



TOURISM SECTOR



Green Growth National Action Plan 2021-2025



12 PRIORITY ACTIONS for implementation in the 2021-2025 period:



5 investment preparation and demonstration actions

7 enabling policy and institutional reform actions



About National Green Growth Plan for Jordan

The NGGP charts out a plan for Jordan to achieve an expanding yet sustainable and resilient economy that ensures the creation of green jobs for its citizens and increased investment in green projects. The NGGP uses a cost-benefit analysis approach to identify the challenges and opportunities for project implementation and focuses on tackling these barriers in the six green growth sectors: Agriculture, Energy, Tourism, Transport, Waste and Water. **Four driving principles of green growth are identified and mainstreamed across the actions in the Green Growth National Action Plan 2021-2025:**

- Transparent governance processes and enforcement of legislation
- Mechanisms to incentivize green growth
- Integrated planning processes that value societal impacts
- Behavior shifts and capacity building



A National Green Growth Plan for Jordan



Implementation of these actions will contribute to the Tourism Sector Green Growth SubObjective and the following:



Increasing coordination and collaboration between the public and private sectors involved in Jordan's tourism sector.



Increasing the sector's profitability by increasing the skills and competitiveness of firms, communities, and employee's dependent on the sector.

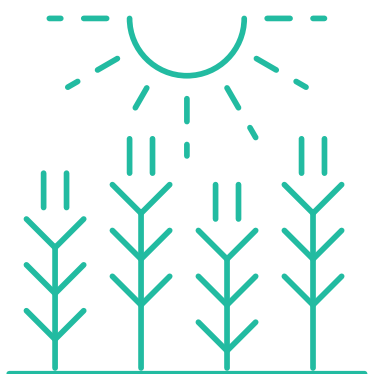


Mainstreaming sustainability and resilience into sector-level investment planning.

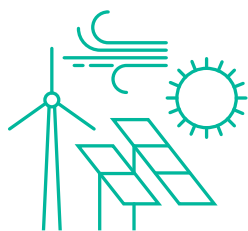


Presenting investment opportunities in ecotourism and sustainability in key touristic locations.

The following table shows the **tourism sector green growth actions** and can be used by action owners to begin **project proposal formulation** for the purpose of mobilizing public budget or external grants, loans or other financial support for implementation. It is understood that detailed implementation approach, outputs, timeline, budget, and stakeholders may change depending on the source of finance during the process of implementation.



#	Action Title	Total Estimated Implementation Cost (USD)
TM01	Formulate sector reform roadmap to update the legal, policy and institutional frameworks governing the tourism sector	1,500,000
TM02	Develop and implement a green growth capacity building program for tourism sector stakeholders	1,500,000
TM03	Develop a world-class global marketing and branding campaign for Jordan's tourism sector	10,000,000
TM04	Develop tourism development master plan, investment map and packages for improved knowledge sharing, decision-making and marketing	5,000,000
TM05	Develop a roadmap for crisis, disasters and climate change management in the tourism sector	500,000
TM06	Develop a roadmap for increasing resource efficiency in the tourism sector	1,200,000
TM07	Establish a tourism sector center of excellence to promote innovation and market development	2,000,000
TM08	Scale-up and expand the Jordan Trail	11,000,000
TM09	Scale up eco-tourism experiences in protected areas and stimulate linkages with other tourism products	17,000,000
TM10	Improve tourism products and services in and around Petra	40,000,000
TM11	Improve the quality and quantity of Jordan cultural heritage tourism products following participatory approaches	57,000,000
TM12	Updating and implementing the Yarmouk Area Sustainable Tourism Strategy (2020-2016), constructing a number of eco-lodges	26,000,000

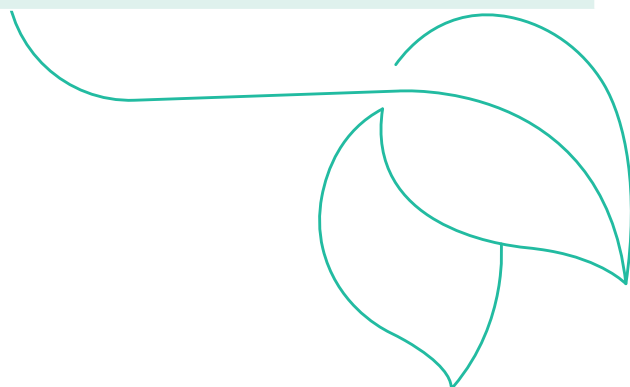


Purpose & Objectives of Tourism Sector Green Growth Actions

#	Purpose/Objectives
TM01	Formulate sector reform roadmap to update the legal, policy and institutional frameworks governing the tourism sector
	This action aims at facilitating an integrated planning and management of the sector through the reform of tourism sector policy, and its legal and institutional frameworks.
	<ul style="list-style-type: none"> Enhancing nation-wide strategic planning along with region-based planning, through engaging the different MoTA divisions in the governorates, special economic zones, and region authorities (i.e. ASEZA and PDTRA). It also seeks to engage decentralization committees, municipalities, the private sector, and NGOs implementing tourism programs and projects in rural and remote areas in Jordan. Contributing to mainstream the value chain approach into sector planning and management through discussing and proposing actions for: Institutional and regulatory response to the impacts caused by ambiguity and overlapping of responsibilities Improving stakeholders and investors access to repository, real-time, and georeferenced tourism data along with access to other interlinked information from crosscutting sectors (integrated tourism data-base system and map); Stimulating more productive partnerships between different stakeholders, including government regulatory authorities, tourism associations, investors, and other stakeholders through a series of consultative and planning events; and Enhancing linkages between projects and actions toward capitalization on outcomes and achieving inclusiveness. Improving cross-sectoral planning that connect tourism to other sectors, thus strengthening planning approaches to sustainability and capturing economic growth opportunities.
TM02	Develop and implement a green growth capacity building program for tourism sector stakeholders
	<p>The aim of this action is to increase the capacity of actors at all levels of responsibility in the sector, in order to be able to implement sector reforms and build a stronger national understanding of green growth in the tourism sector.</p> <ul style="list-style-type: none"> Increase awareness among public and private sector stakeholders around the environmental impacts of the tourism sector, and the relationship between the environment and sector sustainability. Increase willingness to invest in resource efficiency measures from both public and private sector actors. Mainstream environment and climate concerns into the engagement methodologies of the MoTA, and the tourism development zone authorities.
TM03	Develop a world-class global marketing and branding campaign for Jordan's tourism sector
	<ul style="list-style-type: none"> Enhance Jordan's visibility as an attractive, unique, secure, and competitive tourist destination, improved across all targeted countries and new regions, in order to sustain and improve the growth in the number of tourist arrivals. The number of tourists arriving in the year 2019 is sustained and grown by %5 annually. Local tourism routes, sites, and services continuously promoted for domestic and foreign tourists.

#	Purpose/Objectives
TM04	Develop tourism development master plan, investment map and packages for improved knowledge sharing, decision-making and marketing
	This action aims to develop a master plan to guide and advocate for tourism development and green growth in Jordan, and to create a web-based portal and database that brings all tourism information into a single user-friendly interface
	<ul style="list-style-type: none"> • Improve the tourism sector's capacity to make informed decisions, implement, and monitor the implementation of collaborative and long-term sector green growth actions. • To set a clear and specific strategic direction for tourism investments and to develop projects/investments prioritization and design framework to enhance sector resilience and economic growth. • Improve sector leading organizations' capacity to promote investment opportunities and increase the attractiveness of the sector to investors. • Improve stakeholders and investors' access to repository, real-time, and geo-referenced tourism data along with access to other interlinked information from cross-cutting sectors (integrated tourism database system and map). • Stimulating more productive partnerships between different stakeholders, including government regulatory authorities, tourism associations, investors, and other stakeholders through a series of consultative and planning events. • Enhancing linkages between projects and actions towards the capitalization on outcomes and achieving inclusiveness. • Improving cross-sectoral planning that connects tourism to other sectors in order to strengthen planning approaches to sustainability and capturing economic growth opportunities.
	Develop a roadmap for crisis, disasters and climate change management in the tourism sector
TM05	This action aims to prepare sector leaders for managing major external risks and threats to the tourism sector.
	<ul style="list-style-type: none"> • Security and safety of the visitors to tourism sites significantly improved and consciously monitored. • Tourism infrastructure is enough and resilient to external threats from natural phenomena and climate change. • Tourism sector's capacity to manage crisis, impacts of natural phenomena, and disasters significantly improved in collaboration with respective crisis management and civil defense authorities. • Information management and disclosure mechanisms, including alert systems, are effectively in place to protect visitors' lives in all tourism destinations across the country.
TM06	Develop a roadmap for increasing resource efficiency in the tourism sector
	The purpose of this action is to bring public and private sector actors together to increase awareness about the natural resource impact of the hospitality and tourism sectors, and to encourage investment by the private sector in resource efficiency upgrades.
	<ul style="list-style-type: none"> • To develop a road map, an action plan and outreach and awareness strategy for increasing resource efficiency in the tourism sector. The long-term objectives for the implementation of the road map include: • Reducing tourism's operational costs, which will yield higher revenue on investments, and reduce the need for government subsidy of electricity to tourism's hospitality sub-sector. • Reducing the environmental footprint of tourism in Jordan, and supporting branding • Jordan as sustainable/green tourism destination. • Enhancing Jordan's tourism sector competitiveness.

#	Purpose/Objectives
TM07	Establish a tourism sector center of excellence to promote innovation and market development
	This action aims to improve the quality of services in Jordan and to promote innovation into the sector.
	<ul style="list-style-type: none"> • Improve the quality of tourism sector services in the formal sector to meet international levels across all tourism sites and service providers. • Improve the behavior and practices of formal and informal service providers to reflect the hospitality and welcoming nature of the Jordanians. • Stimulate innovation in the tourism service sector to positively contribute to the improvements of tourism services.
TM08	Scale-up and expand the Jordan Trail
	This action aims to further develop the eco-tourism cluster along the Jordan Trail and promote it to local and foreign visitors in coordination with the government, local communities, and relevant stake holders
	<ul style="list-style-type: none"> • Jordan Trail product and services further improved, expanded, scaled-up, and promoted to local and foreign visitors to contribute to tourism growth and community development.
TM09	Scale up eco-tourism experiences in protected areas and stimulate linkages with other tourism products
	The aim of this action is to boost growth and sustainability of nature-based tourism sub-sector in Jordan, and to enhance its contribution to green growth in the tourism sector.
	<ul style="list-style-type: none"> • Eco-tourism products and services improved within PAs and RSCN operated eco-tourism corridors to enhance tourists' experience and satisfaction. • New eco-tourism corridors evaluated, developed, and operated to link eco-tourism activities in PAs with each other, and with other tourism sites in Jordan. • Capacities of formal and informal producers and service providers improved across the nature-based tourism value chain in Jordan.
TM10	Improve tourism products and services in and around Petra
	The purpose of this action is to develop a Petra Tourism Development Master Plan which will address transport and mobility, new nature and cultural heritage sites, and governance capacity within PDTRA.
	<ul style="list-style-type: none"> • Increasing the number of tourists to Petra and extend the duration of their stay through the development of new tourism products (trails, facilities, etc.). • Improving tourist mobility and transportation. • Improving PDTRA and service providers' capacity to provide high caliber tourism services and for enforcement of related environmental regulations.



#	Purpose/Objectives
TM11	Improve the quality and quantity of Jordan cultural heritage tourism products following participatory approaches
	This action aims to develop an enabling environment for the development of new tourism products through science-based and community engaging reservation, restoration, and development of priority archaeological and cultural heritage sites.
	<ul style="list-style-type: none">Stimulating tourism growth by developing new cultural tourism products through participatory restoration and management of priority cultural heritage resources.
TM12	Updating and implementing the Yarmouk Area Sustainable Tourism Strategy (2020-2016), constructing a number of eco-lodges
	The purpose of this action is to support the implementation of this strategy by developing new tourism facilities for the visitors of the Yarmouk Natural Reserve.
	<ul style="list-style-type: none">To enhance the knowledge, through comprehensive field surveys, about the site tourism development potentials, ecosystem characteristics and conservation priorities.To update the sustainable tourism strategy and to develop a master plan for sustainable tourism development in the area.To achieve green growth of sustainable tourism in the area and improve community income.



OVERVIEW: Jordan Green Growth National Action Plan 2021-2025

The Green Growth National Action Plan 2021-2025 lays out pathways for sustainable development that will increase resilience, strengthening Jordan's capacity to contain shocks and recover from catastrophic events such as COVID-19.



FIGURE 2
Relationship between the Five National Green Growth Objectives and SDGs

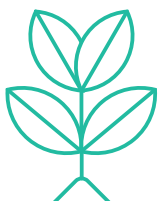


Figure 1 below shows a summary of the green growth planning and implementation in Jordan:



FIGURE 1
Green Growth Planning and Implementation in Jordan

