

Refugees and Host Communities Seeking Self-Employment Opportunities in Jordan



Labour Market Analysis of Rihab (Ma'raq), Wadi Musa (Ma'an), and Quweirah (Aqaba)

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Acronyms

ARDI	Agriculture Resilience, Value Chain Development and Innovation, World Bank Program
BOT	Build, Operate and Transfer” (BOT) Contract
CBOs	Community Based Organizations
DoS	Department of Statistics
FGDs	Focus Group Discussions
GoJ	Government of Jordan
GG-NAP	Green Growth National Action Plan
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
ILO	International Labour Organization
INGO	International Non-Governmental Organization
IR	Inception Report
JEDCO	Jordan Enterprise Development Corporation
KII	Key Informant Interview
KoBo	KoBo Toolbox is a software for data collection
LMA	Labour Market Analysis
MICE	Meetings, Incentives, Conferences, Events
MoITS	Ministry of Industry, Trade, and Supply
MoPIC	Ministry of Planning and International Cooperation
MoTA	Ministry of Tourism and Antiquities
MSMEs	Micro, Small and Medium Enterprises
MWh	Mega Watt-hour
NGO	Non-Governmental Organization
PDTRA	Petra Development and Tourism Region Authority
PwDs	Persons with Disabilities
ToR	Terms of Reference
VTC	Vocational Training Center

Executive Summary

Jordan has faced repercussions from global events marked by the COVID-19 pandemic and the Ukraine crisis. The Syrian crisis had already placed tremendous pressure on social infrastructure, natural resources and employment. Rising interest rates combined with a surge in the national budget deficit has suppressed job growth and increased unemployment for both host and non-host country nationals. According to the Jordan Department of Statistics (DoS), the unemployment rate reached 22.6% during the second quarter of 2022. To understand and map socioeconomic needs, potential resources and stakeholders in three selected locations in Jordan (Rihab, Quweirah and Wadi Musa), ARCS commissioned a consultancy on Labour Market Analysis (LMA) to establish a baseline for livelihood opportunities for self-employment and businesses in the private sector. These target locations were identified based on their unique local cultural heritage and their development potential in the tourism sector. This Labour Market Analysis focused on refugees, women, youth and persons with disability (PwD).

METHODOLOGY

The SRD study team used randomized sampling to conduct in-person surveys and interviews. Both quantitative and qualitative data were collected and disaggregated according to gender, age, and area, as applicable. The LMA collected evidence from a total of 764 individuals including 421 job seekers, 201 business owners, 32 Key Informant Interviews (KIIs) and 110 participants from 8 Focus Group Discussions (FGDs).

FINDINGS

The findings section of the LMA is divided into two parts. The first part provides an overview of the key discoveries that emerged during the market analysis. The second part responds to the objectives of this LMA.

- At the time of this LMA in October 2022, the results depicted a weak business climate in Jordan. On the national level, rising interest rates and high inflation have resulted in an economic slowdown. More than half of the 201 businesses interviewed in this LMA reported slow or stagnant growth in their sector. Business owners said that market uncertainty was their greatest barrier.
- Evidence from the business survey showed that only 29.4% of the businesses were growing in terms of the number of jobs and income. Rihab reported the greatest growth at 34.1% and Quweirah showed the least growth at 19.4%.
- The majority of business owners across all sectors were not planning to hire. This was partly due to seasonality within the agriculture and tourism sectors as well as sociocultural preferences for hiring. As it turned out, 46.8% of business owners typically hire through family and friends. This study found that business owners favor non-Jordanian nationalities, especially in the agriculture sector.
- The tourism sector in Ma'an Governorate showed the strongest growth. Agriculture was seen as the most challenging occupation for self-employment. The handicraft sector showed the most potential, but it was the least developed as a formal occupation.
- Job seekers responded positively to self-employment opportunities. According to the self-assessment results, 92% of the job seekers identified themselves as being self-confident and determined to succeed in a business. This finding pointed to job seekers' heightened interest in self-employment opportunities and the need to provide trainings in all geograp-

hic areas. However, to be considered employable, job seekers needed technical skills and communication training. In addition, access to financial assistance was needed for business startups.

The Scope of the LMA was to conduct a thorough market analysis and mapping exercise of the socioeconomic needs and employment opportunities in the target locations of Wadi Musa, Quweirah and Rihab. The findings from this LMA provide insight on the viable entry points for making the labour market, for refugees and vulnerable Jordanians, more accessible and inclusive in the target locations. The LMA team compiled key market information that is organized into five separate tables, summarizing the following: 1) Potential Business Opportunities 2) Occupational Interests 3) Skills for Self-employment 4) Obstacles and gaps; and 5) Barriers to Employment. The tables below summarize these findings.

1. Potential Business Opportunities

	Wadi Musa	Quweirah	Rihab
Tourism	Home-based beauty salons Taboon Bakery Project to produce traditional local bread Development of digital and technological applications	Tourism photography E-marketing using social media and mobile applications to promote tourism products	Faith-based tourism Ecotourism Cultural heritage site restoration
Agriculture	Greenhouse gardening	Greenhouse gardening Industrial kitchen for value added juice processing	Dairy – cheese making Food transformation and processing
Handicrafts	Specialized Artistry Handmade carpets and rugs Mosaic Precious stones Traditional textile Swords and daggers Copper carving Wood products and carvings Embroidery Glass products Metallic works Mother-of-pearl shells Musical instruments – Rababah Pottery and ceramics Sand bottles Printing supplies for parties Fringing wipes Plates, straw and reed	Specialized Artistry Garments Manually made carpets and mats Traditional textile Embroidery Musical instruments – Rababah Sheep wool	Specialized Artistry Garments Leather Manually made carpets and mats Rock necklace Mosaics Precious stones Sheep wool Stone carvings Straw/basketry Traditional textile

2. Occupational Interests

	Wadi Musa	Quweirah	Rihab
Tourism	Beauty services Spa Skin care technician Tourist guide	Tourism photography project E-marketing Establishing a tourist camp	Resort/ GYM- Spa Restaurants Educational Cultural Center Amusement Park Coffee shops
Agriculture	Food storage such as freezer shops Greenhouses for vegetable cultivation Rose cultivation and floral shops Mushroom production	Medicinal and natural herbs project Cultivation of vegetables and fruits Specializing in watermelon growing for juice making	Poultry production and marketing Dairy products Livestock Greenhouse gardening Industrial kitchen
Handicrafts	Traditional clothing, jewelry, candle making and papermaking for bookstores Glass, wood and porcelain used for mosaics Paintings to embroidery Souvenir shops Digital sewing	Clay products Carpets and mats Traditional textile and Embroidery	Rock necklace and Stone carvings Traditional textile Straw/basketry Sewing, boutique clothing and craft shops Wood products Mosaic restoration

3. Skills Needed for Self-Employment

	Wadi Musa	Quweirah	Rihab
Tourism	Innovative thinking Technical hair, skin, beauty, spa care training, hospitality management, IT/communication skills, English, managerial accounting and business support mentoring	Communication skills, knowledge of the sector, English language and problem-solving skills	Advanced English Business / Financial management
Agriculture	Technical horticulture training cultivation, IT/communication skills, managerial accounting, marketing and business support mentoring	Technical skills such as industrial kitchen, horticulture, IT/communication skills, managerial accounting and marketing	Technical horticulture Industrial kitchen, dairy production/creamery, artisanal cheese making, culinary IT/communication skills Managerial accounting, marketing Business support mentoring
Handicrafts	Digital embroidery, sewing IT/communication skills, managerial accounting, marketing and business support mentoring	Retail business services, IT/communication skills, sewing with six-week apprentice opportunity at Jia clothing company	Managerial accounting, marketing, business support mentoring

4. Obstacles and Gaps

	Wadi Musa	Quweirah	Rihab
Tourism	Lack of restaurants, retail and beauty shops.	Lacking life skills training to encourage strong, interpersonal communication such as self-discipline and the art of persuasion	Lack of jobs that match participants' degrees Lack of trainings that focused on tourism, entrepreneurship and marketing
Agriculture	Seed supply restrictions Lack of land for farming	There was no land available Failure to adopt new practices and technologies in their operations, specifically in fruit, vegetable, and palm farming Water scarcity	Water scarcity
Handicrafts	Informal sector that lacks licensees or certificates of practice Poor visibility and marketing to promote artists' goods	Lack of awareness about handicraft programs	Needs further refinement for long-term growth Trainings in Communication and interpersonal skills

5. Barriers to Employment

	Wadi Musa	Quweirah	Rihab
Tourism	Lack of financial assistance Lack of access to vocational training and certification in cosmetology, hospitality management and English language courses. Societal constraints that affect the hiring of women in hospitality Graduates not finding jobs that matched their degree and competencies	Lack of financial support and marketing	Gender roles and working in hospitality. Women working in hotels is not culturally accepted
Agriculture	Lack of agricultural employment opportunity and vocational training and certification in agriculture in Ma'an Lack of agricultural training (e.g. greenhouse and nursery installation; production as well as hydroponics)	Most of Syrians work in construction as builders, masons, blacksmiths and carpenters Syrians usually do not have a permanent address	Lack of land Water scarcity Prices on produce, inputs are not transparent
Handicrafts	Lack of training offered closer to where the participants reside	Lack of training to specialize and diversify quality handicraft making	Lack training in production and marketing methods

CHALLENGES

- The Tourism sector appealed to job seekers. However, many job seekers still lacked technical and communication skills as well as knowledge of the sector necessary for employment. In the agriculture sector, most respondents lacked access to land and financial capital.
- Agriculture was the least attractive sector due to the lack of land availability, unfavorable policies, lack of price transparency and water scarcity. However, in regard to direct employment, there are opportunities in the sector.
- The Handicraft sector offered the greatest potential for self-employment. But there appeared to be a need for marketing training in order to unlock this potential.

RECOMMENDATIONS PER SECTOR

Based on the LMA findings, the following recommendations are proposed.

Sector One: Tourism and Hospitality

- To ensure sustainability of ARCS and AVSI livelihoods programs, more collaboration with key stakeholders identified in this study, is advised. This means working closely with NGOs, Ministry of Education and Ministry of Tourism would be needed to strengthen educational and vocational training opportunities for job seekers to improve their technical and communication skills for tourism-related businesses.
- Provide professional training and certification in cosmetology, spa/skin care and hospitality services.

Sector Two: Agriculture and Agribusiness

- At the policy level, a vision must be created in order to incentivize and strengthen farming operations in Jordan. Continuous support must come from Ministry of Agriculture to reduce barriers, such as promoting value added products and building public-private farming alliances, cooperatives to stimulate and sustain growth in the sector.
- Provide technical assistance and training in horticulture, greenhouse/tree nursery installation as well as business mentoring to attract the younger generation and strengthen workforce capacity.
- Offer small grants or start-up kits to participants interested in agribusinesses.

Sector Three: Local handicrafts

- At the policy level, impose tariffs on imported handicraft goods to protect the Jordanian handicraft sector, creating a pro-local market to sustain self-employed artists.
- Run national campaigns to promote and market local handicrafts, including craft fairs, exhibitions and art galleries. Also provide handmade stickers "Made in Jordan," as a trademark, for universal branding and visibility purposes.
- Provide training to existing artists, working with women and persons with disabilities (PwD) to improve and increase their skills in retail management, customer service and marketing skills, buyer expectations, and presentation.
- Develop an online network of artists linked with local merchants in the tourism sector.

- Identify private sector companies to supply local raw materials needed for manual production.
- Identify hotels interested in showcasing local art and products from local artisans.
- Establish an exhibition for all artists in the three targeted areas.

The LMA study identified an existing network of local stakeholders (CBOs, trade associations, civil society organizations, cooperatives, local authorities, universities, other formal and informal groups) providing entrepreneurial support. The table below presents stakeholders per area. For more details, see Annex 1.

Livelihood Opportunities - Potential Stakeholders

Wadi Musa	<ul style="list-style-type: none"> • Petra Development and Tourism Region Authority (PDTRA) • Wadi Musa Widows and Family Development Association • Petra Association for Special Education in Wadi Musa • Princess Haya Developmental Center - Adhruh • Al-Wadi Ladies Association for Social Development • The Nabataean Women's Association for the Silver Industry • Hamdoun District Association • The Petra Ceramics Association • The Nabataean Capital Cooperative Association • The Shoubak Tourist Village Union Association • Green Petra Association
Quweirah	<ul style="list-style-type: none"> • Princess Basma Center for Development – Quweirah • Quweirah Charitable Society • Quweirah Youth Center • Directorate of Agriculture Al-Quweirah District • Al-Humaimah Ladies Charitable Association • Nachmiat Brigade Alqoerah Association for Orphans Care • Quweirah Municipality • Nashmiyat Dabat Hanont Association • Dar Abu Abdullah Association
Rihab	<ul style="list-style-type: none"> • Rihab Gate Charitable Society (Head: Mrs. Rawan Abu Dalbough) • Mafraq Governorate Council • Rihab Youth Women Center • Directorate of Tourism – Rihab

The following table illustrates potential training providers per area.

Key Training Providers

Wadi Musa	<ul style="list-style-type: none">• Petra Vocational Training Institute• National Company for Training and Employment – Ma'an• National Company for Training and Employment – Al-Hussainyah• Vocational Training Institute – Ma'an (women only)• Institute of Excellence for Renewable Energy - Ma'an• Al-Hussain Bin Talal University• Faculty of Shoubk College
Quweirah	<ul style="list-style-type: none">• National Company for Training and Employment - Aqaba• Princess Basma Center for Development - Quweirah• Creativity for Development and Training Center• Vocational Training Institute – Aqaba
Rihab	<ul style="list-style-type: none">• Jordanian German Center of Excellence – Mafraq• Rihab Gate Charitable Association• Vocational Training Institute – Mafraq• Al Albeit University/Training and Consultancy Center• Rihab Youth Women Center

Networking with the existing organizations would improve the quality and impact of ARCS and AVSI's livelihood programs in Wadi Musa, Quweirah and Rihab. The organizations and associations listed above could promote livelihoods and community development through financial assistance in the form of soft loans that would complement the technical training and mentoring, crucial for entrepreneurship. Here are some proposed actions that could be undertaken in the target areas.

In *Wadi Musa*, for example, the Wadi Musa Widows and Family Development Association could provide soft loans and mentoring to participants through offering trainings on home-based beauty salons and hospitality management, including English language courses; providing technical trainings greenhouse gardening to allow local growers to supply their produce directly to restaurants and hotels; and engaging handicraft artists in workshops on digital embroidery sewing and marketing.

In *Quweirah District*, the cooperation with Creativity for Development and Training Center, Al-Humaimah Ladies Charitable Association, and Nashmiyat Dabat Hanont Association is recommended to provide capacity building courses on project management, how to start a small project, and marketing skills, including trainings on cultivation of agriculture products and online marketing

In *Rihab District*, it is needed to increase information sharing and capitalize on Mafraq Vocation Training Center (VTC), to offer training. To improve access to educational opportunity in Rihab, one recommendation would be to make available a mobile vocational unit (VT caravan) to directly provide training to participants in cooperation with Rehab Gate Charitable Society and Ain Bani Hassan Charitable Society could provide soft loans and mentoring in these areas: Industrial kitchens that add value to dairy production for cheese making and supply of produce from greenhouse gardening for juice making; and training for local artists in sewing, mosaics, embroidery, and plastics recycling as well as in marketing.

Background

CONTEXT OVERVIEW

The current global market situation contributed to an economic slowdown in Jordan. With rising interest rates and a surge in the national budget deficit,[1] these circumstances have suppressed job growth. Unemployment appeared to be longstanding and remained a central concern to the Jordanian government. According to the Jordan Department of Statistics (DoS), the unemployment rate reached 22.6% during the second quarter of 2022.[2]

Vulnerability in Jordan was largely due to the lack of economic development and infrastructure. Inflation, low wages and lack of governmental support through the provision of basic services (health, education, etc.) were major factors contributing to the increase in multidimensional poverty throughout Jordan. Although incomes slightly increased in 2017, the majority of the population have struggled with lower standards of living that continue to compromise Jordan's future as a thriving middle-income country.[3]

The Syrian crisis has also added tremendous pressure on social infrastructure, natural resources and employment. According to research by the Ministry of Planning and International Cooperation (MOPIC), one in six people in Jordan was a refugee. This was the second highest per capita population of refugees globally. When it comes to employment, refugees were most likely to accept lower paid jobs because they lacked education, professional experiences and qualifications. Due to the influx of refugees coming into Jordan, there were huge constraints on natural resources, particularly water. With most refugees coming from Syria, (674,148), Jordan was also considered home to Iraqis, Yemenis, Sudanese and Somalis who do not intend to return to their own countries.

ARCS IN JORDAN

ARCS is an international, non-profit organization founded in Rome in 1985 by Arci, the largest secular association for social and cultural promotion in the Italian Third Sector. ARCI's mission, history and values have their roots in the experiences of mutual solidarity in the late nineteenth century and they are today put into practice in the support of active citizenship, in the fight against all forms of social exclusion and in the defense of freedom and of participatory democracy, in the affirmation of a global society of rights and justice. ARCS has assumed these principles and put them into practice in the construction and consolidation of international cooperation and partnerships. ARCS has a strong presence in the Middle East in emergency and development contexts.

For over twenty years, ARCS has engaged refugees and displaced persons in projects that seek to improve access to work and support community development. Since 2011 ARCS has been actively implementing emergency and development programs focused on protection and livelihoods in Jordan.

Within the framework of the ARCS' mission in the Middle East with projects aimed at improving access to work and support to local communities, refugees, and displaced persons, in emergency and development contexts, mainly in the protection and livelihood sectors, ARCS is responsible for implementing the **JODHOUR Project**: "Supporting employment and entrepreneurship in the cultural heritage, agricultural and tourism sectors in Mafraq, Ma'an and Aqaba governorates". Petra Development and Tourism Region Authority in Wadi Musa (Ma'an) serves as the governing body over the village of Rihab (Mafraq) and the district of Quweirah (Aqaba). The project is being implemented in collaboration with **AVSI Foundation**, which is the Lead Applicant and the Consortium Leader, and is funded by *the Italian Agency for Development and Cooperation* in Amman.

[1] Friedrich Ebert Stiftung, September 2022. Uncovered: The role of the IMF in Shrinking the Social Protection - Case Studies from Tunisia, Jordan and Morocco.

[2] Jordan Times, September 2022. Unemployment Rate Requires Policy Fix.

[3] AVR, 2022, Youth Aspirations Versus Reality In Jordan: Assessing Youth's Pathways Towards Empowerment And Self-Reliance In Jordan

JODHOUR PROJECT

JODHOUR Project supports employment and entrepreneurship through cultural heritage, agricultural, and tourism in the selected governorates. The project, implemented by the Italian NGOs AVSI and ARCS, aims to create more accessible and inclusive livelihood opportunities and economic development for refugees and vulnerable Jordanians in the Governorates of Mafraq, Ma'an and Aqaba. In particular, in the village of Rihab (Mafraq), in Wadi Musa in the region managed by the Petra Development and Tourism Region Authority (Ma'an) and in the district of Quweirah.

The project's key objectives include preserving the dignity of refugees and vulnerable Jordanians, in line with standards of protection and decent work, sustaining their livelihoods by promoting inclusive employment as well as strengthening self-employment and small business opportunities that respond to market needs and foster sustainable growth.

SCOPE OF THE MARKET ANALYSIS

This Labour Market Analysis attempted to understand and map socioeconomic needs, potential resources and stakeholders in three selected locations in Jordan (Wadi Musa, Quweirah and Rihab), with particular focus on refugees, women, youth and persons with disability. These target locations have been identified based on their unique local cultural heritage and their development potential in the tourism sector. ARCS had commissioned a consultancy on Labour Market Analysis (LMA) to establish a baseline for livelihood opportunities for self-employment and businesses in the private sector.

LMA Objectives

The LMA sought to accomplish the following objectives:

1. To identify all the existing local stakeholders (CBOs, trade associations, civil society organizations, cooperatives, local authorities, universities, other formal and informal groups) active in the field of entrepreneurship support, analyze their role in the supply chains and their potential in stimulating further development of the local market.
2. To conduct a market analysis in the areas of intervention and their surroundings, identifying and mapping existing entrepreneurial activities for potential business opportunities, noting obstacles and gaps in the supply chains for tourism, agriculture, agribusiness, and local handicrafts sectors.
3. To identify the occupational interests of each target group.
4. To assess each target group's specific skills/capacities/attributes and match them with identified employment opportunities.
5. To assess the barriers to employment or to self-employment for each target group.
6. To assess the current available training based on feedback from beneficiaries who received training in the target areas.
7. To map the existing livelihood and vocational training programs provided by other partners, to avoid duplication and over-saturation in the target geographic locations.
8. To analyze the gaps and needs in the supply chains of interest.
9. Provide specific and realistic recommendations for ARCS and AVSI livelihoods programs to improve the quality and impact of its activities in the Rihab, Wadi Musa, and Quweirah.

Desk Review

The section below provides an overview of Agriculture, Tourism and Handicraft sectors included in this study. For more context, a review of target sectors per geographic area is taken up in the subsequent section.

REVIEW PER TARGET SECTORS

Tourism and Handicraft Sectors

According to Jordan National Tourism Strategy (2021 – 2025),^[4] significant public funds were injected into heritage protection and improvements of 15 cultural sites over the next three years (2022–2024). Since Rihab, Quweirah, and Wadi Musa were excluded from the 15 selected sites, this further highlighted the gap and the need for INGO involvement in building the capacities of local CBOs in these geographic areas to enable them to advocate to the GoJ the importance these cultural heritage sites in Rihab, Quweirah, and Wadi Musa. Furthermore, the Jordan National Tourism Strategy identified these key tourism areas for investment: Culture and Heritage Tourism; Well-being Tourism (Wellness, Medical, Faith, and Adventure Tourism); MICE Tourism (Meetings, Incentives, Conferences, Events); and Domestic Tourism. In order to develop and promote these specific areas, MoTA planned to encourage innovation, entrepreneurship and technological adoption to add value to local communities.^[5]

Within the Decent Work Country Programme (2018 – 2022), significant investments in the hospitality and tourism industries added new skills thanks to the private sector partnership with USAID-supported Siyaha Project, which supported archaeological conservation of key sites in Jordan such as Petra, Madaba and Amman Citadel. This has led to substantial private-sector involvement, training and upskilling workers on hotel and tourism programs. The project included a revision of a new curriculum and a mandatory practical experience component. Training centers signed contracts with accredited hotels and restaurants to provide practical on-the-job training and monitored the trainees at their work sites.^[6]

The Jordan 2025 strategy^[7] charted a path that integrated a framework to govern economic and social policies through greater adoption of market value chains, particularly handicrafts producers, agriproducts, and informal home-based producers, based on the local context for tourism markets.

This strategy stressed the importance of creating sustainable linkages between micro producers, farmers, artisanal food and craft producers, service providers and the tourism sector (hotels, camp sites, restaurants, tour operators), as well as other commercial outlets. More specifically, the strategy emphasized the aim to support local producers and service providers with information and marketing to respond to the demand requirements for locally sourced products including food products, fresh produce and handicraft and other creative industries' products and services (e.g. cultural tourism tours) related to the tourism value chain.^[8]

Agriculture Sector

As a result of COVID-19 pandemic and the global repercussions from the Ukraine crisis, food security is a salient issue, gaining public attention from governments to bolster investments in the agricultural sector. In fact, the Government of Jordan (GoJ) aims to increase investments in this key sector. ^[9]

[4] Ministry of Tourism and Antiquities (MoTA). Jordan National Tourism Strategy (2021 – 2025).

[5] Ibid.

[6] Glick, Peter J.; Huang, Crystal; Mejia, Nelly; 2015, The Private Sector and Youth Skills and Employment Programs in Low and Middle-Income Countries. World Bank, Washington, DC, License: CC BY 3.0 IGO.

[7] GoJ, 2015, Jordan 2025 A National Vision and Strategy

[8] GIZ, 2019, Jordan's Tourism Sector — Analysis and Strategy for Sectoral Improvement.

[9] ILO, 2018, Decent Work Country Programme, The Hashemite Kingdom of Jordan 2018–2022.

To increase entrepreneurship in Jordan, the Jordan Green Growth National Action Plan, 2021–2025 (GG-NAP) was developed to create business models for new Micro, Small and Medium Enterprises (MSMEs), as well as strengthen university research and agricultural extension services, fostering long-term partnerships through innovative financing.[10] Ultimately GG-NAP encourages partnership building with local CBOs, NGOs, schools; offering Cash for Work programs to stimulate agricultural campaigns and agribusiness developments in communities.

In terms of access to financial assistance, the Jordan Enterprise Development Corporation (JEDCO) provides support for entrepreneurship, startups and high-growth-potential for SMEs and MSME owners. Two factors that inhibit business growth in Jordan: limited access to finance and the instability of legislation within the country. Both impose challenges to business owners. Financial institutions require draconian guarantees and collateral that startups and SMEs lack. By directly financing entrepreneurs, as covered in the JODHOUR project, this opens up the opportunity for new business growth.

Agribusiness

According to the World Bank report (2022), water scarcity was a salient issue for farmers. Smart water conservation and adaptation measures must be adopted. These included but were not limited to rainwater harvesting technologies, promoting the quantity and seasonal reliability of water availability to farming households for production purposes. [11] The World Bank report also stressed the importance of strengthening agri-food value chain development in Jordan. It focused on the cultivation of commodities, horticulture as well as olives, dates, and livestock. The same report highlighted the constraints that homebased producers and agribusiness firms face in terms of post-harvest value-addition, product quality, exports, and supporting farmers' ability to sustain their livelihoods. [12]

Most of the workforce in the agricultural sector were registered, non-Jordanian employees from Egypt, Bangladesh and Syria. Almost half of Syrians are employed in the agriculture sector, followed by construction and manufacturing. In the agriculture sector, work permits are no longer linked to a single-paying employer for Syrians, allowing for greater mobility in seasonal or temporary employment. These measures had formalized employment for Syrian refugees.

That is to suggest, access to a work permit provided Syrians a sense of protection and guaranteed wage premiums. However, the regulation on work permits in Jordan had not yielded the desired outcome as many Syrians are working in the informal economy because they continue to face obstacles in accessing formal employment opportunities. Many factors led Syrians to work in the informal sector and experience poor work conditions. That most Syrian refugees in Jordan came from rural areas in south Syria meant that they were less educated than Jordanians, and they tended to have more experience in the agriculture sector[13].

As some Syrian refugees elected for more informal employment, accepting lower wages and longer working days, they avoided the removal of financial assistance programs. This was a security measure to keep their registration in case they were to seek formal employment. Syrians also used work permits as legal documentation that could be presented to labor inspectors or police.[14]

[10] Ministry of Environment (MoEnv). Agriculture Sector Green Growth National Action Plan 2021-2025. Amman, The Hashemite Kingdom of Jordan.

[11] World Bank. 2022. Agriculture Resilience, Value Chain Development and Innovation (ARDI). Program for Results.

[12] Ibid.

[13] World Refugee & Migration Council, 2021, Moving beyond Humanitarian Assistance Supporting Jordan as a Refugee-hosting Country. Syrian Refugees in Jordan and the Region project.

[14] Chr. Michelsen Institute (CMI), 2019, Beyond the work permit quotas: Corruption and other barriers to labour integration for Syrian refugees in Jordan.

To enhance agricultural productivity and promote environmental protection, the ILO supported the adoption of employment-intensive methods in the agriculture, forestry, and nurseries sectors in Jordan. The ILO also introduced Green Works, which leads infrastructure and agricultural employment at the community level and directly benefits local farmers. Through this scheme, the ILO aimed to promote environmental protection, emphasizing the conservation of agricultural land, forest regeneration through tree planting to preserve biodiversity and increase food security.[15]

REVIEW PER TARGET AREAS IN JORDAN

This labour market analysis covered three geographic areas in Jordan:

1. Wadi Musa in Ma'an governorate
2. Quweirah in Aqaba governorate
3. Rihab in Mafraq governorate

Ma'an Governorate, Wadi Musa

There was strong evidence to support employment opportunities in tourism, hospitality and other service-based industries.[16] As per UNDP study in 2014, the results showed that hotels, employing fewer than 20 workers in Wadi Mousa, hired mostly Jordanians, of which 80% were female[17].

A more recent study showed that emerging jobs in southern governorates included operators of hydroponic systems as well as photovoltaic installers and cleaners. Other jobs needed in Ma'an governorate's service industry involved food preparation such shawarma makers, juice processors, butchers as well as retail salesclerks, domestic appliance/air condition installing, assistance with gypsum decoration, brick making, welding, and carpentry, and special home care assistance for persons with disabilities (PwD) and elderly.

In Wadi Musa, housekeeping and restaurant servers were in high demand. Some self-employment opportunities were identified in southern governorates including fruit, vegetable, herb and dairy processing such as canning/pickling/dehydration, thyme and medicinal plant preparation, jam making, dairy as well as soap making and beekeeping[18].

In 2015, members of the Wadi Musa local community expressed their keen interest in developing and sustaining tourism in their region by increasing visibility and attracting new businesses and tourists.[19] Therefore, some local handicraft and food kiosks have received support from local communities and direct tourism-related job growth has resulted in successful outcomes[20].

Aqaba Governorate, Quweirah

Quweirah is located in Aqaba governorate, which has an area of 1606.4 km², and has a population of 13,714[21]. With an approximate elevation of 813 metres above sea level, Quweirah is the center of the Quweirah District, which is located on the international highway (Aqaba - Amman - Baghdad) and spans a 50-km distance north of Aqaba. This makes Quweirah's location ideal for tourism and industrialization. The Al-Quweirah district includes many villages,

[15] ILO, 2018, Decent Work Country Programme, The Hashemite Kingdom of Jordan 2018–2022.

[16] REACH, 2016, Disaster Risk Reduction Assessment: Understanding Livelihood Resilience in Jordan.

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[20] Kefah Alshawagfih, 2015, Tourist Development in Petra Province: Wadi Musa as a Case Study. European Journal of Social Sciences. ISSN 1450-2267 Vol. 49 No 4 October, 2015, pp.438-451

[21] Jordan Department of Statistics (DoS), 2021, Population Estimates for the End of 2021.

namely: Quweirah, Rashidiya, Rum, Al-Humayma Al-Jadida, Debat Al-Hanaout, Al-Shakriya, Al-Salihiya, Al-Asaliyah, Ain Al-Hawara, Al-Humayma. This area includes tourist sites, both religious and cultural, as well as some mining industries such as glass sand and granite, in addition to being agricultural with a large number of agricultural projects[22].

Agricultural practices in Quweirah (Aqaba Governorate) were affected by two land-related challenges. Firstly, most of the arable land was government-owned, limiting the number of private farms. Secondly, without proper documentation to justify ownership, private landowners in the area were subjected to losing their agricultural land registration[23]. This growing scarcity of land in Quweirah was identified as a key challenge for areas with predominantly barren land cover. This geographical distinction implied that there was a stronger need to promote sustainable land use practices in the area[24].

Persistent droughts are a top concern for pastoralism in the southern parts of the country. A decade of drought in Quweirah has led to the drying up of pasture and threatening agricultural-dependent livelihoods[25]. Therefore, to mitigate the effects of drought, livestock owners are buying fodder instead of solely relying on pasture. As a result, this has only increased the input costs associated with agriculture[26]. During 2018, the Government of Jordan (GoJ) implemented a renewable energy project, 90 MWh Al-Quweirah solar PV project, on a “Build, Operate and Transfer” (BOT) contract’s basis[27].

Mafraq Governorate, Rihab

Situated in the north of Jordan, Rihab area is steeped in rich archaeological heritage. By the end of 2021, the total population in Rihab area was 5,978 [28]. There is a prominent manufacturing and agricultural presence. ICMC conducted a Labour Market Assessment [29] designed to assess the skills needed and the employment opportunities for refugees and host communities in selected governorates in Jordan, including Mafraq. Employers from Mafraq Governorate recommended these areas as top job priorities: 1) Compost products from available raw material in the local area and 2) Value-added fruit processing, specifically jam making, since there is an abundance of fruit produced in Mafraq.

Also, employers highlighted the lack of fresh milk and its derivatives. On the other hand, the ICMC assessment showed that the available training programs in Mafraq provided by other than the VTC include services such as beauty, tailoring, home repair, IT/telecom maintenance, bakeries, welders, electricians, car mechanics and professional office services [30].

In 2021, UNHCR Partners launched a coding bootcamp in Mafraq to provide refugees and vulnerable populations with the skills and networks needed to access dignified livelihoods through remote work[31]. Through coding, software development and soft skills training, students have graduated as junior full stack web developers. This training is followed by a paid internship supported by a personal mentor.

In 2020, CARE International conducted an assessment seeking to understand challenges, opportunities and gaps to self-employed refugees. This assessment evaluated the feasibility of sustaining microenterprises in the long run for Syrian refugees and vulnerable Jordanians in several governorates in Jordan, including Mafraq [32]. Among these microenterprises in the study, 60% were reported to be outside home while 40% operated from home, including garden businesses (i.e. HBBs).

[22] Ministry of interior. Quweirah District. Retrieved on 1 September 2022 (content available in Arabic only).

[23] REACH, 2016, Disaster Risk Reduction Assessment: Understanding Livelihood Resilience in Jordan.

[24], [25], [26]Ibid

[27]ESCWA, 2020, Assessment Report of Prevailing Situations in Rural Areas in Jordan.

[28]UNDP, 2021, Asharq Al-Awsat. Quantara

[29] Jordan Department of Statistics, 2021, Jordan Population Estimates for the end of 2021.

[30]International Catholic Migration Commission (ICMC), Labour Market Assessment 2021: Refugees and Host Communities Seeking Direction from the Margin of Jordan’s Labour Market.

[31] UNHCR Partners, CHAMS and Na’amal. 2021. Launch two new coding bootcamps to support dignified digital livelihoods for refugees.

[32] Ibid.

Eighty percent of these business owners were female, who ran their enterprise from home. The same study found that nearly half (49%) of the business owners reported being the sole earners of their households. This was the case for 39% of HBB owners and 56% of other self-employed owners. As the sole income earners from the households surveyed, this reveals the importance their businesses have on their livelihoods.

Methodology

The LMA team conducted this study to capture the current market situation in each area of interest, identifying market sectors appropriate and available for the target population. The LMA used participatory approaches, qualitative and quantitative methods, relying on primary and secondary data sources. Data was collected using individual surveys and quantitative research methods drawn from selected business owners and stakeholders, such as local CBOs, VTC, and authorities. This study relied on these four data collection tools:

1. Surveys via in-person interviews
2. Key Informant Interviews with CBOs, NGOs, and public institutions
3. Self-Assessment for job seekers
4. Focus Group Discussions (FGDs) with job seekers

SAMPLE SIZE

LMA Data Collection Reached a Total of 764 individuals:

- 201 Business owners.
- 421 Job seekers.
- 32 Key Informant (KIs).
- 110 Participants from 8 FGDs.

The study team used randomized sampling to conduct in-person surveys and interviews. Both quantitative and qualitative data were collected and disaggregated according to gender, age, and area, as applicable. Table 1 provides a summary of the total population, households, and sex ratio reached in each area [33].

Table 1: Total population, households, and sex ratio reached in each area

Area	Male	Female	Sex Ratio	Total Population	Households	Age group (years)		
						<15	15 to 60	Over 60
Quweirah	7,389	6,325	117	13,714	2,489	4,718	8,489	507
Wadi Musa	7,529	6,044	125	13,573	2,923	4,669	8,402	502
Rihab	3,034	2,944	103	5,978	1,222	2,056	3,700	221

* Sex Ratio: Number of males per 100 females

Business Owners/Employers

The study team attempted to cover all businesses in each target area through in-person interviews in the workplace. However, there was some data missing from private businesses due to their reluctance to share data that could possibly be reported to government tax authorities.

Table 2 illustrates that a total of 201 businesses were interviewed. They included 88 or (43.8%) businesses from Rihab, 77 (38.3%) from Wadi Musa and 36 or (17.9%) from Quweirah.

Table 2: Distribution of business per sector per area

Business sector	Quweirah		Wadi Musa		Rihab		Total	
	Count	%	Count	%	Count	%	Count	%
Tourism sector	10	5.0%	31	15.4%	7	3.5%	48	23.9%
Manufacturing (food, textiles, oil/gas, plastic, electronic, other)	7	3.5%	9	4.5%	25	12.4%	41	20.4%
Professional and Business Services	4	2.0%	7	3.5%	17	8.5%	28	13.9%
Agriculture or Agribusiness	6	3.0%	8	4.0%	12	6.0%	26	12.9%
Local handicrafts	5	2.5%	13	6.5%	8	4.0%	26	12.9%
Information (media Broadcasting, Telecoms, IT)	1	0.5%	2	1.0%	6	3.0%	9	4.5%
Education and Health Services		0.0%	3	1.5%	5	2.5%	8	4.0%
Construction		0.0%	1	0.5%	3	1.5%	4	2.0%
Goods-Producing Industries	1	0.5%	1	0.5%	2	1.0%	4	2.0%
Trade, Transportation, and Utilities wholesale/retail	1	0.5%	1	0.5%	2	1.0%	4	2.0%
Financial Activities (insurance, real estate)	1	0.5%	1	0.5%	1	0.5%	3	1.5%
Total	36	17.9%	77	38.3%	88	43.8%	201	100.0%

Table 3 provides a closer look at the key sectors in the selected areas. A total of 100 businesses were reached; 48% of them came from the tourism sector, and the remaining were distributed equally into local handicraft and agriculture (or agribusiness) sectors.

Table 3: Distribution of businesses per target sector, per area

Row Labels	Quweirah	Rihab	Wadi Musa	Total	
Tourism sector	10	7	31	48	48%
Local handicrafts	5	8	13	26	26%
Agriculture or Agribusiness	6	12	8	26	26%
Grand Total	21	27	52	100	100%

The following Figures 1 and 2 showed that the majority of the businesses (82%) were in operation for more than 3 years. About 65% of businesses had only one to three employees.

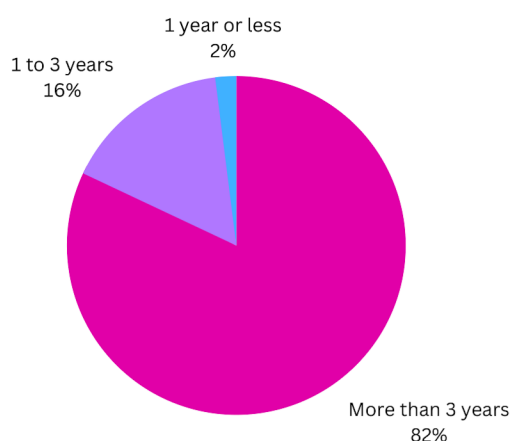


Figure 1: Number of years businesses were in operation

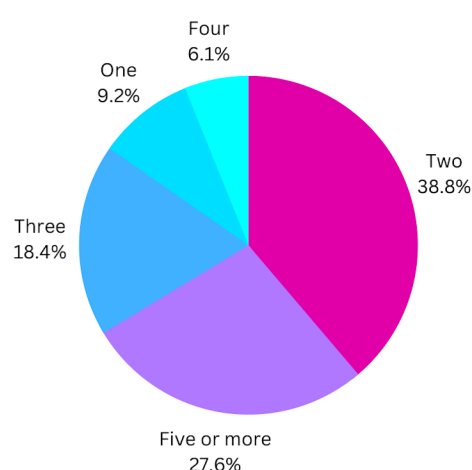


Figure 2: Number of employees in the business

Key Informant Interviews (KIIs)

The study conducted 32 KIIs from different CBO, NGO, or public institution in the three selected areas. The distribution of Key Informant Interviews per area is shown below:

Rihab	25%
Quweirah	31%
Wadi Musa	44%

Focus Group Discussions

A total of eight FGDs were organized with half of the groups held in Wadi Musa. The total number of participants in the FGDs was 110 (36 males and 74 females), as shown in Table 4.

Table 4: Gender of Participants from FGDs

Area	# of FGDs	Males	Females	Total
Quweirah	2	8	9	17
Rihab	2	22	15	37
Wadi Musa	4	6	50	56
Total	8	36	74	110

Participants from the FGDs included 24 Syrians (21.8%), most of them from Rihab, while the least number of Syrian participants were reached in Quweirah, as shown in Table 5.

Table 5: Nationality of Participants from FGDs

Area	Jordanian		Syrian		Total	
	Count	%	Count	%	Count	%
Aqaba	15	17.4%	2	8.3%	17	15.5%
Ma'an	48	55.8%	8	33.3%	56	50.9%
Mafraq	23	26.7%	14	58.3%	37	33.6%
Grand Total	86	100.0%	24	100.0%	110	100.0%

JOB SEEKERS

The LMA relied on evidence from 421 job seekers. The population sample exceeded the calculated total of 384, as shown in Table 6. However, the actual sample in Quweirah was much less than the expected total since most job seekers were seeking professions in other sectors (e.g. government) or they declined to participate in the survey.

Table 6: Distribution of the sample of job seekers per area

Area	Population	Calculated Sample Size [34]	Actual Sample Size
Rihab	5,978	69	228
Wadi Mousa	13,573	157	147
Quweirah	13,714	158	46
Total	33,265	384	421

As per Table 7 the sample of 421 job seekers included 55.1% females and 44.1% males, from the three areas, and as it turned out, there were more female respondents from in Wadi Musa, an indication that unemployment among females was higher in Wadi Musa than in other areas.

Table 7: Distribution of the sample of job seekers per gender

Area	Female		Male		Total
	Count	%	Count	%	
Quweirah	18	39.1%	28	60.9%	46
Rihab	97	42.5%	131	57.5%	228
Wadi Musa	117	79.6%	30	20.4%	147
Total	232	55.1%	189	44.9%	421

Table 8 shows the nationality of job seekers with representation of 88.6% Jordanian nationals and 11.4% Syrians.

Table 8: Distribution of the sample of job seekers per nationality

Area	Jordanian		Syrian		Total
	Count	%	Count	%	
Quweirah	44	95.7%	2	4.3%	46
Rihab	188	82.5%	40	17.5%	228
Wadi Musa	141	95.9%	6	4.1%	147
Total	373	88.6%	48	11.4%	421

[34] The sample size calculated based on rawsoft.com using a 95% confidence level and 5% margin of error and a 0.5 standard deviation.

LIMITATIONS

- This business survey took place during the off-season for most sectors. Therefore, there was a less optimistic view of the market as many businesses reported seeing no growth and an unwillingness to hire new employees. Going forward, future studies should be conducted in pre- and peak- seasons, to follow business growth and hiring trends.
- Some business survey questions were overloaded with a plethora of choices. The strength of the outcome was too thinly spread out amongst the businesses to show significant results. For example, Question 9: pointed to major barriers/obstacles to running a business. Market uncertainty was an external variable that affected businesses, but along with this challenge there were equally internal constraints that affect the day-to-day business such as labor availability and input prices.
- During the data collection phase, whereby if the respondent(s) answered a question '*not applicable*', the enumerator was advised to move to the next question. This would have resulted in a blank response in the raw data set. However, the enumerator might well have provided an in-depth answer in the comments section at the end of the survey or in the notebook. These missing data are justified through a triangulation of data sources from different stakeholders.
- The KIIs and FGDs questionnaires were more qualitative than quantitative, which meant that it was possible to have some unanswered questions, especially if most if not all respondents provided the same answer for different questions. This was especially the case when the next questions were probed for more information from the previous question that resulted in a "no" response.
- Throughout the field implementation of the survey, respondents found the multiple-choice questions overwhelming. One question had 18 different choices. This affected data analysis because of the difficulty calculating a mean with wide-ranging variability in responses. It is a lesson learnt that options should be limited to 4 or 5 maximum and leave 'other' option available for respondents to provide answers.
- The main challenge in collecting data from business owners was the difficulty to arrange for such interviews ahead of time due to the lack of contact information, and moreover the employers/business owners were not willing to trust and give attention to data collection exercise. They were unsure about how the survey would benefit their businesses, and more especially, they were reluctant to provide information that could be used by government tax authorities. However, this challenge was addressed using the snowball approach. After the interviews with business owners, they recommended other businesses from their network with whom the enumerators consulted.

Findings

The findings section of the LMA is divided into two parts. The first part provides an overview of the key discoveries found during the market analysis. The second part corresponds to the LMA objectives and provides specific details on the three sectors and target areas in this study.

OVERVIEW OF KEY FINDINGS

At the time of this LMA in October 2022, the findings depicted a weak business climate in Jordan. On the national level, rising interest rates and high inflation have resulted in an economic slowdown. More than half of the 201 businesses interviewed in this LMA reported slow or stagnant growth in their sector.

According to the survey of business owners, it appeared that the greatest barrier was market uncertainty with 27% or (55 out of 201 business) owners validating this claim. Other barriers included high labor costs with 11% of business owners stating this point followed by 9% availability of labor.

The LMA found that most of the businesses were not planning to hire across all sectors. In Ma'an Governorate 76.6% of businesses indicated that they were not hiring as did 72.7% of businesses in Marfaq. Similarly, 75% of business owners from Aqaba were not planning to hire.

Insights into businesses that showed growth

Results from the business survey showed that only 29.4% of the businesses were growing. Rihab reported greatest growth at 34.1% and the least growth was found in Quweirah at 19.4%, as shown in Table 9.

Table 9: Businesses indicated their sectors are growing by target area

Area		Not Growing	Growing	Total
Rihab	Count	58	30	88
	%	65.9%	34.1%	100.0%
Wadi Musa	Count	55	22	77
	%	71.4%	28.6%	100.0%
Quweirah	Count	29	7	36
	%	80.6%	19.4%	100.0%
Total	Count	142	59	201
	%	70.6%	29.4%	100.0%

Table 10 provided a closer look at the three targeted sectors: (Tourism, Agriculture, and Handicrafts), illustrating that the strongest growth [35] was found in tourism in Wadi Musa, whereas in Quweirah businesses expected “no growth” in all sectors.

[35] “Growth” defined by an increase in jobs, wages, income.

Table 10: Percentage of businesses indicating their sector is growing in three selected sectors (Tourism, Agriculture, and Handicrafts)

Area	Tourism		Agriculture or Agribusiness		Local Handicrafts		Total	
	Count	%	Count	%	Count	%	Count	%
Quweirah	0	0.0%	0	0.0%	1	100.0%	1	3.8%
Rihab	2	20.0%	3	30.0%	5	50.0%	10	38.5%
Wadi Musa	12	80.0%	3	20.0%	0	0.0%	15	57.7%
Total	14	53.8%	6	23.1%	6	23.1%	26	100.0%

Hiring trends

In terms of new hiring, the evidence showed a striking 74.6% of business owners were not planning to hire within the next few months. Even though the majority of business owners were reluctant to hire new employees, in contrast 44% of the businesses were eager to hire in Rihab.

As indicated in Table 11, hiring trends in the three targeted sectors were highest in Wadi Musa (47.6%) followed by Rihab (28.6%). Among those businesses owners who indicated that they were planning to hire new employees, 66.7% of them came from the tourism sector. In Wadi Musa 80% of business owners planned to hire in the tourism sector. Overall hiring in Agriculture or Agribusiness were poor. Wadi Musa reported none. Around 24% of business owners showed keen interest in hiring handicrafts in all three geographical areas, as shown in Table 11.

Table 11: Percentage of hiring per area in three selected sectors

Area	Tourism		Agriculture or Agribusiness		Local Handicrafts		Total	
	Count	%	Count	%	Count	%	Count	%
Quweirah	3	60.0%	1	20.0%	1	20%	5	23.8%
Rihab	3	50.0%	1	16.7%	2	33%	6	28.6%
Wadi Musa	8	80.0%	0	0.0%	2	20%	10	47.6%
Total	14	66.7%	2	9.5%	5	23.8%	21	100.00%

Table 12 shows the hiring channels that business owners typically use when seeking new employees. Findings supported that 55.6% of business owners hire through relatives and friends followed by employment platforms/job matching sites (23.7%); hiring via an internship was the least channel business owners use (3%).

Table 12: Typical Hiring Channels that Business owners use

Hiring Channel	Quweirah		Wadi Musa		Rihab		Total	
	Count	%	Count	%	Count	%	Count	%
Relatives or friends	8	25.0%	35	55.6%	51	68.9%	94	55.6%
Employment Platforms/ Job matching sites	15	46.9%	16	25.4%	9	12.2%	40	23.7%
Employment agencies	8	25.0%	10	15.9%	12	16.2%	30	17.8%
Via an internship	1	3.1%	2	3.2%	2	2.7%	5	3.0%
Total	32	100%	63	100%	74	100%	169*	100.00%

* N.B. Some business owners failed to answer this question and hence the total 169 out of 201.

Job Seekers Findings Snapshot

- Job seekers need more vocational training and certification courses offered in hospitality.
- Ninety percent of job seekers showed interest in entrepreneurship.
- Job seekers were less enthusiastic about the agriculture sector and had difficulty getting jobs in this sector without some knowledge and training.
- To be successful in any sector, job seekers need to explore entrepreneurial opportunities and receive on-going mentoring on business management, technical communication, finance and marketing for promoting their businesses.

Essential Skills Needed for Job Seekers

According to 20 out of 32 KIIs surveyed, Figure 3 showed the characteristics that were needed for self-employment. At the top were IT/technical skills, financial capital and land, followed by secondary education and knowledge of the sector. These characteristics matched the business owners' feedback on what skills were needed, namely IT/technical skills and knowledge of the sector. However, to be self-employed, it also required access to financial assistance and land.

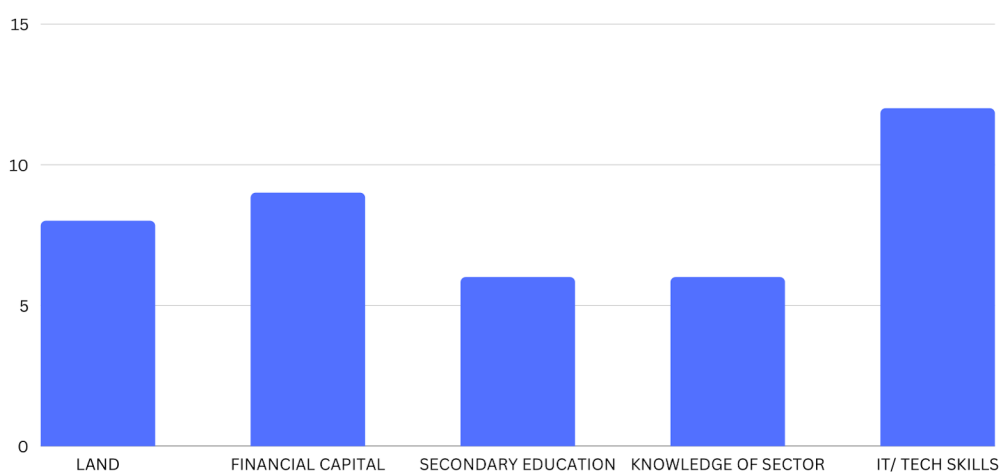


Figure 3: Characteristics Needed for Self-Employment

Overall job seekers responded positively to self-employment opportunities.

According to the self-assessment results, 92% of the job seekers identified themselves as being self-confident and determined to succeed in a business. Most age groups agreed that they have support from family and business mentors with the highest (90%) from the 31-40 category; also, the 31-40 age group was the highest reported 83% with savvy money management and the least (60%) from 15-18 age group. Ninety-five percent of the age group 25-40 were comfortable with their problem-solving skills. Ninety percent of respondents from Rihab claimed that they have a solid network of family and friends to rely on. One-hundred percent of respondents from Aqaba reported having trust in people.

Stakeholders Active In Livelihoods Promotion

The LMA identified an existing network of local stakeholders (CBOs, trade associations, civil society organizations, cooperatives, local authorities, universities, other formal and informal groups) active in the field of entrepreneurship support. The table below outlines the potential stakeholders per area.

Potential Stakeholders Per Area

Wadi Musa

- Petra Development and Tourism Region Authority (PDTRA)
- Wadi Musa Widows and Family Development Association
- Petra Association for Special Education in Wadi Musa
- Princess Haya Developmental Center - Adhruh
- Al-Wadi Ladies Association for Social Development
- The Nabataean Women's Association for the Silver Industry
- Hamdoun District Association
- The Petra Ceramics Association
- The Nabataean Capital Cooperative Association
- The Shoubak Tourist Village Union Association
- Green Petra Association

Quweirah

- Princess Basma Center for Development – Quweirah
- Quweirah Charitable Society
- Quweirah Youth Center
- Directorate of Agriculture Al-Quweirah District
- Al-Humaimah Ladies Charitable Association
- Nachmiat Brigade Alqoerah Association for Orphans Care
- Quweirah Municipality
- Nashmiyat Dabat Hanont Association
- Dar Abu Abdullah Association

Rihab

- Rihab Gate Charitable Society (Head: Mrs. Rawan Abu Dalbough)
- Mafraq Governorate Council
- Rihab Youth Women Center
- Directorate of Tourism – Rihab

More detail about each stakeholder can be found in Annex 1.

The following section provides a market analysis per business sector combining sub-groups of potential business opportunities, occupational interests, obstacles, gaps, specific skills and barriers to employment as well as networking opportunities.

Tourism and Hospitality Sector

Findings Snapshot

According to the business owners who participated in this LMA survey

- Forty percent of businesses preferred job seekers with communication and technical skills.
- Thirty-five percent reported that innovative thinking was the most important trait needed for entrepreneurship.
- Seventy-one percent of tourism-related businesses were not planning hire new employees within the next few months.
- Ninety-eight percent of tourism-related businesses were willing to hire female workers.
- Nineteen percent of tourism-related startups showed a strong need to access to finance.
- According to the FGDs, participants stressed the point that they lacked capital to invest in new businesses.

WADI MUSA - MA'AN GOVERNORATE

The study included 77 business owners from Ma'an. Those businesses interviewed in the tourism sector shared their insights on market potential. They affirmed that small businesses depended on experienced and qualified personnel. Self-employment was seen as an important opportunity not only to address high unemployment, but it also offers flexible work schedules and diverse opportunities beyond hotels and restaurants.

Potential Business Opportunities

- Home-based beauty salons. As one KII indicated, investment in beauty skin/spa salons as self-employed businesses would be viable activities for the Wadi Musa tourism industry [36].
- Taboon Bakery Project which could produce traditional local bread to supply hotels and restaurants on a daily basis.
- As one KII mentioned the "Heritage Villages" in Ma'an that offer the unique experience of staying in traditional houses. This establishment could support hotels and beauty salon/spas nearby as additional services to enhance the overall tourist experience [37].
- An emerging area that one of the FGDs mentioned was the development of digital and technological applications. In fact, participants recommended capitalizing on E-marketing in coordination with the Ministry of Tourism.

Occupational Interests

- *Beauty services*
- *Spa*
- *Skin care technician*
- *Tourist guide*

From the women's FGD in Ma'an, 11 out of 37 trainees expressed a keen interest to offer home-based beauty services. Twenty-five out of 37 participants would like to be trained as licensed skin care technicians. Four of these participants would like to open a beauty salon together. Apprenticeships could also serve as a bridge to more opportunity. If participants were supported for three to six months through a partnership between an INGO and businesses, they would gain more knowledge of the sector and be more employable.

[36] KII12, Wadi Musa/Ma'an Governorate, on 25 September 2022

[37] KII22, Wadi Musa/Ma'an Governorate, on 25 September 2022

Specific Skills Needed to Start a Business

According to business owners, 34% of them said that innovative thinking was needed for self-employment in the tourism sector. Nineteen percent of the businesses mentioned the need to access finance. This issue was also raised from the FGDs in Ma'an where access to finance for business startups was lacking.

The key identified skills needed are:

- Cosmetology (hair, skin, beauty, spa care) technical training
- Business development skills
- Hospitality management
- Information and Communication skills
- Communication skills
- English language
- Managerial accounting and business support mentoring.

Priority vocational training needs in Wadi Musa:

- Certification in cosmetology, beauty, skin and spa care
- Certification in Hospitality services
- Technical Engineering programmes in heating, cooling and electrical repair

Obstacles and Gaps in The Supply Chain

Business owners from Wadi Musa reported on the lack of restaurants, retail and beauty shops. Participants from FGDs also reaffirmed this point by stating that there was an absence of bookstore/stationary shops, beauty salons, restaurants and bakeries. These businesses were key gaps in the supply chain.

A local's perspective on the employment gaps in Ma'an Governorate

There are about 70 barbershops in Ma'an city and more than 30 in Wadi Musa, but the workers are non-Jordanians. They are mostly Egyptians or Syrians. The same applies to hybrid vehicle technicians, bakers, and Shawarma chefs. There is a need to raise awareness among the local community about the importance of these professions, as well as support the appropriate providers to host training courses for these professions.

KII35, Ma'an City, on 25 October 2022

Barriers to Employment

One barrier with developing the tourism sector in Wadi Musa was the societal constraints that affect the hiring of women due to conservative social norms. Participants from FGDs also discussed the negative perception of women working in hospitality jobs.

One FGD said: *"I cannot work in tourism projects because my family is against it. There is a very negative view of girls working in hotels. But few girls were able to break these traditions."*

As a representative from Al-Wadi Ladies Association for Social Development also pointed out, there was a need to change the perception of women working in the tourism sector such as hotels, tourist offices, and restaurants [38].

[38] KII 11 Wadi Musa/Ma'an Governorate. 26 September 2022

Um Sayhoun Village: A Constant Threat to The Tourism Sector in Wadi Musa

The village of Umm Sayhoun poses a great challenge to the development and improvement of the Petra area, where many cases of attacks against foreign tourists have spread, in addition to the assault on Petra area. On the other hand, the rate of children dropping out of schools in Umm Sayhoun is high, as the child's income is estimated at 300 dinars per month, and this child's income is higher than the income of his teacher. Children and young people rent donkeys to tourists, and the journey on a donkey takes about 20 minutes, and the fare for one trip for a donkey is 20 dinars. The people of the region do not accept work that requires commitment, time and skills, and are preoccupied with service work for tourists, as they make a quick and large profit.

A single violence event by an irresponsible person from Umm Sayhoun, who works in Petra area illegally, against a tourist is likely to disrupt the tourism movement in Wadi Musa and cause severe damage to the local community and tourism facilities in the area. *How can the local community in Umm Sayhoun be developed so that it contributes to the development of the Petra area and supports the tourism product?* Addressing this problem requires concerted efforts from various local and international parties.

KII17, Wadi Musa, on 24 September 2022

As pointed out by some university graduates, they had difficulty finding jobs that matched their degree and competencies [39]. In fact, one KII highlighted the unemployment dilemma adding that “the children of Wadi Musa are studying at Al-Hussein University. The majority of these graduates are unemployed, especially females” [40]. As another KII pointed out, “The graduates of the Petra Vocational Training Institute do not find job opportunities in the private sector. The institute specialized in hotel professions, but the sector is not safe and seasonal, so we moved towards training in different professions” [41].

To reiterate the point about seasonality of the tourism industry another KII emphasized that the “fluctuations in the tourism sector affect all activities in the region, reduce employment opportunities in general, and reduce the private sector's desire to employ local people” [42].

Why was the waiter fired?

While a young man from Wadi Musa was working as a waiter in a restaurant, and his duty was on the fourth floor. The waiter called the manager of the restaurant to come from the first floor to listen to what a foreign customer is ordering. The manager discovered that the customer would like to drink lemonade with mint, but the waiter didn't understand because he has weak English language skills. Immediately, the manager of the restaurant fired him.

FGD, Wadi Musa, on 26 September 2022

As reiterated by the FGD participant above, English Proficiency remains a key requisite for employment in the tourism sector. However, the local population cannot access any English training or courses as well as business management, finance and marketing skills in their area. As one participant stated: *'I need to learn English. I graduated in 2016 with a Bachelor's degree in Archeology and live in Wadi Musa, and thus far I have not found a job. I am training to work as a tour guide because the tour guides usually come from Amman'*.

With regards to starting up a home-based, tourism-related business in Wadi Musa, the major barriers were the lack of access to nearby vocational schools that could offer certification in cosmetology, hospitality management and English language courses.

[39] FGD Wadi Musa/Ma'an Governorate, 27 September 2022

[40] KII10 Wadi Musa/Ma'an Governorate, 27 September 2022

[41] KII13 Wadi Musa/Ma'an Governorate, 27 September 2022

[42] KII14 Wadi Musa/Ma'an Governorate, 27 September 2022

Opportunities for Networking

During his visit to South of Jordan on 13 October 2022, the King affirmed that the GoJ planned to launch of a package of tourism, agricultural, and mining projects in south of Jordan that would provide employment services to job seekers, as well as enhance food security and provide energy. He also indicated that there was a huge need to increase awareness of future employment opportunities for youth, alerting them about new investments and job growth, especially in the Aqaba region.

In conjunction with the GoJ's investment plans, these projects and institutions could provide further assistance in building technical capacity in tourism and agriculture. According to one KII from Wadi Musa [43], there is an emerging opportunity for the micro and small businesses through the Jordan Enterprise Development Corporation (JEDCO).

JEDCO focuses on raising the standard of living, social protection through increasing employment and supporting the tourism sector, and more recently the agricultural sector, especially those businesses that depend on modern technology. These technical areas were considered high priorities for support by JEDCO in Wadi Musa District.

Another KII [44] highlighted the importance of tailored training workshops to qualify young people on drafting proposals, work plans, and project management skills. JEDCO supported the Canyon Hotel and Devon Chocolate Factory near Ain Musa, which should create employment opportunities for the local community.

According to Wadi Musa Widows and Family Development Association, "*within the strategic directions of the authority, the trend is to build up the agriculture sector while making tourism secondary...the reason for this is that the tourism sector is volatile and seasonal*" [45].

- The Old Village Project of Wadi Musa was established by the Petra Development and Tourism Region Authority (PDTRA), which provides professional training opportunities and creates jobs, mainly in handicrafts for the local community. This offers a direct line from public to private sector.
- The Vocational Training Institute in Petra is specialized in hospitality, but the tourism sector, is seasonal and thus did not offer any job security. Training programmes were directed towards other technical professions such heating, cooling and electrical engineering, outside the focal sectors in the LMA.

All disciplines need to integrate communication, English and computer skills, so that these skills become a requirement for any profession to be trained in at the Institute [46]. However, the lack of effective communication between the Petra Institute for Vocational Training and the private sector was identified as a major weakness [47]. This finding opens up some space for collaboration to bridge the gap between the private sector and the vocational training institute.

[43] KII16, Wadi Musa/Ma'an Governorate, 23 September 2022

[44] KII20, Wadi Musa/Ma'an Governorate, 23 September 2022

[45] KII12 Wadi Musa/Ma'an Governorate, 27 September 2022

[46] KII13, Wadi Musa, on 25 September 2022

[47] KII13, Wadi Musa, on 25 September 2022

QUWEIRAH - AQABA GOVERNORATE

Despite the historical depth and the rich cultural heritage sites of Quweirah, the region still lacks infrastructure and development needed to accommodate tourists. The areas of Quweirah, Humaimah Al-Abbasiya, Al-Disa, and Wadi Rum, are a part of Quweirah district, which is well known for its establishment of the Emirate of Transjordan. It is the starting point for the Great Arab Revolt and the gathering of Jordanian tribes and clans. The annual International Camel Festival and poetry evenings are hosted there, attracting poets from all over the Arab world to participate.

The key tourist sites in Quweirah include:

- Al-Quweira Castle, which was Maghfir Police from the time of the Ottomans, and it is proposed to convert it into a heritage museum in which the ancient holdings are displayed in the form of a historical panorama of the region. Qweira Castle, not even known to many of the people of Qweira.
- The French Castle; and
- Al-Kharza [48], a mountain that attracts visitors from different regions.

The intent is to develop projects that preserve these archaeological sites in Al-Humaima. For instance, the archaeological sites in Humaimah, which is a museum of ecological and religious tourism, has a palace, a mosque, a number of churches and water wells. In Humaimah there is a box of scripts from the Abbasid era. These efforts to restore antiquities could lead to job creation in the fields of maintenance, restoration and rehabilitation as well as security. Such investment in these sites would bring job growth and vitality to the area.

Potential Business Opportunities

Quweirah has massive tracts of land available that would be suitable for industrial investments and logistics services connecting the region to neighboring countries, in addition to supplying raw materials for industries including silica, kaolin and granite. In fact, Quweirah is already established as an industrial zone. Aqaba Development Corporation[49] is expected to provide more than 6,500 job opportunities in the Al-Quweirah area. This logistics infrastructure would play an important role for Aqaba's tourist sector, tying in with trade industries.

Occupational Interests

- *Photography project aimed at tourists*
- *E-marketing: using social media and mobile applications to promote tourism*
- *Establishing a tourist camp, in lieu of hotels, to offer an interactive setting for tourists to engage in a handicraft marketplace*

Skills Needed for Self-Employment

Forty percent of the Business owners from Aqaba noted that of the skills and capacities job seekers needed for the workplace they were in communication, followed by knowledge of the sector (19%) and English language (19%). One KII reaffirmed that the following skills were lacking in the region: "communication skills, knowledge of the sector, English language, business development skills, and problem-solving skills"[50].

Most of the households in Quweirah District have at least one unemployed member, due to the lack of community economic development in the area. However, we have a few investments in private livestock (sheep and cattle). In addition to these agricultural projects, most of the workers are expatriates, mainly Egyptians.

KII34, Quweirah, on 12 October 2022

[48] Al-Kharaza, in Arabic (الخرزة)

[49] Aqaba Development Corporation, September 2022. ADC signed a memorandum of understanding (MOU) with IBM Terminals International. Under the MOU, a training college will be established under the name "Maersk International College to qualifying Jordanian youth to work in port systems

[50] Ali Njadat, Quweirah Youth Center, October 2022

Obstacles/Gaps in The Supply Chain

From the FGDs in Aqaba, participants voiced a strong preference for public service employment over the private sector. Despite this preference, some indicated that they were interested in starting up boutique clothing shops and IT/cell phone repair shops for tourists. Most of the participants wanted to receive more life skills training and courses that encourage strong, interpersonal communication such as self-discipline and the art of persuasion.

The youth of Quweirah are unaware of small businesses opportunities. Self-employment in the tourism sector was needed because of the proximity to the one-of-a-kind ruins in Al-Humaimah, which has a museum, a palace, a number of churches, old mosque, and water wells. The Quweirah Castle and the French Castle are also located in Quweirah.

I cannot say that Quweirah is a tourist area since there is not even one tourist camp, and there is no single agency that promotes, supports or encourages tourist projects, products, or camps in Quweirah area.

Participant in a FGD in Quweirah

Barriers to Employment

Most of the young people who participated in the FGDs were drawn to public service careers, including the army and general security. These government jobs were attractive since they provided long-term security. Another reason public service careers appealed to the youth was because of the influx of government agencies moving into the area because of the widespread drug abuse problem. For instance, the Anti- Narcotics Department opened a special center in Quweirah. As one KII put it: “drug dealers became role models, and Quweirah area is now a hotbed of drug abuse and illicit trafficking.” Quweirah had only two main streets with no training opportunities in the area. Thus, drug awareness programmes were needed. LMA found that there was little or no interest among either business owners or CBOs in employing or supporting people with disabilities. As one KII put it: “We announce job opportunities, but the number of applicants is very few”[51].

Quweirah does not benefit from the tourist activities in Aqaba. There is no single product that is made in Quweirah and sold in Aqaba.

Participant in a FGD in Quweirah

In addition to lacking tourist development in the area, many participants said that without financial support and marketing, they could not own a tourist-related business.

Opportunities for Networking

These associations, located in Aqaba, could provide trainings that could potentially strengthen competency and knowledge of the tourist sector:

- National Company for Training and Employment in Aqaba
- Princess Basma Center for Development in Quweirah

With these new skills and on-the-job experiences, job seekers would be well equipped to perform duties in the private sector given the current investments coming into Aqaba.

[51] KII26 Quweirah/Aqaba Governorate, 12 October 2022

RIHAB - MAFRAQ GOVERNORATE

Potential Business Opportunities

According to the business owners of Rihab, there was significant potential to capitalize on Rihab's cultural heritage sites. Rihab was seen as a destination for faith-based tourism and pilgrimages. The 'We Wanted a Paradise' program was launched to revitalize tourism and the construction of a tourist path in Mafraq, and Rihab will be a stopping point.

A representative from Rihab Tourism Directorate, responsible for enacting the religious plan, pointed out that the archaeological site of Rihab is one of the oldest sites in the world. This is where Saint George Church is located and recognizing this site will heighten visibility and increase interest tourism, pilgrimages and recreation in Rihab. The area could also support ecotourism. However, Rihab business owners mentioned the fact that many archaeological sites needed restoration.

Mafraq Directorate of Tourism

In September 2022, the Director of Mafraq Tourism, Dr. Bassam Nobat declared that an executive plan will be launched to develop the religious tourism path in Rihab district to maximize the tourism experience, creating new jobs for youth and livelihood opportunities. He also pointed out that investment has gone into the archaeological site of Rihab, one of the oldest churches in the world. By promoting this site, it could elevate the local community economic development.

One KII[52] from the Tourism Department highlighted the importance of the initiative "Supporting Livelihoods through Cultural Heritage Development", which is funded by the EU, and being implemented by UNESCO and ILO since July 2022. The initiative includes the rehabilitation of Rihab tourism site, in addition to creating jobs for women and engaging local communities in the project activities.

Another KII[53] added that this rehabilitation of the site in Rihab lacks awareness campaigns to increase youth participation in the project activities and to preserve cultural heritage.

Occupational Interests

- *Resort/GYM- Spa*
- *Restaurants*
- *Educational Cultural Center*
- *Amusement Park*
- *Coffee shop*

Skills Needed for Self-Employment

Job seekers needed to gain access to training and finance. Courses in an advanced English language would be a huge plus for job seekers interested in working for tourist-related businesses. Self-employment appeared to be an attractive option for participants interested in owning restaurants or a beauty salon, but sufficient capital would be necessary to launch a small business. Business development skills were highlighted during the FGDs as essential for succeeding in self-employment opportunities.

Obstacles/Gaps in The Supply Chain

Participants from the FGDs in Rihab claimed that there were no opportunities that matched their university major or skills in the area they work and live, but they offered many self-employment ideas such as starting retail trade and opening restaurants for tourism. However, participants expressed the areas lacking in the supply chain such as tourism, entrepreneurship and marketing.

[52] KII33, Rihab/Mafraq Governorate, 12 October 2022

[53] KII1, Rihab/Mafraq Governorate, on 21 September 2022

Barriers to Employment

Among the barriers preventing employment in tourism were the cultural perceptions that influence gender roles and the nature of hiring in hospitality. Women were at a disadvantage. Another factor pointed out was that it takes personal relationships to be given employment. These points require further attention to ensure positive working environments for all employees. Participants from the FGDs indicated that they lacked safety nets in terms of health insurance and social security in their jobs.

Opportunities for Networking

New project works are underway and merit attention in terms of job creation. According to a representative, from Mafrq Governorate Council in the district of Rihab, the 2023 plan includes the construction of new schools and extra classrooms in Rihab district, rehabilitation of agricultural roads, rehabilitation of homes for vulnerable families[54] as well as a gymnasium, a swimming pool in Rihab district. In addition to rehabilitating the tourist path in Rihab, there are plans for installing playgrounds in Nadirah village and in Hamamat Al Ali'limat.

REFLECTION ON TOURISM SECTOR IN ALL THREE AREAS

The LMA identified two major constraints in the tourism sector:

- 1.The current, global and national economic downturn and
- 2.The shortage of technical skills.

Both findings appear to be disjointed. Even if job seekers received new skills from training, they would still not be guaranteed employment in a volatile market brought on by economic uncertainties, seasonality of the sector as well as the culture of hiring in Jordan.

The LMA found that many businesses were not planning to hire across all sectors. In Ma'an governorate 76.6% of businesses indicated they were not hiring as did 72.7% of businesses in Marfaq. Similarly, 75% of business owners from Aqaba were not planning to hire.

From Table 13 Communication, Knowledge of the Sector and Technical skills remain a top focus for business owners seeking in new hires. Years of experience was not a key characteristic. However, knowledge of the sector and years of experience would have a positive correlation.

Table 13: Business Owners planning to hire new in the next few months by target area

Area		Not planning to hire	Planning to hire	Total
Rihab	Count	64	24	88
	%	72.7%	27.3%	100.0%
Wadi Mousa	Count	59	18	77
	%	76.6%	23.4%	100.0%
Quweirah	Count	27	9	36
	%	75.0%	25.0%	100.0%
Total	Count	150	51	201
	%	74.6%	25.4%	100.0%

[54] Homes for vulnerable families called in Arabic (مساكن الأسر العفيفة)

The most important characteristics employers seek in new hires presented in Table 14.

Table 14: The most important characteristics employers seek in new hires

Characteristics	Quweirah		Wadi Musa		Rihab		Total	
	Count	%	Count	%	Count	%	Count	%
Communication/ Interpersonal skills	14	38.90%	15	19.50%	21	23.90%	50	24.90%
Knowledge of the sector	7	19.40%	15	19.50%	21	23.90%	43	21.40%
Technical skills	4	11.10%	20	26.00%	17	19.30%	41	20.40%
English language	7	19.40%	13	16.90%	13	14.80%	33	16.40%
Marketing skills	4	11.10%	11	14.30%	12	13.60%	27	13.40%
Years of experience in the sector	0	0.00%	2	2.60%	2	2.30%	4	2.00%

In all three targeted areas for this study, there appeared to be huge barriers to owning a business. According to the FGDs in Rihab, participants highlighted the negative stereotypes business owners have about them. This has proven to be a demotivating factor, discouraging locals from seeking a profession in hospitality. They felt that they lacked the confidence and capacity to work in the tourism sector.

There was high demand for employees with English proficiency skills in Ma'an. Without training agencies in the area to teach English language for tourism, it would seem appropriate to offer language courses, in cooperation with Amman College/Amman.

Other contextual factors that affected the tourism sector. People were reluctant to work in tourism for the following reasons [55]:

- Non-Jordanian workers tended to accept lower wages since they do not have social obligations in Jordan compared to their counterparts.
- Social norms disenfranchised women who would like to work in the tourism sector. But their families are against it.
- There was an English language barrier. Teaching English language in public schools in Wadi Musa was not enough to prepare a young workforce for the tourism sector. English was an important requirement for all employers in Wadi Musa. One KII stressed the need for more English language and life skills training [56].

In the FGDs, several participants stressed the high costs associated with owning a business (e.g. taxes, fuel/utility costs) as major challenges.

[55] KII10, Wadi Musa/Ma'an Governorate, on 26 September 2022

[56] KII15 Wadi Musa/Ma'an Governorate, 26 September 2022

Agriculture and Agribusiness Sector

Findings Snapshot

- According to the FGDs, weak interest in agriculture was due in part to the fact that most (Jordanian and non-Jordanians) do not own enough land suitable for agriculture. This made it difficult for them to start agribusinesses in Ma'an, Mafraq and Aqaba.
- Business owners agreed that the agriculture sector was difficult for starting a business due to the gaps in the supply chain and strict regulations on seeds.
- Ninety-two percent of business owners were not planning to hire within the next few months.
- Eighty percent of business owners were willing to hire females.
- Forty-two percent of self-employed businesses said that self-motivation was key to running a successful business.
- Twenty-three percent of business owners indicated that access to finance was essential to run a successful business.
- Agricultural courses are only being offered in Amman not at vocational schools nearby.
- Participants from Rihab expressed keen interest in dairy farming. This must be further explored in order to develop value-added products such as milk and cheese that could be sold.
- Rihab was strongly suited for self-employment in agribusiness given the area's existing agrarian and pastoralist culture.

Mapping Value Chain

To understand the agriculture sector, Figure 4 illustrates the typical linkages.

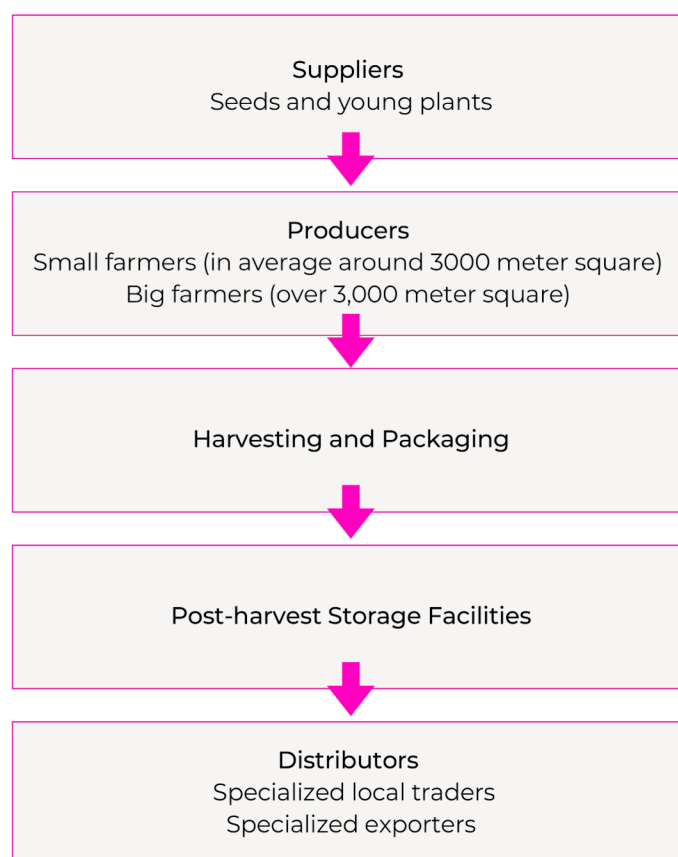


Figure 4: Agriculture Value Chain Process

However, in Jordan business owners discussed the many obstacles that disrupted the agriculture value chain process. Firstly, the Ministry of Agriculture required farmers to use phytochemical, certified seed. Secondly, smallholder farmers sold to a middleman wholesaler, and therefore the prices given to them lacked transparency.

Producers (over 3,000-meter square) had adequate packaging, better cold chain conditions, certifications in place, adequate skilled staff. Fruit and vegetables were harvested and packed into polystyrene trays without sorting, grading or weighing. Vegetables required only simple packaging or no packaging at all for delivery. No cold chain or sorting was needed. Middlemen were responsible for the buying up and the delivering of produce.

As highlighted in Rihab and Ma'raq governorates, there was widespread difficulty in obtaining permits to access farms and cereals close to the Syrian border. As a result, some farmers were unable to harvest their crops.

WADI MUSA - MA'AN GOVERNORATE

The Jordanian government reinforced strategic mapping plans to support the agriculture sector, notably in Ma'an governorate. The Ministry of Agriculture has signed the Smart Village agreement with Ma'an Youth Association for Environmental Conservation[57]. This project aligned with the National Strategy for Agricultural Development framework, and it is essential for rural, socioeconomic development, especially in the Badia regions. The aim was to provide job opportunities for the people of the region, which in turn will reflect positively on rural families, agricultural and environmental development, and open doors for youth and innovative projects of value-added economic growth[58].

Potential Business Opportunities

Petra Development and Tourism Region Authority (PDTRA) used to support local community in cultivation of fruit trees and wheat seeds. However, some KIIs expressed an interest in small-business projects related to greenhouses, tree nurseries and floral shops. These businesses would integrate well into the growing tourism market. According to the business survey, there was a small number of large farms, located in Shobak district (approximately 28 Km from Wadi Musa). Shoubak Agriculture College offers many agricultural specializations and training opportunities for the people of the region. Fruit trees and young plants were available from domestic suppliers.

Self-employment Opportunities in agriculture[59]:

- Greenhouse gardening. A 12-sq meter greenhouse would cost approximately 1500 JoD. This investment in greenhouse gardening would allow local growers to supply their produce directly to restaurants and hotels. Most vegetables can be planted for subsistence and the excess could be sold in local shops and restaurants.
- Rose cultivation. These could be grown in the greenhouses and sold in floral shops since most of the roses are imported daily from Amman.
- Mushroom production. This would be seen as a lucrative income-generating activity in the region. The product can be easily marketed and sold to restaurants and hotels.

Occupational Interests

- *Food storage such as freezer shops*
- *Greenhouses for vegetable cultivation*
- *Rose cultivation for floral shops*
- *Mushroom production*

[57] Interview with Mr. Samir Abduldaim, the Head of Ma'an Youth Association for Environmental Conservation

[58] Jordan Ministry of Agriculture. The Smart Village agreement in Ma'an, 2 October 2022

[59] KII9, Wadi Musa/Ma'an Governorate, on 27 September 2022

These agriculture-related occupations were mentioned during the FGDs. However, most participants pointed out that there was a lack of agricultural employment and vocational training and certification in agriculture in Ma'an. This meant that they were not genuinely interested in traditional agricultural work.

Skills Needed for Self-Employment

- Technical horticulture training cultivation
- Managerial accounting
- Marketing and business support mentoring
- How to start a business

Obstacles/Gaps in The Supply Chain

- Lack of nationwide vision for the agriculture sector since it was not seen as a priority in the public sector to revive the sector.
- Establishing agricultural projects requires coordination and cooperation with the Ministry of Agriculture to provide agricultural land, whether through reclamation or rentals[60].
- Lack of agriculture awareness in the community with limited involvement of Agricultural Research Center / Shoubak branch, where the center will help examine the soil and provide training programs for those interested in establishing agriculture projects as business incubators[61].
- Participants in FGDs discussed the lack of agricultural training (e.g. greenhouse and nursery installation; production as well as hydroponics) as well as the unavailability of agricultural land. These factors create gaps in the supply chain.
- Business owners contended that the agriculture sector was difficult for starting a business due to the gaps in the supply chain and strict regulations on seeds. The seed supply remained centralized in Amman not in Ma'an governorate. Small farms could not afford to use high-mechanized equipment, which reduces productivity and quality of products.

Barriers to Employment

- An INGO provided loans to a local CBO to support a group of Syrian women in Wadi Musa, but no one paid the loan back. We had to follow the legal procedures. Syrians usually do not have a permanent address[62].
- There are many INGOs targeting areas in South Jordan, especially in Wadi Musa, who organized a range of assessments to identify local needs. This flow of actors and assessments should not lead to data fatigue at the end of those being assessed.

Opportunities for Networking

Feedback from KIIs suggested that there were various unions or syndicates in place to support farming such as Jordan Farmers Union (JFU), which has a branch in Ma'an. In addition to organizations, Ashobak University College, a part of Al Balqa Applied University, offers Bachelor and associate degrees in agriculture. There were faculty assigned to agriculture sciences in Production and plant protection, Animal Production; Veterinary care; and Food processing technology.

[60] KI112, Wadi Musa/Ma'an Governorate, on 25 September 2022

[61] KI112, Wadi Musa/Ma'an Governorate, on 25 September 2022

[62] KI111, Wadi Musa/Ma'an Governorate, on 26 September 2022

QUWEIRAH - AQABA GOVERNORATE

In Aqaba, there was a strong presence of sizeable farms. Most fruits and vegetables come from the area. Business owners affirmed that farmers have their own nursery for most vegetables to raise young plants from seeds. The massive land available in Quweirah would also be suitable for industrial investments and logistic services connecting the region to neighboring countries. Al-Quweirah is established as an industrial zone[63]. There are investments in logistics and trade in the industrial zone[64]. Aqaba Development Cooperation is expected to provide more than 6,500 job opportunities in the Al-Quweirah area.

Potential Business Opportunities

From the FGDs, participants were keen to grow produce from greenhouses. According to the Directorate of Agriculture Al-Quwaira District, "One of the most famous agricultural crops in Al-Quweirah was watermelon."

Participants from FGDs proposed the idea of constructing an industrial fruit transformation and processing facility for juice making. The watermelon production could be a specialty crop grown and transformed into juice for value addition.

Participants emphasized that they lacked financial support and marketing skills, which would be necessary for small business startups. Participants also said that they needed training on persuasion and communication for business.

According to the business survey, the main clients at wholesale markets were retailers (supermarket and grocery shops) as well as end consumers of fruit and vegetables. On-farm (cold) storage was unavailable. Small farmers generally do not utilize storage. From the business owners in Quweirah, they explained that small farmers preferred to operate larger farms. As one FGD participant said: *'I cannot find Jordanian technicians or engineers for our farms; thus, we hire Egyptians or Syrians.'*

Occupational Interests

- *Medicinal and natural herb gardens, specializing in herbs that are not found in any other region*
- *Fruit and vegetable cultivation*

Skills Needed for Self-Employment

Practical and technical skills are needed. This would equip the workforce with competencies necessary to transform the agriculture sector in Aqaba. Technical skills such as:

- Industrial kitchen
- Horticulture
- Communication skill
- Managerial accounting, marketing (business development skills)

Obstacles/Gaps in The Supply Chain

The agriculture sector in Aqaba faced three main challenges: 1) participants had limited access to land; 2) failure to adopt new practices and technologies in their operations, specifically in fruit, vegetable, and palm farming; 3) water scarcity. As stated previously, Al-Quweirah was established as an industrial zone and private investments were earmarked for IT/Communication development. Developing the land for industry, this would be a threat to agriculture production, and thus leave a gap in the supply chain.

[63] K1130, Quweirah/Aqaba Governorate, 3 October 2022

[64] K1132, Quweirah/Aqaba Governorate, 3 October 2022

Barriers to Employment

Al-Quweira would be considered an agricultural area. Young people were willing to work in agriculture. However, businesses typically hire Syrians working in agricultural projects as well as in construction as builders, masons, blacksmiths and carpenters.

Opportunities for Networking

The Princess Basma Center for Development could provide self-employment support and mentoring in greenhouse gardening and industrial kitchens for food transformation.

RIHAB - MAFRAQ GOVERNORATE

Mafraq Governorate is considered to be the breadbasket of Jordan, supplying copious amounts of fresh produce every summer. Weather conditions are suitable for vegetable cultivation, and there is a wide array of summer and winter vegetables as well as fruit production from grapes, peach and green cherries to almonds and olives. Farmers continue to diversify fruit tree production and were eager to expand viticulture. Most of the irrigated crops for food and fodder are grown in Mafraq [65].

Various types of vegetables were also planted on an area of 75,000 dunums. Almond and olive trees each take up 50,000 dunums, followed by vineyards at 15,000 dunums and pomegranate trees at 4,000 dunums. Fodder crops made up about 3,500 dunums. In the Kasbah district, a prominent area for olive cultivation, it was estimated at 57,000 dunums. Cereal crops like barely spanned upwards to 160,000 dunums.

Potential Business Opportunities

Livestock

According to the latest statistics, there are 838,000 head of cattle in Mafraq. Most of the cattle are exported to neighboring Gulf countries. In Mafraq alone, there are roughly 225 poultry farms, 34 agricultural supply shops, 19 veterinary clinics, 12 olive presses and 15 nurseries.

Along with serious tourism potential, Rihab revealed a "Let's Plant" campaign to heighten agriculture, youth-led activities. From the FGDs in Mafraq, participants expressed interest in dairy production and cheese making. Dairy appeared to be a viable and lucrative option without too many barriers to entry compared to small-scale vegetable farming.

Rihab Agriculture & Value Addition

Dairy production that would operate as an agricultural cooperative could mobilize dairy farmers to produce whole milk that is used for value-added dairy products to be sold in cheese shops throughout Jordan.

Along with cheese processing, vegetables, fruits and florals grown in greenhouses could be transformed into juices and flowers sold in shops. Participants also suggested these agribusiness opportunities would be suitable for the market, if made possible through an industrial kitchen or food processing facility.

Occupational Interests

- *Poultry production and marketing*
- *Juice making*
- *Dairy products*
- *Greenhouse gardening*

[65] Director of Agriculture Department in Mafraq. September 2022

However, despite these innovative agribusiness ideas, participants from the FGDs stressed the fact that they lacked the capital to start up a business in the area.

Technical Skills Needed for Self-Employment

According to the FGDs, the following skills were needed for self-employment:

- Trainings on technical horticulture
- Industrial kitchen
- Dairy production
- Creamery
- Artisanal cheese making
- Culinary
- Communication skills
- Managerial accounting, marketing

Obstacles/Gaps in The Supply Chain

Water scarcity in Rihab poses a major threat to small agribusiness development. The Mafraq area has low rainfall, which ranges between (100-200) ml /year. Farmers must rely on irrigated agriculture. This requires approximately 500 artesian wells to sustain agricultural operation. Restricted water use was identified as a main challenge for farmers in Ma'an governorate. There was a ban on old Ottoman wells, shallow aquifers and rainwater collection.

A lot of untapped agricultural land in Rihab needs investment to provide jobs and livelihood opportunities for people.

KI, Youth Women Center in Rihab

Barriers to Employment

Several participants from FGDs were dissatisfied with the short-term duration of projects in the area and preferred long-term sustainability. They insisted on receiving technical assistance that would lead to full-time employment. According to the business survey, the training and education system failed to deliver graduates with adequate competencies in agriculture-related businesses. Overall there was an absence of certification and training programmes for agricultural or industrial kitchen food processing jobs. Courses in these professions were not offered in vocational centers in the nearby area. This made the agricultural sector unattractive to the young, target population.

The Vocational Training Institute in Mafraq offers many specializations, including Air Conditioning and Refrigeration Mechanics; Vehicle Mechanics; Vehicles Electrician; Home Electrical Wiring; Men Barber; Plumbing Mechanics; Female Tailor; Women Barber; Smith; Data Entry; and Bakery. However, there were no agricultural courses offered. The bakery program is being implemented within the training and qualification program for tourism service providers, which is held in cooperation and partnership between the Vocational Training Corporation (VTC) and the Ministry of Tourism and Antiquities[66].

From the FGDs, farmers complained about the price-setting mechanism. This had placed farmers at a huge disadvantage since they sold at very low prices to middlemen. Prices did not reflect the market value and were not transparent. As one farmer said: 'The trader obtains about 30% commission on the sales value'.

According to business owners, some of the setbacks to farming in Mafraq included lawsuits against farmers by the Agricultural Credit Corporation due to the late payment of loan installments. In addition, prices for agricultural inputs were unjustifiably high due to a lack of a transparent price for fertilizers, plastics, tubes and veterinary supplies.

[66] KI17, Mafraq City, on 22 September 2022

Opportunities for Networking

Among other active CBOs supporting agriculture in Ma'an governorate, the Al Jawhara Charity Association in Jarba Village was implementing, with support from ESCWA, an irrigation project supporting the use of greenhouses, rainwater harvesting (RWH), food transformation from local produce and value-added products such as sun-dried tomatoes, jams, wild herbs, and rehabilitation of agricultural facilities.

A women's empowerment association called Al Mdawara Women had partnered with UNICEF to provide self-employment skills for youth, women and refugees to prepare them for the agri-food business labor market[67].

REFLECTION ON AGRICULTURE SECTOR IN ALL THREE AREAS

The LMA found that Ma'an governorate was the least suitable for agriculture. The key issue preventing respondents from participating in this sector was their lack of specialized training and certification. In addition, they did not own land.

Participants from Aqaba recommended installing industrial style kitchens completely outfitted for food transformation and processing such as juice making. This recommendation would be a realistic endeavor for increasing culinary and food processing trainings.

In Mafraq region, the agriculture sector was strongest in Rihab where there was a considerable level of interest in dairy production, specializing in value-added products, such as milk and cheese, with the intent to sell products in shops. Dairy production would lead to linking up other businesses in the supply chain.

Based on the feedback elicited from FGDs, the consensus for all three areas was the lack of capital followed by the lack of agricultural training opportunities since vocational training was inaccessible. This difficulty in obtaining agricultural training and certification for advancement in agricultural practices such as hydroponics and horticulture presented major challenges for the agricultural sector.

- Regarding the inputs required for farming, business owners from Rihab and Mafraq said that the electricity company cuts off power for any late payments. This highly disrupted food production for farmers who were unable to pay until the end of the season. In terms of labour, non-Jordanian nationalities only Egyptians and Syrians were allowed to work in agriculture. Since producers were not able to sell directly to consumers and cheaper, imported produce continued to dominate the agriculture market, these circumstances had disrupted the value chain process.
- One way to overcome the challenges in the agriculture sector and increase entrepreneurship would be to distribute small-scale start-up kits to participants that could range from seeds and seedlings to livestock could be made available to job seekers interested in self-employment. For larger agricultural projects, another suggestion would be to offer grants to target population to outfit their businesses with machinery, equipment, materials necessary to build greenhouses, nurseries, etc.

Local Handicrafts Sector

Findings Snapshot

- Business owners reported 100% willingness to hire women in the handicraft sector.
- Eighty-one percent of business owners were not planning to hire within the next few months.
- Twenty-seven percent of business owners claimed self-motivation was a key trait to running a handicraft business, followed by 19% network and 19% innovative thinking.
- Handmade crafts and custom-made specialty art included traditional clothing and home furnishings that would be suitable for supplying souvenir shops.
- The handicraft sector lacked media outlet coverage and publicity to successfully penetrate the marketplace.
- Handicrafts would be ideal for self-employment, vulnerable groups and PwD since this sector requires relatively minimal start-up capital and flexible working hours.

WADI MUSA - MA'AN GOVERNORATE

Potential Business Opportunities

From the businesses survey, 77 businesses mentioned these specialized handcrafted items found in Wadi Musa:

- Handmade carpets and rugs
- Mosaic
- Precious stones
- Traditional textile
- Swords and daggers
- Copper carving
- Wood products and carvings
- Embroidery
- Glass products
- Jewelry
- Metallic works
- Mother-of-pearl shells
- Musical instruments – Rababah
- Pottery and ceramics
- Sand bottles

Other Business Opportunities^[68]:

- Printing supplies for parties and advertisements
- Fringing wipes
- Manufacture of plates from the leaves of palm trees - straw and reed

The handicraft sector was not only seen as a cultural importance to the national heritage but also represented economic opportunity for a region, providing jobs for affiliated groups. It was the best sector for self-employment because of the ability to work at home and freedom to run one's own business.

There was a plethora of handicraft goods that artists could contribute to the growing tourism market. Although regulation stipulates that 70% of all products on display in shops be local, most of the handicrafts seen in shops are imported. Only some local handicrafts are made by Jordanians.

Occupational Interests

- Traditional clothing, jewelry, candle making and papermaking for bookstores
- Glass, wood and porcelain used for mosaics
- Paintings to embroidery
- Souvenir shops
- Digital sewing

Skills Needed for Self-Employment

From the business survey, specific skills business owners required for the handicraft sector including the following, in order of importance:

- Technical skills (31%), mastering their craft whether it is a specific trade such as embroidery or how to run business (management).
- Communication (23%), suitable for business persuasion and negotiation.
- Marketing skills (19%), these would include but not limited to using online platforms to market crafts and increase visibility.

As FGDs indicated, these are the following skills needed for self-employment:

- Digital sewing using computer embroidery machine training
- Traditional handicrafts digital sewing
- Communication skills

Obstacles/Gaps in The Supply Chain

- Lack of access to training in the locations where the participants reside.
- The handicraft sector is seen as informal lacking licensees or certificates of practice, visibility and marketing to promote artists' goods. Although some display their items in tourist stores, they cannot control the lower prices on imported products and their attractive designs compared to locally made ones.
- Another challenge artists faced was that designs of local handicrafts are copied and imitated outside Jordan. This means they have no patent over their goods given the competition with items imported from India, Egypt or China. One participant stated: *"I sell the commodity for three dinars, but in the shop in Wadi Musa it is sold for 20 dinars."*

Barriers to Employment

From the KIIs reached, there were specific areas to refine the handicraft sector. One KII said that there is no sustainability for handicraft projects[69]. Another KII commented on the weak turnout of trainees and the distance traveled is too far to attend trainings in Petra Vocational Training Institute[70].

Opportunities for Networking

Al-Wadi Ladies Association for Social Development focuses on empowering women in all field and helping young people to carry out productive projects and empowering them. Some participants received training on jewelry and silver manufacturing through cooperation with the National Training Association. The most important skills were found in IT (e.g. online marketing, data entry, etc.); leisure and hospitality (tourism/hotels/restaurants, arts, entertainment, recreation; and English Language[71]. Active projects included handicrafts, mosaics, and kindergartens, as well as training courses with the aim of empowering women and youth to work in the tourism sector.

[69] KII12, Wadi Musa/Ma'an Governorate, on 25 September 2022

[70] KII13, Wadi Musa/Ma'an Governorate, on 25 September 2022

[71] KII10, Wadi Musa/Ma'an Governorate, on 26 September 2022

The Wadi Musa Widows and Family Development Association owns several businesses such as My Grandmother's Bakery, handicraft, and embroidery workshop, tailoring workshop, soft loans, and a productive kitchen. My Grandmother's Bakery[72], serves Shrak bread[73] and pastries, in which three women are employed in the bakery.

The association supports the strategic directions of the Petra region authority, which complements both tourism and agriculture sectors. Since the tourism sector is seasonal, there are agriculture projects to continue to support the regions of Rajifi and Dallagha. However, the agriculture sector faces the persistent problem of water scarcity, and thus this demands creativity to find a solution for ensuring the continuity of agricultural projects[74].

- A KII from Petra Development and Tourism Authority (PDTRA) highlighted a model program that provided substantial support for Jordanian and Syrian women in Wadi Musa. PDTRA implemented a project in Al-Jee village, funded by GIZ for the development of handicrafts products, traditional food industries, silver and traditional goods, and Nabati pottery. About 50 women were trained, 15 of them were Syrians, on different products and financially supported by 100 dinars per month during the training course.
- A representative of PDTRA in the field of local community development proposes to cooperate with the Salt Training Institute for Traditional Professions and Crafts, as ceramic and silver works are the most in demand and of the highest quality. In addition to the traditional bread and the manufacture of jams and dairy. PDTRA has assembled several display units for CBOs in Petra Visitors Center to promote their handicraft products. PDTRA is seeking to register a trademark under the name "Made in Petra" to promote handicraft products and other tourism and cultural products in Wadi Musa.

QUWEIRAH - AQABA GOVERNORATE

Potential Business Opportunities

The 36 business owners interviewed in Quweirah listed these common types of handicrafts:

- Garments
- Manually made carpets and mats
- Traditional textile
- Embroidery
- Musical instruments – Rababah
- Sheep wool

Occupational Interests

- *Clay products (normal and thermal)— such as rose shapes, small doll figures, decorative accessories and medals*
- *Manually made carpets and mats*
- *Traditional textile and embroidery*

Skills Needed for Self-Employment

According to FGDs, participants needed these skills for self-employment:

- Retail business services
- Sewing
- Marketing skills

[72] My Grandmother's Bakery, in Arabic (مخبوزات جدتي)

[73] Shrak Bread, in Arabic (خبز شرارك)

[74] KII11, Wadi Musa/Ma'an Governorate, on 27 September 2022

Obstacles/Gaps in The Supply Chain

Lack The main gap presented by business owners was that there was a general lack of awareness about programs for handicrafts. Young people were unaware of opportunities and thus were not attracted to pursue a career in this sector.

Barriers to Employment

In addition to lack of awareness, it was difficult to receive training in programs that specialize and diversify quality handicraft goods. As business owners suggested, the key to marketing handicrafts was in modern design and production methods. There was also a need for relevant marketing to promote a distinct national brand to promote goods.

Participants from FGDs indicated that job seekers in Quweirah[75] were seeking mainly government jobs, and thus they were not interested in private sector or self-employment work. LMA found that there was little or no interest among either business owners or CBOs in employing or supporting people with disabilities.

Opportunities for Networking

The Harad Al-Disa Village Women's Cooperative Multi-Purpose Association offers "training in the field of sewing for more than 100 women, distributing sewing machines and with capacity to support 120 homebased projects." This would be an attractive opportunity for job seekers interested in a career in tailoring and retail clothing[76].

As business owners explained, there is an existing structure in place at the national level that is responsible for the handicraft sector, including the Jordanian Association for Handicrafts, Traditional and Folk Industries, the Ministry of Industry and Trade and the Ministry of Tourism and Antiquities. By capitalizing on these active stakeholders and integrating them into handicraft projects, this would formalize the sector in Jordan.

RIHAB - MAFRAQ GOVERNORATE

Potential Business Opportunities

Eighty-eight businesses in Mafraq governorate reported on these common types of handicrafts found in Rihab:

- Garments
- Leather
- Manually made carpets and mats
- Rock necklace
- Mosaics
- Precious stones
- Sheep wool
- Stone carvings
- Straw/basketry
- Traditional textile

According to the business survey, the handicraft sector was the most suitable for self-employment, catering to vulnerable groups and PwD. The occupation allowed flexible working hours and minimal start-up capital was needed.

Occupational Interests

- *Rock necklace and Stone carvings*
- *Traditional textile*
- *Straw/basketry*
- *Sewing, boutique clothing and craft shops*
- *Wood products*
- *Mosaic restoration*

[75] KII27, Quweirah, Aqaba Governorate, 3 October 2022

[76] KII33, Quweirah/Aqaba Governorate, 3 October 2022

In terms of potential small business opportunities, there was strong interest amongst FGD participants to engage in sewing activities including tablecloth, furniture covers and clothes. Some use wood products to make picture frames and wool handicrafts. There is interest in plastic recycling, mosaic restoration and boutique clothing and craft shops.

Skills Needed for Self-Employment

According to the FGDs, participants needed these skills for self-employment:

- Managerial accounting
- Marketing
- Business development skills for self-employment

Obstacles/Gaps in The Supply Chain

According to the business owners from Mafrag, the skills needed for the handicraft sector included 24% Communication/interpersonal skills 24% Knowledge of the Sector and 19% Technical skills. From the perspective of FGD participants, the overall status of the handicraft sector was that it needs further refinement for long-term growth and sustainability. As one participant put it: *'We need big projects that employ a number of young people, and not just hiring for two or three months, as some organizations do.'* One business owner claimed that there was no official body in the region responsible for structuring, developing, marketing and supervising handicraft products and related activities.

Barriers to Employment

From the 88 business owners surveyed in Mafrag, there appeared to be an oversaturation of the same handcrafted products sold in three or more shops through an intermediary at very cheap prices. Handicraft artists struggled with the fierce competition and thus need more assistance with marketing.

Most of the self-employed female and male businesses owners lacked training in production and marketing methods, which limited their market share. There was a lack of media coverage and promotion of local handicrafts artists for the tourism sector. Therefore, tourists were unaware of local handicraft market.

REFLECTION ON HANDICRAFT SECTOR IN ALL THREE AREAS

Based on the feedback from FGDs, the handicraft sector was the least developed. However, it seemed to offer the most potential in the short run since it required minimal start-up capital. Although there was strong interest in handmade crafts, most of the artists lacked capacity to operate their own business and marketing skills to promote and integrate handicraft businesses into the tourism sector.

In Wadi Musa and Mafrag, there were less than expected activities from the Jordanian Association for Handicrafts, Traditional and Folk Industries. This has resulted in a poor uptake in the handicraft sector.

There were gaps in clothing and tailored-made souvenir gifts for retail that would add value to the tourist sector, particularly for Ma'an. In Rihab there was a strong showing of people taking up sewing, mosaic restoration as well as growing plastic recycling into a niche market.

Moreover, to promote their goods, artists needed additional, nation-wide support from media outlets to help with marketing, lobbying and legislation (e.g. tariffs on imported handicrafts). By restricting the imports of handicrafts, local handicraft artists would have a more viable chance to establish their businesses and eventually scale up production for the tourist market. Based on the feedback from handicraft FGDs, participants preferred having a long-term career rather than being temporarily employed.

Training Opportunities

The following table illustrates the key training providers per area that have been recommended by the KIs, and some participants in FGD have received training from these providers. More detail about the existing livelihood and vocational training programs provided presented in Annex 1.

Key Training Providers

Wadi Musa

- Petra Vocational Training Institute
- National Company for Training and Employment – Ma'an
- National Company for Training and Employment – Al-Hussainyah
- Vocational Training Institute – Ma'an (women only)
- Institute of Excellence for Renewable Energy - Ma'an
- Al-Hussain Bin Talal University
- Faculty of Shoubk College

Quweirah

- National Company for Training and Employment - Aqaba
- Princess Basma Center for Development - Quweirah
- Creativity for Development and Training Center
- Vocational Training Institute – Aqaba

Rihab

- Jordanian German Center of Excellence – Mafraq
- Rihab Gate Charitable Association
- Vocational Training Institute – Mafraq
- Al Albeit University/Training and Consultancy Center
- Rihab Youth Women Center

Skills Matching

In order to match employment opportunities, the LMA assessed job seekers capacity. This section highlights the workforce composition in regards to the participants involved in the study.

Jordan's Workforce Composition

Jordan has one of the highest unemployment rates worldwide. In the second quarter of 2022 the unemployment rate grew to 22.6% (males 20.7%; females 29.4%)[77]. Table 15 illustrates the unemployment rate in each governorate[78].

As indicated in Table 15, Mafraq governorate showed the highest unemployment at 17.5% among non-Jordanians, compared to Ma'an and Aqaba governorates where unemployment was insignificant. Average illiteracy rate in Jordan was 5.2%, the highest rates were recorded in Ma'an governorate with 12.2%, followed by Mafraq governorate at 11.5%, and in Aqaba governorate 7.5% [79].

[77] Department of Statistics. Unemployment Rate during the Second Quarter of 2022

[78] Department of Statistics. Second Round, 2022. Unemployed Persons Age 15+

Table 15: Unemployment rate in the selected governorate

Governorate		Ma'raq (%)	Ma'an (%)	Aqaba (%)
Total		7.9	2.1	1.7
Sex	Male	8.7	2.2	1.9
	Female	5.2	1.9	1.2
Nationality	Jordanian	4.9	2.7	1.8
	Non-Jordanian	17.5	0.3	1.5

Although there was significant unemployment in all three areas, there was high educational attainment among participants, see Figure 5. This is a key finding that points to the above average level of capacity for target groups to obtain further technical skills for learning and developing in terms of the occupational interests identified.

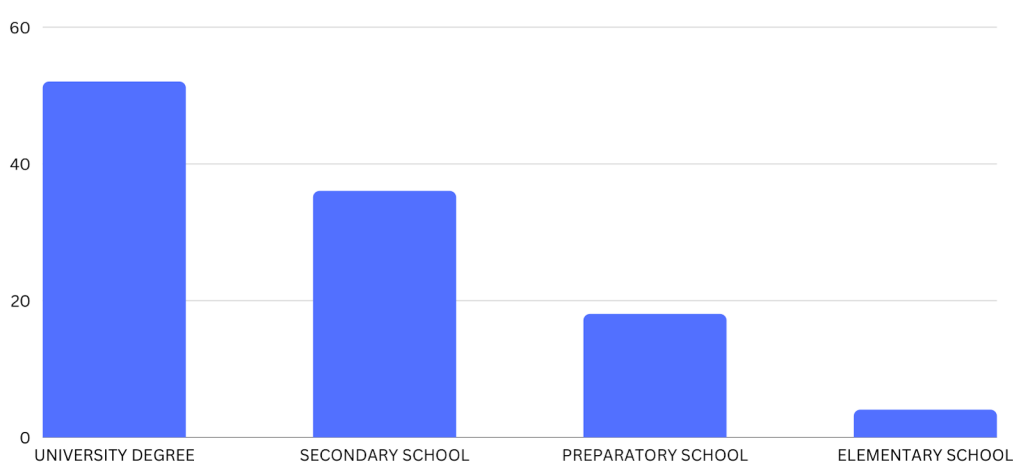


Figure 5: Educational Level Among Participants

From the self-assessment on entrepreneurial traits, participants from Rihab responded favorably toward self-employment. Forty-two percent of the participants from Rihab responded positively to working long hours and sometimes even without pay. However, 44% of respondents from Wadi Musa disagreed with this statement as did 41% from Quweirah. This finding could be an indicator for identifying the characteristics of job seekers suited for entrepreneurship.

Skills needed for self-employment

According to business owners, the top three traits needed for self-employment were motivation (26.9%), innovative thinking (25.4%), and access to finance (15.4%), see Table 16.

Table 16: Traits needed for entrepreneurs to run successful business

Traits needed for entrepreneurs	Quweirah		Wadi Musa		Rihab		Total	
	Count	%	Count	%	Count	%	Count	%
Access to finance	3	8.3%	15	19.5%	13	14.8%	31	15.4%
Educational attainment (secondary or above)	5	13.9%	6	7.8%	10	11.4%	21	10.4%
Innovative thinking	8	22.2%	24	31.2%	19	21.6%	51	25.4%
Problem solving skills	5	13.9%	6	7.8%	13	14.8%	24	11.9%
Self-starter/Motivation	12	33.3%	19	24.7%	23	26.1%	54	26.9%
Solid business network	3	8.3%	7	9.1%	10	11.4%	20	10.0%

The LMA concluded that the participants' high level education and motivation are positive attributes for matching them with future employment. However, what remained absent were the technical trainings, financial assistance and on-going mentoring to ensure workforce preparedness in each target sector.

Active Stakeholders Supporting People with Disabilities (PwD)

Quweirah:

- Al-Manar Center for Intellectual Development in Al-Quweira is affiliated to the Ministry of Social Development
- Southern Badia Association for Special Education

One KII[80] from Quweirah indicated that there was a project upskilling PwDs through trainings to place them in jobs with companies around Quweirah.

Wadi Musa:

- Petra Association for Special Education in Wadi Musa is a local CBO with strong relations and coordination capacities, managing projects and training for PwD as well as leading projects on self-employment for Jordanians and non-Jordanians located in Wadi Musa and in the surrounding area.
- Al-Manar Center for Intellectual Development in Petra is affiliated with the Ministry of Social Development and is a good resource for supporting PwD.

Rihab:

Even though there is a Social Development Office in Rihab, there is no center specifically serving PwDs compared to the other regions in Jordan.

Conclusions

- The LMA showed that seasonality affected growth and hiring in all sectors. Tourism has a distinct peak season. The business survey took place during the off season for most sectors. Most of the businesses across all sectors were not planning to hire. Despite these mixed results, the greatest barrier for business owners was market uncertainty.
- To reiterate the points made previously, job seekers needed technical and communication skills in order to become more employable in all three sectors. Trainings that offered short-term business communication, technical skills in hospitality, cosmetology/spa, food services, English language and business marketing, combined with apprenticeships would strengthen employability for all sectors.
- The **tourism sector in Ma'an** showed the strongest growth.
- **Agriculture** was seen as the most challenging occupation for self-employment in all target areas due to macroeconomic barriers that affect agricultural production in Jordan. At the international level, relying on imported fruits and vegetables already grown in Jordan, drastically reduced local producers' profit margins.

At the national level, small farmers do not obtain a unified, transparent price for their produce from middlemen. At the governorate levels, job seekers in all three areas were lacking appropriate training and technical skills to engage in starting up agribusinesses.

To improve the uptake in the agriculture sector, more *technical training in food production, processing and food transformation* would be necessary. With a stronghold in livestock farming, dairy production appeared to be the most attractive for Rihab. Otherwise, a small greenhouse and tree nurseries would be appropriate for Wadi Musa. Quweirah's position in the market might serve an industrial purpose, as a logistical hub. The target population in this survey were disinterested in self-employment, however other enterprises might move into the area to grow a supply chain associated IT/communication that could lead to creating a multiplier effect for new jobs in Aqaba Governorate.

- Based on the LMA findings, the handicraft sector showed the most potential but was the least developed as a formal occupation. LMA concluded that the start-up costs were minimal for handicraft homebased businesses; however, artists needed on-going business mentoring and management support for marketing their products to tourist shops.
- These gaps were identified: lack of training and technical skills to engage in self-employment opportunities; the lack of access to vocational training; societal constraints that affect the hiring of women due to conservative social norms. The need to promote the awareness about agriculture and agribusinesses. As well as there is a huge need is to heighten inclusive participation of PwDs and vulnerable groups.
- There were few factors that exclude vulnerable groups, including PwDs and women, in the local hiring. In general, this study found that business owners favor non-Jordanian nationalities. Another factor is that business owners prefer their employees to be fluent in the English language, which is an important skill for working in tourism. There was a negative perception that PwD lack the commitment and stamina to work long hours.
- Societal constraints and stereotypes put women at a huge disadvantage in terms of working in tourism. This negative stereotype on the people of the region was formed in the minds of business owners, especially active in hotel management. This reflects the narrow mindset of the business actors in the local communities and negatively portrays the population as incapable and useless in the market.
- A summary of occupational interests per area of each target group presented in Annex 2.

Lessons Learnt

- Vocational training centers were lacking and inaccessible to job seekers. To specialize in English language, one must go to Amman College.
- Agriculture courses for agribusiness startups were lacking. Further partnerships could be developed with Amman College.
- The feedback from FDGs suggested that most participants received training through an association offering life skills and leadership workshops. Although relevant training, it could have extended into entrepreneurship, focusing on best practices for sustaining small businesses.
- Training outreach to the target population needs to focus on certification. For instance, in Ma'an governorate, only a handful of the participants from previous life skills training received certificates. This meant that most participants were left empty-handed, without any proof to justify their experiences, lessening their credibility and employability.
- Participants from the FGDs in Ma'an raised the issue that in the past they received life skills training, but they had not obtained certificates. This was a huge gap from the point of job seekers.

- Respondents to the evaluation questionnaires experienced data collection fatigue. One KII mentioned that they received frequent invitations to participate in questionnaires and to attend FGDs, but they assumed that by participating in these studies, they would be directly benefiting from future projects. This needs to be clearly communicated from the outset of studies in future[81].
- Several participants who enrolled in training were offered a transport allowance since they had to travel to a training site[82], [83]. To mitigate this issue, training should be offered as close to where participants reside to ensure full participation.
- Only a third of the KIIs surveyed provided career guidance to targeted participants. The LMA has identified this as a gap. Career counseling/mentoring/advising is essential for all livelihood projects. It should be offered in future projects[84], [85].

Recommendations

This section provides specific recommendations to improve the quality and impact of ARCS and AVSI livelihoods programs in Wadi Musa Quweirah and Rihab.

GENERAL RECOMMENDATIONS

The main aim of this LMA was to focus on businesses which were the most suitable for self-employment.

1. From this quantitative and qualitative assessment, the LMA determined that job seekers, whether or not self-employed, needed technical training and communication to be considered employable. Emphasis on increasing vocational training opportunities in all areas would strengthen access and avail to the local population core skills including English language, agribusiness and entrepreneurship. These courses could be adapted as a hybrid, offering remote and hands-on training to increase technical capacity for the targeted population.
2. This LMA determined these suitable areas for strengthening employment:
 - Technical training is needed in all geographic areas.
 - Business communication is necessary for all geographic areas.
 - Self-employment is realistic in all geographic areas.
3. Some examples of small businesses that FGDs proposed included horticulture production in greenhouses and nurseries. Participants expressed interests in beauty care and spas for the growing tourism market in Wadi Musa, but certification was needed.
4. Another small business idea suggested was the installation of industrial kitchens to boost food production, processing and transformation. This would increase value-added products and would be suitable for Aqaba. Offering business support for handicraft artists in all governorates would be relevant. Rihab appeared to be an ideal location for dairy production.
5. For job seekers pursuing self-employment, small business training, financial assistance and mentoring would be necessary to accompany their income-generating activities.
6. To ensure sustainability of livelihoods programs, ARCS needs to develop linkages with active stakeholders and local actors.

[81] KII11, Wadi Musa/Ma'an Governorate, on 26 September 2022

[82] KII10, Wadi Musa/Ma'an Governorate, on 26 September 2022

[83] KII13, Wadi Musa/Ma'an Governorate, on 25 September 2022

[84] KII10, Wadi Musa/Ma'an Governorate, on 26 September 2022

[85] KII13, Wadi Musa/Ma'an Governorate, on 25 September 2022

RECOMMENDATIONS PER SECTOR

Sector One: Tourism and Hospitality

- To ensure sustainability of ARCS and AVSI livelihoods programs, more collaboration with key stakeholders identified in this study, is advised. This means working closely with NGOs, Ministry of Education and Ministry of Tourism would be needed to strengthen educational and vocational training opportunities for job seekers to improve their technical and communication skills for tourism-related businesses.
- Provide professional training and certification in cosmetology, spa/skin care and hospitality services.
- There is a need for customizing English language courses for tourism that cover business communication including key terms, common expressions, idioms, etc.
- Awareness-raising activities are suggested to change people's negative attitudes towards women's work in tourism sector.

Sector Two: Agriculture and Agribusiness

- At the policy level, a vision must be created in order to incentivize and strengthen farming operations in Jordan. Continuous support must come from Ministry of Agriculture to reduce barriers, such as promoting value added products and building public-private farming alliances, cooperatives to stimulate and sustain growth in the sector.
- Provide technical assistance and training in horticulture, greenhouse/tree nursery installation as well as business mentoring to attract the younger generation and strengthen workforce capacity.
- Offer small grants or start-up kits to participants interested in agribusinesses.

Sector Three: Local handicrafts

- At the policy level, impose tariffs on imported handicraft goods to protect the Jordanian handicraft sector, creating a pro-local market to sustain self-employed artists.
- Run national campaigns to promote and market local handicrafts, including craft fairs, exhibitions and art galleries. Also provide handmade stickers "Made in Jordan," as a trademark, for universal branding and visibility purposes.
- Provide training to existing artists, working with women and persons with disabilities (PwD) to improve and increase their skills in retail management, customer service and marketing skills, buyer expectations, and presentation.
- Develop an online network of artists linked with local merchants in the tourism sector.
- Identify private sector companies to supply local raw materials needed for manual production.
- Identify hotels interested in showcasing local art and products from local artisans.
- Establish an exhibition for all artists in the three targeted areas.

RECOMMENDATIONS PER AREA

This study identified organizations and associations that promote livelihoods and community development through trainings, career development and financial assistance. For ARCS and AVSI to improve the quality and impact of its activities, SRD recommends that networking with active stakeholders continues to strengthen livelihoods activities in Wadi Musa, Quweirah and Rihab. Moreover, the following actions could be undertaken in the target areas.

Wadi Musa

Wadi Musa Widows and Family Development Association could provide soft loans and mentoring to participants for the following:

- Offer trainings on home-based beauty salons and hospitality management, including English language courses.
- Provide technical trainings on greenhouse gardening to encourage local growers to supply their produce directly to restaurants and hotels.
- Engage handicraft artists in workshops on digital embroidery sewing and marketing.

Quweirah

- Provide capacity building courses on project management, how to start a small project and marketing skills.
- Include trainings on cultivation of agriculture products and online marketing
- Link with The Princess Basma Center for Development and Dar Abu Abdullah Association to obtain self-employment support and mentoring in these areas:
 1. Offer training and apprenticeships to increase competencies and skills in the tourism sector.
 2. Train women and PwD in sewing for retail clothing and offer apprenticeships at Jia clothing company.
 3. Install greenhouses for gardening and industrial kitchens for food transformation.

Rihab

- Increase information sharing and capitalize on Mafraq Vocation Training Center (VTC) to offer trainings. To improve access to educational opportunity in Rihab, one recommendation would be to make available a mobile vocational unit (VT caravan) to directly provide training to participants.
- Ain Bani Hassan Charitable Society could provide soft loans and mentoring in these areas:
 1. Industrial kitchens that add value to dairy production for cheese making; use produce from greenhouse gardening for juice making.
 2. Training for local artists in sewing, mosaics, embroidery, and plastics recycling as well as in marketing.

Annexes

ANNEX 1- ASSOCIATIONS OFFER TRAINING AND LIVELIHOOD OPPORTUNITIES

Wadi Musa

No.	Name of Association, Institution CBO	Types of Training	Notes
1.	Petra Vocational Training Institute Contacts: Riyad Al-Hasanat - Head 0799958067	Women barber; Data entry; food production and service; hotel services.	<ul style="list-style-type: none"> All programs are certified. Planning for establishing training workshops on air conditioning and refrigeration. General electricity maintenance. Technicians for computer/ laptop maintenance, mobile maintenance. Hotel services (currently not available).
2.	National Company for Training & Employment - Ma'an Contacts: Omar Al-Awad - Sanitary installations, central heating 0770729377 Abdulahkeem Rawashdah - Furniture carpenter and brick carpenter, blacksmith arming 0772400614	Conditioning and refrigeration; Carpenter Furniture; household electrical wiring; Smith; auto mechanics; plumbing extensions; paint; Tile and plaster work. Construction and support professions; industry and agriculture professions.	<ul style="list-style-type: none"> All programs are certified. Owned by the Ministry of Defense. Most programs are free. Usually participants in construction professions receive monthly pocket money, from 35 to 75 JOD dinars plus 25 JOD monthly transportation allowance. A certificate of professional competence issued by the National Company for Employment and Training, a certificate of practicing a profession issued by the Professional and Technical Skills Development Authority, and a professional ID certified by the Ministry of Labor. Certificate of life skills, leadership skills, and general safety.
3.	National Company for Training & Employment (AHussainyah) Contacts: Omar Al-Awad 0770729377	Plumbing extensions. Central heating.	<ul style="list-style-type: none"> Participants receive a pocket money of 50 dinars plus 25 dinars monthly transportation allowance, a certificate of professional competence and practicing a profession certificate, a certificate of life skills, and job placement opportunities.
4.	Vocational Training Institute – Ma'an (women only)	Women barber, data entry, women tailor, garment sewing workshop. Information Technology. Printing and secretarial. Beautifying, childcare, nursery. Bread and pastry production. Barista, coffee.	<ul style="list-style-type: none"> All programs are certified. All programs open for women only.
5.	Institute of Excellence for Renewable Energy - Ma'an Contacts: Eng. Iyah - Head of Institute	Installation and operating of solar photovoltaic systems. Solar module operator to generate electricity.	<ul style="list-style-type: none"> All programs are certified. For both males and females. Wind Energy workshop is available but there is no demand. <ul style="list-style-type: none"> The company operating the wind turbines requested a training on Medium voltage.
6.	Al-Hussain Bin Talal University	Training programs in the field of (renewable energy, hybrid vehicle, cellular maintenance, occupational safety and health). Training programs for local and international projects.	<ul style="list-style-type: none"> Training programs in cooperation with VTC in Ma'an. Developing curricula and educational materials for training.

7.	Al-Wadi Ladies Association for Social Development	Participants' needs. Marketing. Sewing and embroidery.	<ul style="list-style-type: none"> • Training programs are not certified. • Capacity in coordination and managing training programs. • Capacity in reaching out and assembling job seekers (Jordanians and non-Jordanians) from the area. • Providing soft loans and mentoring to participants for the following: <ul style="list-style-type: none"> ◦ Training on home-based beauty salons and hospitality management. ◦ Greenhouse gardening to allow local growers to supply their crops directly to restaurants and hotels. ◦ Training on digital embroidery sewing.
8.	Wadi Musa Widows and Family Development Association	Digital embroidery machine training. Sewing and embroidery. Baking. Traditional handicrafts.	<ul style="list-style-type: none"> • Training are programs not certified. • Capacity in managing small grants for long term investment. • Capacity in reaching out and assembling job seekers (Jordanians and non-Jordanians) from the area.
9.	Petra Association for Special Education - Wadi Musa Contacts: Muhammad Al-Nawafleh - President	Assistive Technology for PwD. Business Skills. Agriculture related skills.	<ul style="list-style-type: none"> • Training programs are not certified. • Strong relations and coordination capacities. • Capacity in managing projects for PwD. <ul style="list-style-type: none"> ▪ Capacity in managing projects for self-employment for Jordanians and non-Jordanians, for Wadi Musa and all villages in the surrounding area.
10.	Faculty of Shoubk College	Plant production and protection, Livestock. Nutrition and food industry. Executive Secretarial. Medical record. Veterinary care. Accounting, E-Learning Technology.	<ul style="list-style-type: none"> • All programs are certified. • A branch of Al-Balqa Applied University. • The basic mission of the college is to improve agricultural education and serve local communities.
11.	Green Petra Association		<ul style="list-style-type: none"> • The association owns avocado, guava and citrus farms.
12.	The Nabataean Women's Association for the Silver Industry		<ul style="list-style-type: none"> • The association owns a workshop for the manufacture of silver accessories.
13.	Hamdoun District Association		<ul style="list-style-type: none"> • The association owns a food processing plant.
14.	The Petra Ceramics Society		<ul style="list-style-type: none"> • It has a pottery-manufacturing workshop.
15.	The Nabataean Capital Cooperative Society		<ul style="list-style-type: none"> • It owns a vehicle maintenance center and other service projects. • Providing more than 300 job opportunities, for a period of three months, for more than 900 people from the local community within the project to embody the Nabataean life.
16.	The Shoubak Tourist Village Union Cooperative		<ul style="list-style-type: none"> • It was established in the Shoubak District; owns a hotel in addition to its supervision and management of the Shobak Castle Visitors Center.

17.	Princess Haya Developmental Center - Azruh Area	Productive kitchen. Hair cutting and beauty. Knitting of rugs and weaving. Agriculture in greenhouses. Dairy and food. Handicraft and porcelain.	<ul style="list-style-type: none"> • Affiliated to the Jordanian Women's Training and Rehabilitation Association. • Among the projects implemented by the center through cooperation with organizations and supporting bodies: productive kitchen project; dairy operator; pastries and sweets; Hair cutting and beauty salon project; Wadi Rum project to revive Jordanian folklore; rugs and textile industry project; Agriculture Skills Project; Project to provide psychological support to Syrian and Iraqi refugees. • Trainees in the Adrah region can generate job opportunities through the private sector or through the establishment of joint or individual production. • Home projects, such as handicrafts / sewing / beauty / handicrafts / rug production, and the advantage of the proximity of the area to the Petra tourist area, through which products can be marketed, as well as benefit from the Pilgrims Marketing Center, and productive projects can be held in cooperation with the association within its premises. • Vocational training and the Ministry of Information Technology. Vocational training courses in sewing and pastries are now being implemented. • There are many Syrian families in the region and its surroundings, while the financial situation of the region is very poor, there is a high unemployment rate, especially on the side of girls. There is a percentage of educated girls who have the desire to learn crafts in light of the lack of job opportunities in their field of study.
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Rihab

No.	Name of Association, Institution CBO	Types of Training	Notes
1.	Vocational Training Institute – Mafrq Contacts: Mohammad Khalidi - Head 0799958045	Air Conditioning and Refrigeration Mechanics. Vehicle Mechanics; Vehicles Electrician; Home Electrical Wiring; Men Barber; Plumbing Mechanics; Stitching machine operator. Female Tailor; Women Barber and beauty. Blacksmith; Data Entry; Bread Products and Sweets. Tourism Training program.	<ul style="list-style-type: none"> All programs are certified. Agricultural courses were held during previous years, but currently, there is no agriculture skills training programme. Tourism Training program is new program launched in September 2022. Free haircutting courses for Syrian youth (No fees).
2.	Jordanian German Center of Excellence - Mafrq Contacts: Mouath Majali 0790364462 Mohammad Shraydah 0798978422	Home electrical wiring, plumbing, central heating. Industrial machinery technician. Installation and operating of solar energy systems. Life skills , occupational safety and health training.	<ul style="list-style-type: none"> All programs are certified. Jordanian German Center of Excellence is a branch of National Company for Training and Employment.
3.	Rehab Gate Charitable Society Contacts: Rawan Abu Dalbough - Head	Craft making, jewelry making (i.e., necklace making from natural stone beads which is available in Mafrq) for energy healing power. Gym/sports training and skills.	<ul style="list-style-type: none"> Training programs are not certified. Jewelry Making can be organized in collaboration with VTC-Mafrq, and then certified by the VTC. Capacity in coordination and reaching out Jordanians and Syrians.
4.	Rehab Youth Women Center	Soft Skills. Business Skills. Agriculture related skills.	<ul style="list-style-type: none"> Training programs are not certified. It has venues to host training. In an accessible area, next to the Rihab Municipality, 200 meter from Rihab main circle. Capacity in coordination and reaching out Jordanians and Syrians.
5.	Ain Bani Hassan Charitable Association	Training for local artists in sewing, mosaics, embroidery and plastics	<ul style="list-style-type: none"> Should provide soft loans and mentoring in these areas: <ul style="list-style-type: none"> Industrial kitchens that add value to dairy production for cheese. Making and supply of produce from greenhouse gardening for juice making. Solid waste recycling.
6.	Al Albeit University/ Training and Consultancy Center	Delivering the following certified training courses upon request: <ul style="list-style-type: none"> Maintenance and management of drinking water desalination plants. Environmental Impact Assessment. Design, installation and maintenance of solar energy systems. Hospital and Medical Records Management. Teaching Arabic to Speakers of other Languages . Italian Language. Renewable Energy. Cyber Security. Public Administration. Surveying Engineering. Human Resource Management. French Language. Spanish Language. Translation (English - Arabic – English). 	

Quweirah

No.	Name of Association, Institution CBO	Types of Training	Notes
1.	National Company for Training and Employment - Aqaba Contacts: Bassam Al-So'udi 0770416907 Faris Maaitah 0799924189	Carpenter Furniture. Conditioning and refrigeration. Aluminum blacksmith. Electric extensions; Solar energy. Construction works; stone and brick prophecy. Women tailor.	<ul style="list-style-type: none"> All programs are certified.
2.	Quweirah Youth Center (Men)	It has good venues for training.	<ul style="list-style-type: none"> Training programs are not certified.
3.	Princess Basma Center for Development - Quweirah	Based on the needs of the labor market, trains women on sewing for retail clothing and offer apprenticeships at Jia clothing company.	<ul style="list-style-type: none"> Training programs are not certified. It has venues to host training. Capacity in coordination and reaching out to Jordanians and Syrians. Interested in providing self-employment, support and mentoring in these areas greenhouse gardening and industrial kitchens for food transformation.
4.	Creativity for Development and Training Center Contacts: Hussein Al-Najadat (Head)	Strengthening youth participation. Business Development skills.	<ul style="list-style-type: none"> Training programs are not certified. It has venues to host training. Capacity in coordination and reaching out Jordanians and Syrians.
5.	Al-Humaimah Ladies Charitable Association Contacts: Fatima Hassasseen	Has a project for a pastry, sweets, bread and cakes workshop. Offers a revolving loan portfolio.	Lacks agricultural projects.
6.	Nashmiyat Dabat Hanont Association	They have an agricultural project. Sewing training. Fine arts training. Training in computer writing and secretarial skills.	Interested in handicrafts and accessories industry.
7.	Dar Abu Abdullah Association	Training for adolescents on communication skills, life skills.	Leadership skills program for youth empowerment and agriculture.
8.	Quweirah Educational Center for Solid Waste Management	Affiliated to the Municipality of Quweirah.	With support of GIZ.
9.	Vocational Training Institute – Aqaba	Certified training programs: <ul style="list-style-type: none"> Professional transportation, shipping, and warehousing services. Electrician, household electrical extensions. Air conditioning and refrigeration mechanic. Vehicle mechanic (Electric). Food and drink processing and service. Tourist services, hotel room services. Women's barber. Data entry. Mechanical Assistant, plumbing Skill. Electric Welding. 	

ANNEX 2 - OCCUPATIONAL INTERESTS PER AREA

Wadi Musa

Sector One: Tourism and Hospitality

- Beauty services.
- Spa.
- Skin care technician.
- Tourist guide.

Sector Two: Agriculture and Agribusiness

- Food storage such as freezer shops.
- Greenhouses for vegetable cultivation.
- Roses cultivation and floral shop.
- Mushroom production.

Sector Three: Local handicrafts

- Traditional clothing, jewelry, candle making and papermaking for bookstores.
- Glass, wood and porcelain used for mosaics.
- Paintings to embroidery.
- Souvenir shops.
- Digital sewing.

Quweirah

Sector One: Tourism and Hospitality

- Tourism photography project.
- A project to promote tourism products using social media and mobile applications.
- Establishing a tourist camp is an alternative to hotel, through which local and handmade products can be marketed. The camp may include a horse stable, and an exhibition for drawings and handicrafts. As well, the camp provides an opportunity for tourists to engage in handicraft works.

Sector Two: Agriculture and Agribusiness

- Medicinal and natural herbs project - where there are herbs that are not found in any other region.
- Cultivation of vegetables and fruits: Al-Quweira is an agricultural area, and young people are willing to work in agriculture, and there are a large number of Syrians working in agricultural projects.

Sector Three: Local handicrafts

- Clay products (normal and thermal), such as rose, small doll figures, decorative accessories, and medals.
- Manually made carpets and mats.
- Traditional textile and Embroidery.

Sector One: Tourism and Hospitality

- Resort/ Gym/ Spa.
- Restaurants.
- Educational Cultural Center.
- Amusement Park.
- Coffee shop.

Sector Two: Agriculture and Agribusiness

- Poultry production and marketing.
- Dairy products.
- Agricultural Greenhouses.

Sector Three: Local handicrafts

- Rock necklace and Stone carving.
- Traditional textile.
- Straw/basketry.
- Sewing, boutique clothing and craft shops.
- Wood products.
- Mosaic restoration.

JODHOUR Project Labour Market Analysis - Jordan

Report Prepared For
ARCS Culture Solidali and AVSI Foundation

December 2022

