights the impact of the development works conducted by Siyaha and its partners at the Citadel. Awarding and start date was postponed until DoA institutional matters are resolved. Bidders were requested to extend the validity of their offers so as not to re-do the bid at a later stage.

### **CONSERVATION AND INTERPRETATION OF MARTYR AND ST. GEORGE MAP CHURCHES IN MADABA**

### **Develop St. George Church (of the map) interpretation center**

Due to institutional limitations at IMAR to manage the Hellenic Aid fund, project stakeholders decided to transfer the fund to the Greek Orthodox Patriarchate. Necessary paper work and documentation is currently underway to transfer the fund and resume work.

### **Sheltering and interpretation of Martyr's Church**

Due to institutional limitations at IMAR to manage the Hellenic Aid fund, project stakeholders decided to transfer the fund to the Greek Orthodox Patriarchate. Necessary paper work and documentation is currently underway to transfer the fund and resume work.

## **ENHANCING THE JERASH VISITOR EXPERIENCE**

### **Develop Jarash interpretation program**

An interpretation project for Jarash was initiated this quarter; 29 interpretive and directional signs and site labels will be produced. Research and content development has commenced by a local historian/archaeologist and first drafts are due next quarter.

## **WADI RUM SITE DEVELOPMENT**

### **Update Wadi Rum conservation and management plan**

Siyaha is awaiting ASEZA and RSCN to reach an agreement/alliance before the project begins.

### **Enlist Wadi Rum as a UNESCO World Heritage Site**

#### **Finalize the UNESCO nomination file**

The final dossier with a supporting video was submitted on the 27<sup>th</sup> January; Siyaha is awaiting commencement of the UNESCO inspection process.

### **Aqaba Castle and plaza improvement plan**

Siyaha will develop a holistic and comprehensive site improvement plan for the Aqaba castle, museum and plaza. The implementation of such a plan will improve site presentation, enhance the visitor experience and better conserve the site. A rapid assessment was conducted identifying a strategic approach and submitted to the Chief Commissioner. The concept and timeline was approved by ASEZA and work will start next quarter. A MoU with ASEZA to this effect was drafted and will be signed next quarter.

## **ENHANCE MUSEUMS AND GALLERIES**

### **Support the National Museum**

A grant was signed in June to support the Jordan Museum in two areas. The first is the participation of the museum team at Deaf Nation World Expo in the US next quarter. This responds to USAID's commitment in making tourism accessible to all. The second area is the development of a private sector participation model for the private sector to operate the museum restaurant.

### **Support the Arab Heritage Center (Daret Widad Kawar)**

Last quarter the grantee requested the allocation of additional funds to the original grant budget to develop the interpretation plan. The grant was adjusted accordingly and Siyaha helped the grantee select a consultant to work on the interpretation plan. The grant was then put on hold temporarily due to circumstances of the grantee and work resumed end of this quarter. The interpretation plan contract will be in effect next quarter.

### **Support the Petra Life Exhibition for Traditional Heritage**

Negotiations are ongoing with a potential grantee, Petra Life Exhibition for Traditional Heritage. Currently under construction, it is planned to be a permanent exhibition in Petra that showcases the history and heritage of the greater Petra region. Siyaha plans to support interior design works, marketing, and staff training. In the meantime, Siyaha is helping the potential grantee obtain copyrights to display a photo collection that belongs to the Library of Congress.

## **DOA INSTITUTIONAL AND TECHNICAL SUPPORT**

### **Management of core DoA functions**

Grant liquidation is on-hold until institutional matters are finalized at DoA.

### **Development of a national site interpretation manual**

Last quarter Siyaha started the process of drafting and internally reviewing the manual, however it has been temporarily put on hold.

## **SUPPORT AJLOUN INTERPRETATION**

The Ajloun interpretation signage project kicked off this quarter per a request from MoTA. It entails developing an interpretive solution for Ajloun that includes themes, sign design and specifications, and content. The conceptual design was finalized and approved by MoTA and content development is ongoing. The completed package is due in the first week of next quarter for submittal to MoTA who will handle production and installation of the signs.

### 3. Destination and Product Marketing

#### **STRENGTHEN JTB INTERNATIONAL MARKETING CAPACITY**

##### **Strengthen JTB's tourism marketing capacity**

###### **Participate in ITB**

Following Siyaha's participation in ITB, the minister asked Siyaha to develop conceptual designs for a new Jordan stand that represents the brand and experiences of Jordan and provides a comfortable and fully operational work environment for industry. Siyaha obtained feedback from JTB and a number of Chief Commissioners before commencing design development based on all operational requirements. Conceptual designs were presented to JTB and received positive feedback. They will be finalized to present to JTB, chief commissioners and industry.

###### **Participate in the ATM**

Siyaha took part in ATM as per a request from the minister to design a new JTB stand. Siyaha conducted a three-day inspection of other destinations' stands, identified the latest trends, and met with participating Jordanian companies regarding operational requirements in order to facilitate the new design and better achieve their objectives and represent Jordan.

###### **Develop JTB's Digital Marketing Capacity**

This is being planned through a grant that has been requested by JTB and approved by USAID. Work will start in August. A SOW has been developed for a six-month international consultant and was provided to JTB for comments in advance of commencing recruitment process.

###### **Expand network of agents and tour operators through on-line *Jordan Tourism Academy***

Siyaha has approved a grant request by PMG who are working with JTBNA to develop a Jordan Academy. The grant will cover both the development and marketing of the Jordan Academy in the Americas. As a result, 1000 US travel industry representatives will be trained and certified on Jordan and Jordan's products and experiences.

###### **Support JTB market research**

Initial market profiles for each market that JTB is represented in were developed and shared with industry to ensure relevance and usability. Feedback was positive and the final profiles are being completed. Siyaha will provide and present profiles for all 11 JTB markets.

###### **Enhance alignment of tourism trade marketing with JTB**

JTB requested a grant for this, which was approved by USAID; work will start in August.

###### **JTB staff management development**

JTB requested a grant for this, which was approved by USAID; work will start in August.

##### **Support JTB tourism communication capacity**

###### **Strengthen JTB International Communications**

JTB requested a grant for this, which was approved by USAID; work will start in August. A SOW has been developed for a six-month international consultant and was sent to JTB for comments in advance of commencing recruitment process.

###### **Develop a package of Jordan news for international distribution**

JTB requested a grant for this, which was approved by USAID; work will start in August.



### **Support Domestic Communications**

JTB requested a grant for this, which was approved by USAID; work will start in August.

### **Support JTB and Jordan's International Communications / Media Coverage**

JTB requested a grant for this, which was approved by USAID; work will start in August.

### **Develop Meeting, Incentives, Conferences & Events (MICE) tourism**

An RFP was developed and shared with JTB and KHCC for hiring an international company to develop a business plan for a proposed CVB with a 50-50 cost share from Siyaha under a grant. Before issuing the grant, Siyaha is awaiting JTB and KHCC to finalize the corporate model. It is also awaiting other investors to create the new institution (CVB), agree on funding percentages between the partners and sign an MOU between the potential key partners (KAFD, JTB, etc) to move forward per the above.

## **23100 SUPPORT DEVELOPMENT OF JORDAN TOURISM BRAND**

### **Develop Jordan brand and branding guidelines**

The contract is being negotiated by HO. A request has been sent to the Minister of Tourism to appoint a Jordan Brand Team to oversee and provide input for the review process to select a nationally accepted and successful Jordan tourism brand and branding guidelines. Siyaha will facilitate the process and manage the winning company.

## **23200 ENHANCE TOURISM TRADE MARKETING CAPACITY**

Siyaha communicated with key international bodies such as UNWTO, and business associations such as SITE, to discuss collaborating to provide specialized training and certificate programs in Jordan. A capacity building matrix was developed to include key international counterparts that will lead capacity training for the sector.

### **Tourism trade training workshops**

A conference and follow-up workshops on digital and social media marketing is being planned for next quarter in Amman, Petra and Aqaba. A series of "Know your Market" seminars are being developed for Jordan's tourism industry about each of the eleven markets where JTB have offices. The first seminar, "Know your Market USA", is scheduled for October. It will cover the size and potential of the US market and market segments, present trends and insights and other information. Similar seminars on Germany and France will be delivered in early December and on the remaining countries in December, January and February.

Siyaha is working with SITE to present a one-day seminar and one-on-one meetings on the latest trends, new business and pricing models, and the future outlook of incentive travel to increase incentive travel to Jordan. An agreement is being finalized with JITOA to develop and deliver two workshops in July on hospitality and guest courtesy for drivers and operations staff at tour operators, car rental agencies and tourist buses and ensure best practice customer service is provided to Jordanian visitors. Siyaha is also finalizing a MoU with WRTA to deliver a two-day workshop on the latest religious travel trends, future outlooks and profiles of religious tourism travelers to help Jordan leverage its potential to attract this highly lucrative market.

### **Certified training programs**

To attract more international meetings and exhibitions to Jordan, Siyaha is planning to implement two major training programs. The first is with CIC to conduct and deliver a CMP certification program in November on managing international meetings and conference in

Jordan according to international standards. The second is with IAEE to deliver their CEM certification program, which will enhance the capacity of the local exhibitions industry to manage international exhibitions.

### **Strengthen trade participation in trade shows**

A two-day workshop was conducted for local tourism professionals to strengthen participation in tradeshows, road shows and business development. About 50 industry representatives attended and were trained in international best practices and how to maximize the financial return to the Jordanian economy through tourism.

### **Support development of Jordan's digital capacity**

#### **Deploy web-reservation systems for hotels and tour operators**

An agreement was signed with STS to provide a much needed online payment gateway to the tourism industry so that potential visitors can book and pay online. Based on research and industry focus groups Siyaha conducted, STS upgraded the system's browser compatibility and adapted their security and operational model to ensure all potential visitors to Jordan can book online. The industry will be offered the service at reduced rates and Siyaha will provide support to integrate the payment gateway with their existing systems.



*USAID/Siyaha signs an agreement with STS to deploy a web-reservation system for hotels and tour operators.*

Siyaha held a focus group with 10 industry members to identify a solution to the great need for an online booking solution for inbound tour operators to promote and sell their products and services, and which can be integrated with the STS payment gateway. Siyaha is currently analyzing the best solution and is in contact with local and international providers of such online booking system.

## **SUPPORT AQABA TOURISM MARKETING**

### **Support KHIA tourism route development and marketing**

Siyaha is helping revise the Incentive Plan for King Hussein International Airport. The plan will include a strategy to develop LCC and Charter Airlines into KHIA as well as a plan for tour operators to ensure demand for the services. Brochures and presentations will be developed for each of the three target groups to assist and facilitate marketing efforts.

### **Support Aqaba Arab Tourism Capital 2011**

Siyaha is supporting ASEZA prepare for the 2011 celebrations; a presentation on developing Aqaba Arab Tourism Capital 2011 that would maximize the potential for Aqaba in 2011 and beyond was developed. It proposed events that leverage Aqaba's unique selling points, maximize sponsorship, engage the local and business communities and maximizes coverage of Aqaba 2011 and Aqaba as a destination. Feedback from the ASEZA Chief Commissioner was positive and a budget is being developed and presented to include staffing and support recommendations. Siyaha was then asked to deliver the presentations to the Executive Committee and to the broader Aqaba tourism industry.

## **PETRA MARKETING AND COMMUNICATION**

### **Develop Petra Archaeological Park marketing and communication materials**

#### **Develop PAP website**

Two website RFPs are being finalized for PDTRA. The first will ensure the delivery of a destination website that immerses visitors and potential visitors in Petra and the products and experiences Petra has to offer. The objective of the website will be to increase length of stay and increase spending in the Petra region. Once the project is awarded, Siyaha will support development of the website through financial and technical support. The second website RFP will deliver a corporate website for PDTRA and will target investment and business opportunities for Petra as well as provide e-services to the region.

#### **Develop an Investment Directorate Plan for PDTRA**

A strategy to develop Petra as a Destination and increase visitation and length of stay to maximize spending in the local and national economy was finalized and is currently being designed. The strategy delivers on the requirements of developing authentic, quality experiences and products that fit within the local environment, meet the demand of international visitors and address the gap in quality experiences within Petra. The plan has been developed to maximize investment both locally and internationally, and to ensure implementation and sustainability.

#### **Develop a 3-minute video on Petra**

A cinematographer was commissioned under a pro bono agreement to script, film and edit a three-minute video highlighting the great history of Petra, some of its monuments and the civilizations that prospered there. The objective is to highlight the diverse history and activities beyond the Treasury.

## **STRENGTHEN POST ARRIVAL VISITOR SERVICING**

### **Establish tourism information network and guides**

#### **Develop thematic guides for Jordanian experiences**

The contents have been finalized for a variety of printed thematic guides for Jordanian experiences in Amman, covering museums, art galleries and downtown Amman. These will enhance the tourism experience in Amman and increase dispersal, length of stay and spending in Amman. A photographer is to be contracted to provide high resolution photos that capture the essence for each of the 20 locations/venues and depict the overall theme of the mentioned brochures. These will be used in the printed guides and in various key promotional websites.

## **DEVELOP THEMED EXPERIENCES**

### **Develop Petra tourism**

#### **Develop Elgee as a cultural experience**

Siyaha supported PDTRA develop an RFA to attract local investors to develop Elgee as a tourist destination in Petra that will offer tourists a variety of activities, such as restaurants, coffee shops, an interpretation center and handicrafts outlets. The bid was awarded and Siyaha is now providing technical assistance to the winner. A grant may be awarded support these efforts and ensure Elgee becomes a key tourism attraction in Petra and in Jordan.

#### **Develop new night activities and entertainment**

Siyaha is working with JHRC to develop concepts for themed night activities in Petra, Wadi Rum and Amman. The goal is to increase tourist spending, prolong their stay, and address the lack of cultural activities for visitors to these areas.

### **Develop Fuheis as a holiday destination**

Siyaha will provide technical assistance and grant support to the Municipality and Fuheis Heritage Preservation Society to develop a Cultural Village. Siyaha is also planning to support preparations for the 2010 Christmas Festival.

### **Develop new products and activities**

#### **Supporting Jordan Motorcycle Association**

The grant to JMA is in progress. Siyaha issued an RFP for a website for the association, for which bids were evaluated and a winner was identified. Work on the site will begin soon.

#### **Supporting industry in developing applications and applying JEDCo/EU grants**

The Fuheis Heritage Preservation Society, JARA and Romero Group all expressed interest in obtaining Siyaha support in applying for grants through JEDCO. Siyaha will sign an agreement with JEDCO regarding this and then set a date to review their requirements.

## 4. HUMAN RESOURCES, QUALITY ASSURANCE AND INDUSTRY DEVELOPMENT

### Enhance tourism HR policy planning and development

#### **Publish Tourism Industry Manpower and Training Needs Assessment**

Siyaha is seeking MoTA approval before printing, publishing and circulating the HRD strategy among all industry stakeholders.

### Reform hospitality & tourism programs at universities & community colleges

An academic committee was established with six members representing the hotel and tourism industry, and five representing educational institutions. The committee developed study plans for three Bachelor programs and three Diploma programs. They are: Hospitality Management, Tourism Management and Event Management. This will consolidate the number of four-year awards offered by universities and colleges and offer only high quality programs that result in placements in managerial and supervisory roles. The committee agreed to include environmental subjects in all study plans.

#### **Organize tourism education reform conference**

Siyaha participated in the National Conference for the Development of Study Plans, Teaching and Learning, Student Assessment and Evaluation, and Scientific Research steering committee. It was chaired by Secretary General of Ministry of Higher Education and included members from recognized universities in Jordan. Siyaha also presented a half-day session during the conference to highlight the development of best practice hospitality and tourism programs at the national level. Siyaha also supported preparations for the conference, including schedules, invitations, content and material, and coordinating panelists.

Siyaha later met with the Minister of Higher Education and it was agreed that Siyaha will organize a one-day conference that focuses on reforming hospitality and tourism programs at all levels (VTC, MOE, universities and colleges) at the end of September, which will be organized under the umbrella of Higher Education.

### Modernize high school (Fundukia) program

It was agreed with the Minister of Education to begin establishing a Fundukia school for girls in Aqaba. Siyaha will support designing the facilities and labs. Regarding modernizing the program in general, a Tourism Industry Academic Steering Committee was set up for this purpose, with the following roles:

- Agree and implement measures to evaluate the progress and impact of the modernizing plan and agenda
- Formulate a new approach to accreditation of Fundukia programs in high schools
- Obtain support for the program from key stakeholders, especially industry employers
- Agree the scale of financial, physical and human resources to be allocated to support the agreed actions and initiatives
- Commit to the development and review of quality assurance and improvement policies in relation to high school certificate within each participating academic institution
- Establish, as required, expert review sub-groups to assist with the analysis and implementation of key aspects of the report and its recommendations
- Finalize and endorse a communications and e-business strategy to launch and disseminate the new approach to the education and accreditation of Fundukia programs

## STRENGTHEN TOURISM & HOSPITALITY VOCATIONAL TRAINING

### Upgrade and develop VTC centers

Ongoing support for the VTC hotel and tourism centers continues. The results of a quality assurance assessment conducted were presented to VTC instructors and supervisors in April. The Salt and Petra centers were assessed to determine areas for development. Renovation of the VTC centers in Ein Al Basha, Petra and Ajloun will commence in July and Madaba will be set up as center of excellence and will pilot the Level II program. Siyaha also developed the fifth edition of the VTC newsletter for hospitality and tourism.

In April Siyaha signed a MoU with Theodor Schneller School and VTC to establish a hotel and tourism vocational training center at the school. The signing ceremony was under the patronage of the deputy prime minister and several dignitaries attended, along with 200 community members. Siyaha developed a concept paper and budget for the new hospitality center.

Siyaha is developing case studies on the VTC upgrade project with feedback from industry as well as VTC instructors and students. This will be used as reference on the project.



*An agreement is signed to establish a hotel and tourism VTC center at the Theodor Schneller School in Zarqa.*

### Develop VTC Certificate in Hospitality Skills - Level 2

Siyaha developed student textbooks and a teacher resource manual for the VTC Level II and obtained and incorporated industry feedback on these. The textbooks and manual were then designed and translated to Arabic. Photographs were taken specifically for these books, which will be produced next quarter.

A train-the-trainer program for Level II is planned to take place next quarter in July. It will focus on food production, food and beverage services, and customer service. Front office training will be conducted at one of the five start hotels in Amman. IT and English training will be conducted by the VTC trainers in Madaba.

### Develop VTC Handcraft Center at Salt Center

Siyaha recruited a consultant to work on the center's strategy and business plan. Siyaha revised these plans and prepared an action plan for transforming the Salt center into a national center for handcraft training. The center's repair and equipment needs were evaluated and development of curricula for the four areas of the program was initiated. A MoU signing for this project is planned at the center in July.

## DEVELOP TOURISM WORKFORCE THROUGH INDUSTRY-BASED TRAINING

### Design and launch industry-based short courses for professionals

Siyaha produced the following training manuals:

- **Concierge booklet:** approved by JHA, registered at National Library, 500 copies printed
- **Food Inspection Manual:** this is based on the HACCP system and is awaiting approval

Siyaha implemented the following training courses:

- **Safe Food Handling:** 90 food handlers from 18 restaurants and hotels graduated from this course in Amman. In Petra, 42 food handlers were trained.
- **Achieving Tourism Destination Excellence:** Siyaha conducted three seminars for 90 tourism business leaders and university professors. The course stressed the need to develop destination clusters or public/private partnerships to increase length of stay and encourage small businesses to provide more activities for visitors.
- **Basic First Aid Training:** Three courses were attended by 80 participants.
- **Hospitality Skills & Guest Courtesy:** Two courses were conducted for 64 participants in Amman. Two courses were also held for Aqaba employees, and 60 representatives from Aqaba restaurants attended.
- **Hotel Concierge:** Nationwide training of concierges began in Petra to highlight the importance of this role. In Petra 23 hoteliers from 5 to 3 star hotels attended. In Amman, 5 concierge supervisors, guest relations and valet parking supervisors attended.



*Chefs and other food handlers in Amman attend training on safe food handling.*

### **Expand women enrolment in tourism and hospitality education programs**

#### **Royal Academy for Culinary Arts**

Siyaha partial scholarships to study at RACA were granted to three Jordanian female students.

#### **JHTEC**

USAID approval for a grant to support 10 scholarships for female students to study for a diploma at the Jordan Applied University, in addition to another 10 scholarships for students to obtain a Hospitality High school degree (Fundukia Tawjihi).

### **Improve availability and professionalism of tour guides**

Siyaha is working with Al Hussein University in Maan to support improving the availability of tour guides. Siyaha will establish a committee to revise the tour guide program and develop tour guide training material to be a national curriculum for tour guides in Jordan.

## **SUPPORT IMPLEMENTATION OF HOTEL & CAMPSITE CLASSIFICATION SYSTEM**

### **Launch & implementation of accommodation & restaurant classification systems**

Siyaha conducted Profile and Competence Assessment of 16 potential hotel classification assessors from MoTA, JHA, ASEZA, and PDTRA as part of the screening phase for recruiting personnel to assess hotel establishments under the new system. Nine of these were selected to attend the Approved Hotel Assessors Training Program that took place from 31 May to 3 June.

### **Support MoTA in establishing a quality assurance unit**

Siyaha conducted a Tourism Establishment Approved Assessors Program on 31 May to 3 June for nine assessors from MoTA, JHA, ASEZA and PDTRA. This equipped MoTA's Professions Directorate employees to implement the National Hotel Classification System.

### **Develop and launch classification standards for tourist restaurants with JRA and JFDA**

The proposed National Restaurant Classification System framework, concept and standards were presented to and approved by the Restaurant Classification Steering committee. The framework for assuring quality restaurants was finalized. After pilot testing the various standards, the committee reviewed, amended and approved all mandatory and quality standards for the formal, casual and quick service restaurant categories.

As part of developing system, JRA in cooperation with Siyaha and MoTA launched a restaurant classification symbol voting campaign at [www.jra.jo](http://www.jra.jo). The campaign included interviews with the public, e-mail shots, and press releases to direct people to the voting website. Restaurant owners, managers, tourism professionals and consumers can be part of the selection process by casting their vote for the new restaurant classification symbol.

### **Upgrade standards of RSCN eco-lodges and campsites**

RSCN completed their training program under the grant, and a total of 75 staff members were trained on several subjects including safe food handling, HACCP, event management, hospitality, standard operational procedures and middle management. Siyaha is seeking required documentation to close the grant.

### **Develop customer services at Children's Museum of Jordan (CMJ)**

The interior works for the museum restaurant under the grant were completed. This included installing a sound system, sliding doors and cupboards. USAID has already funded the design and the installation of the internal kiosk, which is part of the objective of developing and supporting revenue generating enterprises.

### **Develop Petra Park Rangers force**

Siyaha and PDTRA implemented a six-day training program for Petra park rangers and guards that provided them with the knowledge and skills essential to protecting the park's archaeological and natural resources, assisting management accomplish goals and implement policies, and ensuring safe and enjoyable world class experiences. A total of 48 rangers attended. The program also covered first aid skills and basics of food safety and hygiene.

### **Online and onsite e-ticketing system**

Following an assessment of the current ticketing system and awarding of a bid for a new onsite e-ticketing system, phase I of deploying the PAP E-ticketing system was completed this quarter. The system hardware and software was developed, delivered and installed, and IT staff is trained on all software dynamics, programming and troubleshooting. A microwave communication network was also installed to facilitate proper communication between PDTRA, PAP, and entrance and exit gates.

The onsite e-ticketing system was designed especially for PAP and will improve ticketing as a result of the following features:

- Ability to price and produce different tickets for entry and PAP-based experiences
- Timed interval entry will improve visitor flow and park conservation;
- Number of visitors in the park can be tracked to ensure all tourists have safely exited



- Tickets can be purchased at PAP and at other locations across the kingdom;
- Multiple payment options
- Reporting and querying system for financial, operational, and statistical reports
- Keepsake entrance ticket

### **Eco-toilets usage at Petra Park**

Toilet standard specifications have been revised to include details on fixtures and water saving.

### **Support DoS to prepare the TSA templates and reports**

Reports and tables were developed that will support development of a pilot tourism satellite account (TSA) for Jordan. This provided useful guidance for developing the TSA unit, such as that the direct expenditure of foreigners visiting Jordan greatly exceeds that of Jordanians going abroad, so tourism is a net earner of foreign exchange for the country. Also, the output of the tourism industry has been estimated to account for about 13.3% of GDP. The results have also given some indication to the next steps needed to identify errors in the data that are leading to implausible shares of tourism consumption in total output. The direction needed to take this work to its next level has been identified.

### **Revolutionize handcraft sector**

Training for handcraft producers continued this quarter



*A woman browses items at an exhibition in Amman to promote local handcrafts.*

with another training session by Aid to Artisans (ATA). This covered design and development, packaging, retailing, and sales and marketing. More than 100 trainees from Ajoun, Jerash, Salt, Amman, Wadi Mousa, and Wadi Rum took part. Sales trips were arranged for the artisans to special handcraft shops, bazaars, and hotels to introduce and open new markets for their products and a special exhibition was held in June to showcase the products developed during the ATA training. Follow up visits to the pilot areas were conducted for quality checks on production and techniques.

The National Handcraft Strategy is being translated into Arabic. Preparations were made for the upcoming Handcraft Exhibition and Awards in coordination with the steering committee assigned to oversee it. It will be held in September, and the event logo has been approved.

Two grants were awarded to handcraft producing organizations; one to Nashmyyat Al Balqa Cooperative and the second to the Jordanian Women's Development Association of the Deaf. Grant training was conducted for Nashmiyyat Al Balqa Cooperative.

### **Build capacity of tourism associations JHA, JRA and JITOA**

USAID approval was granted to help JHA become a policy-driven organization and to support training courses for the industry, establishing a quality assurance unit, holding awareness sessions and building the capacity of staff. Implementation will begin early July 2010.

### **Upgrade and build capacity of Madaba Institute for Mosaic Art and Restoration**

The internal procedures, instruction and regulations for MIMAR were revised and job descriptions and a salary scale developed to enable the institute to operate more effectively. A grant has been approved to support MIMAR marketing initiatives to enhance the institute's profile among perspective students, the community, and those who have an influence on students, such as parents and high school teachers. The goal is to attract and retain the highest quality students from across Jordan. It is anticipated that the grant will help recruit at least 10 new full-time students for the next academic year, get 150 perspective students and tourists to participate in mosaic introduction workshops, and fund three full scholarships to high qualified students in need.

### **Build capacity of local cooperatives**

#### **Support Petra community-based income-generating tourism projects**

A grant has been awarded to each of the Nabataean Ladies, Taybeh Women and Bait al Anbat cooperatives to help ensure their sustainability, benefit the local community and help the cooperatives meet markets needs by producing high quality products with new designs.

#### **Support Rural Woman Cooperative to promote Jordanian handicrafts**

Siyaha helped the cooperative issue bids for various services, and this quarter a financial system was selected, an interior designer hired and offers for sewing machines are being evaluated. Following participation in the ATA training, the cooperative developed ten new product designs and took part in the handcraft exhibition held in June.

#### **Build capacity and develop the Jordanian Women Development for the Deaf Association**

A grant for the association is being prepared.

#### **Support Nashmyyat Al Balqa Cooperative to promote Joranain Handcraft productions**

A grant has been approved for this cooperative to support their production unit and promote handcraft production for the tourism sector in Jordan.

### **Develop Ajloun Nature Tourism Trail**

A brochure to provide information on the grant process was produced and distributed. A total of 67 potential businesses along the trail in Rasoon, Orjan and Ba'oun were assessed in coordination with MoTA, RSCN and ACB. These were shortlisted to 25 businesses that will receive USAID grant support to develop their tourism-related businesses along the Ajloun trail. The businesses then received business planning training and support to finalize their plans. Memorandums of Understanding were finalized to be signed at an event to launch the trail. This is to be held next quarter and preparations are being made.

Regarding interpretation along the trail, Siyaha developed a conceptual design for signs and this was approved by MoTA. The text is being developed by Siyaha (in English and Arabic) and will be ready early next quarter for MoTA to manufacture and install the signs.

### **Develop Salt Heritage Trail**

A grant was awarded to Emar (Salt Development Corporation) to support businesses along the Salt trail. A field visit to the trail was conducted with MoTA and a consultant from Colombia University to assess the possibility of establishing a children's music institute at Al-Sukkar heritage building. Siyaha is also supporting JICA to hold an official opening ceremony for the Historic Salt Museum and the Salt heritage trail. Siyaha is supporting MoTA prepare training courses for local tour guide along the Salt trail, and this will be conducted by Siyaha in coordination with JAU.

### **Promoting the value of tourism**

### **Implement Kingdom-wide public awareness campaigns**

A series of tourism awareness sessions targeting industry workers were implemented in Amman, Aqaba and Petra in April, May and June. The sessions highlighted the importance of tourism to Jordanians and the national economy and reached more than 330 industry workers. A tourism awareness video featuring success stories of industry students and workers is being developed to promote the value of tourism and position the sector as a career of choice. It will be used in various tourism awareness initiatives and a competition for school students.

Siyaha took part again in a career evening at the International Academy and invited tourism industry representatives who informed students about working in tourism and the different job opportunities it offers. The students were motivated to learn more about the industry and the participants as part of a competition organized by Siyaha that took place during the job fair.



*Students at IAA learn about career opportunities in tourism at the Siyaha career fair booth.*

### **Preserving Jordan's cultural heritage**

Campaigns to develop awareness about protecting Petra are being organized in coordination with PDTRA. A pocket size brochure with practical tips on how to protect Petra is being developed. The design is ready and 100,000 copies will be printed and distributed at the visitor center and Petra gate. A separate campaign will reach out to tourism workers through 10 workshops that target hotels, restaurants, rangers, visitor center staff, horse guides, tour guides, tour operators, and retail shops. These will take place in July and August to reach more than 300 workers in Petra.

## **5. PROGRAM SUPPORT & ENVIRONMENT**

### **MONITORING, EVALUATION AND REPORTING**

For this quarter each component provided primary data to be collated and entered in its respective technical area to update the M&E system and perform analyses. Funds leveraged tracker has been updated for the previous period along with its needed documentation, the project gained approximately USD 6,834,598 from non USG assistance (funds leveraged).

### **GRANTS PROGRAM**

This quarter nine concept papers for potential grants were received and passed on to relevant technical component for review. 13 new applications were approved by the GEC & CTO and grants were awarded for the amount of JD 327,073. Grant applications were screened, reviewed, and evaluated and close contact with grantees was maintained to ensure proper understanding of grants financial management and reporting. The Development of Printed Guides, Online & Mobile Tourism Information Systems for Jordan RFA was cancelled and will be re-announced in a different concept soon. Training was conducted for the new grantees for implementation.

### **COMMUNICATIONS**

This quarter 14 press releases were issued and 78 articles appeared in the local daily newspapers about the project's work, including online coverage. The project newsletter was issued for April, May, and June. Design, editorial and copywriting support was provided to the project as needed, including for reports, invitations, and events. This included design work for major events this quarter, such as preparations for the digital marketing conference in July, work on a design concept for the updated National Tourism Strategy, and design and production support to PDTRA in preparation for the N7W anniversary event. A series of video interviews were conducted with a range of tourism workers and students to collect material for a tourism awareness video. A Facebook account was set up for the Siyaha project, with almost 1000 members by end of the quarter. The account is being used to update subscribers on project and industry news and activities.

### **STAFFING**

JTDII hired two professional staff members, Zaid Masanat as creative Director / Senior Architect and Mohammad Dajani as Tourism Communication and Marketing Specialist. One support member was also recruited, Mohammad Abu Radi as Accounts Officer. Training for all new staff on proper procedures, operations, and policies was conducted.

Suha Freij, Accountant submitted her resignations in April, 2010 and Mr. Issam Al Junaidi was promoted to accountant and replaced her. Also Doa'a Okour, Marketing Coordinator submitted her resignation in May, 2010

### **GENERAL OFFICE**

In Petra a network system for PTDR was installed and major software configured. Servers to handle the new e-ticketing system for PTDR were prepared. For Siyaha offices, new extensions were added to the telephone system. Firewall (Fortigate) and Anti Virus applications (Mcafee) subscriptions were renewed for the upcoming year. A new fiber optic line was

installed to replace the normal copper leased line to enhance bandwidth and Internet speed. RFQs were released for procuring IT equipment for grantees.

Security and cleaning and vehicles maintenance for Amman and Petra offices were supervised. A central bookshelf was installed in the Amman office and walls were painted. The Salt office furniture was transferred to the Salt Development Corporation.

## TRAINING AND EVENTS

The following events took place this quarter:

| Component           | 4                                                                                       | 4                                                                                                | 4                                                                                                | 1                                                           | 1                                                             |
|---------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------|
| <b>W.P No.</b>      | <b>ICE/24231</b>                                                                        | <b>ICT /24251</b>                                                                                | <b>ICT /24251</b>                                                                                | <b>ICT/21331</b>                                            | <b>ICT/21331</b>                                              |
| <b>Name</b>         | VTC Open House Days                                                                     | First Aid                                                                                        | First Aid                                                                                        | Internal Change Management                                  | Leadership workshop                                           |
| <b>Date</b>         | <b>1-Apr</b>                                                                            | <b>6-Apr</b>                                                                                     | <b>7-Apr</b>                                                                                     | <b>7-Apr</b>                                                | <b>10-Apr</b>                                                 |
| <b>Objectives</b>   | Increase awareness of hospitality and tourism program through visits to 11 VTC centers. | Develop basic first aid skills to deal with situations trainees may encounter during their work. | Develop basic first aid skills to deal with situations trainees may encounter during their work. | Conduct internal change management workshop for PDTRA staff | Conduct leadership workshop for PDTRA chief and commissioners |
| <b>Target Group</b> | Potential VTC students and their parents                                                | Cooks, waiters, concierges, housekeepers, security, campsites supervisors and owners             | Cooks, waiters, concierges, housekeepers, security, campsites supervisors and owners             | PDTRA staff                                                 | PDTRA staff                                                   |
| <b>Venue</b>        | Jerash VTC                                                                              | Le Meridian Hotel                                                                                | Le Meridian Hotel                                                                                | Beit Zaman                                                  | Kempinski Hotel                                               |
| <b># attended</b>   | 100                                                                                     | 28                                                                                               | 24                                                                                               | 60                                                          | 10                                                            |
| <b>Male</b>         |                                                                                         | 23                                                                                               | 22                                                                                               |                                                             | 5                                                             |
| <b>Female</b>       |                                                                                         | 5                                                                                                | 2                                                                                                |                                                             | 5                                                             |

| Component           | 4                                                                                               | 4                                                                           | 1                                                                  | 4                                                               | 5                                                                 |
|---------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <b>W.P No.</b>      | <b>ICT /24251</b>                                                                               | <b>ICE/24236</b>                                                            | <b>ICT/21332</b>                                                   | <b>ICT /24251</b>                                               | <b>ICE/312360</b>                                                 |
| <b>Name</b>         | First Aid                                                                                       | MoU signing                                                                 | Strategic Management                                               | Hospitality Skills                                              | Chemonics Alumni Program dinner                                   |
| <b>Date</b>         | <b>12-Apr</b>                                                                                   | <b>12-Apr-10</b>                                                            | <b>14-Apr</b>                                                      | <b>15-Apr</b>                                                   | <b>16-Apr</b>                                                     |
| <b>Objectives</b>   | Develop basic first aid skills to deal with situations trainees may encounter during their work | Expand vocational training in Hotel and tourism to Theodor Schneller School | Strategic management workshop for PDTRA directors & division heads | Upgrade knowledge and skills of hospitality & tourism employees | Introduce Alumni Program to current & past employees of Chemonics |
| <b>Target Group</b> | Cooks, waiters, concierges, housekeepers, security, campsites supervisors and owners            | MoL, MoTA, Theodor Schneller School, VTC, E-TVET, Embassy of Germany, USAID | PDTRA staff                                                        | Hoteliers & restaurateurs                                       | Chemonics staff                                                   |
| <b>Venue</b>        | Le Meridian Hotel                                                                               | Schneller School                                                            | Crowne Plaza Petra                                                 | Le Meridian Hotel                                               | Royal Automobile Museum                                           |

|            |    |     |    |    |    |
|------------|----|-----|----|----|----|
| # attended | 29 | 200 | 16 | 29 | 80 |
| Male       | 29 | 150 | 10 | 26 | 32 |
| Female     | 0  | 50  | 6  | 3  | 45 |

| Component    | 4                                                                           | 4                                                                        | 4                                                                                                                             | 4                                                                                                                                                 | 1                                                                                  |
|--------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| W.P No.      | ICE/24231                                                                   | ICT /24251                                                               | ICT /24251                                                                                                                    | ICT/ 24251                                                                                                                                        | ICT/21332                                                                          |
| Name         | VTC Hotel and Tourism Quality Assurance                                     | Hospitality Skills                                                       | Safe Food Handling                                                                                                            | Food & Beverage Services                                                                                                                          | Work planning                                                                      |
| Date         | 22-Apr                                                                      | 22-Apr                                                                   | 24-Apr                                                                                                                        | 26 & 27 Apr                                                                                                                                       | 28-Apr                                                                             |
| Objectives   | Quality Assurance workshop for VTC supervisors and project development team | Upgrad the existing hospitality & tourism employees skills and knowledge | Introduce participants to safe food regulation, food protection techniques, and good employee hygiene and facility sanitation | Highlight the advantages of basic self-presentation & social interaction & develop complaint handling, guest courtesy, and food & beverage skills | Conduct Operational Planning Workshop for PDTRA Directors and Division Heads (PAP) |
| Target Group | VTC Project Development Team, VTC Supervisors a Ministry of Labour          | Hotelier & Restorantior                                                  | Cooks, asst cooks, waiters, purchasing officers, storekeepers, camp supervisors                                               | Hotelier & Restaurateurs                                                                                                                          | PDTRA Staff                                                                        |
| Venue        | Kempinski Hotel                                                             | Le Meridian Hotel                                                        | Le Meridian Hotel                                                                                                             | Intercontinental Aqaba                                                                                                                            | PDTRA Offices                                                                      |
| # attended   | 16                                                                          | 27                                                                       | 24                                                                                                                            | 63                                                                                                                                                | 14                                                                                 |
| Male         | 14                                                                          | 21                                                                       | 19                                                                                                                            | 52                                                                                                                                                | 9                                                                                  |
| Female       | 2                                                                           | 6                                                                        | 2                                                                                                                             | 8                                                                                                                                                 | 5                                                                                  |

| Component    | 4                                  | 4                                                            | 4                                                                                                                             | 4                                                                                                | 1                                     |
|--------------|------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------|
| W.P No.      | ICE/5112                           | ICE/24810                                                    | ICT /24251                                                                                                                    | ICT /24251                                                                                       | ICT/21333                             |
| Name         | IAA Job Fair                       | Rasoun local community awareness meeting                     | Safe Food Handling                                                                                                            | Hotel Concierge                                                                                  | PDTRA PR & Communication workshop     |
| Date         | 28-Apr                             | 12-May                                                       | 12-May                                                                                                                        | 18-May                                                                                           | 22-May                                |
| Objectives   | Promoting various jobs to students | Update community about grant criteria, and selection process | Introduce participants to safe food regulation, food protection techniques, and good employee hygiene and facility sanitation | Highlight importance of concierge role at hotels to build customer loyalty and increase business | Develop PDTRA PR & communication plan |
| Target Group | Students                           | Local community and all applicants                           | Cooks, assistant cooks, waiters, purchasing officers, storekeepers and campsites supervisors                                  | Hotelier                                                                                         | PDTRA PR Commissioners                |
| Venue        | IAA                                | Rasun Mosque Hall                                            | Le Meridian Hotel                                                                                                             | Le Meridian Hotel                                                                                | Kempinski Dead Sea                    |
| # attended   | 15                                 | 100                                                          | 106                                                                                                                           | 24                                                                                               | 14                                    |
| Male         | 8                                  |                                                              | 100                                                                                                                           | 21                                                                                               | 10                                    |
| Female       | 7                                  |                                                              | 6                                                                                                                             | 3                                                                                                | 4                                     |

| Component           | 4                                       | 4                                                                                           | 4                                                       | 4                                                                                                   | 4                                               |
|---------------------|-----------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------|
| <b>W.P No.</b>      | <b>ICT/24312</b>                        | <b>ICT/24620</b>                                                                            | <b>ICT/24620</b>                                        | <b>ICT/24620</b>                                                                                    | <b>ICT/24620</b>                                |
| <b>Name</b>         | Hotel classification assessors training | ATA Wadi Mousa                                                                              | ATA Aqaba                                               | ATA Salt                                                                                            | ATA Amman                                       |
| <b>Date</b>         | <b>30 May- 3 Jun</b>                    | <b>30 May- 2 Jun</b>                                                                        | <b>4 - 5 June</b>                                       | <b>5 Jun - 7Jun</b>                                                                                 | <b>8, 9 , 10 Jun</b>                            |
| <b>Objectives</b>   | Qualify Hotel Assessors at MoTA and JHA | Train Wadi Musa Association on market testing, product development, new designs & packaging | Market testing & readiness with the product development | Train Salt associations on market testing & readiness, product development, new designs & packaging | Sales call training with selected top 10 groups |
| <b>Target Group</b> | MoTA employees                          | Handcraft producers and traders                                                             | Handcraft producers and traders                         | Handcraft producers and traders                                                                     | Handcraft producers and traders                 |
| <b>Venue</b>        | Century Park                            | Association workshops                                                                       | Association workshops                                   | Association workshops                                                                               | Belle Vue                                       |
| <b># attended</b>   | 16                                      | 22                                                                                          | 5                                                       | 46                                                                                                  | 32                                              |
| <b>Male</b>         | 12                                      | 2                                                                                           | 3                                                       | 11                                                                                                  | 3                                               |
| <b>Female</b>       | 4                                       | 20                                                                                          | 2                                                       | 35                                                                                                  | 29                                              |

| Component           | 4                                                                 | 4                                                                                                                          | 4                                                                                                                                                       | 4                                                                                                                                                       |
|---------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>W.P No.</b>      | <b>ICT/</b>                                                       | <b>ICT /24251</b>                                                                                                          | <b>ICT/24251</b>                                                                                                                                        | <b>ICT/24251</b>                                                                                                                                        |
| <b>Name</b>         | ATA Amman                                                         | Safe Food Handling                                                                                                         | Concierge / Achieving Tourism Destination Excellence                                                                                                    | Concierge / Achieving Tourism Destination Excellence & grant signing                                                                                    |
| <b>Date</b>         | <b>12, 13 , 14 Jun</b>                                            | <b>12-Jun</b>                                                                                                              | <b>14-Jun</b>                                                                                                                                           | <b>21-Jun</b>                                                                                                                                           |
| <b>Objectives</b>   | Sales Display Setup , Workshop for hadcraft producers and traders | Introduce handlers to safe food regulation, food protection techniques, and good employee hygiene and facility sanitation. | Encourage small businesses to provide activities for visitors to lengthen stay and improve concierge skills and knowledge to exceed industry standards. | Encourage small businesses to provide activities for visitors to lengthen stay and improve concierge skills and knowledge to exceed industry standards. |
| <b>Target Group</b> | Handcraft producers and traders                                   | Cooks, assistant cooks, waiters, purchasing officers, storekeepers and campsites supervisors                               | Travel agencies, restaurateurs, local communities                                                                                                       | JTB, GAM , MoTA , Hotels                                                                                                                                |
| <b>Venue</b>        | Sheraton                                                          | Movenpick Petra                                                                                                            | Movenpick Petra                                                                                                                                         | Le Meridien                                                                                                                                             |
| <b># attended</b>   | 168                                                               | 46                                                                                                                         | 66                                                                                                                                                      | 58                                                                                                                                                      |
| <b>Male</b>         | 44                                                                | 38                                                                                                                         | 60                                                                                                                                                      | 35                                                                                                                                                      |
| <b>Female</b>       | 121                                                               | 3                                                                                                                          | 6                                                                                                                                                       | 23                                                                                                                                                      |

## Financial Summary