

# The gap between supply and demand in the sector of Tourism

## Executive Summary

This study explores the gap between supply and demand in the Jordanian tourism sector. The sector employs over (48,140) workers across (2,942) establishments distributed throughout the Kingdom's regions. with (82%) in the central region, (8%) in the north, and (10%) in the south. Approximately (49%) of these establishments are individual enterprises according to their legal entity. Establishments are categorized into three groups based on the number of employees: small-scale establishments account for (41%), medium-sized establishments for (44%), and large-scale establishments for (15%).

The workforce is predominantly male at (85%), compared to only (15%) female. The majority (88%) are Jordanian nationals, while (12%) are non-Jordanians. Looking at educational qualifications, most male workers have a secondary school education (30%), followed by a bachelor's degree (28%) and less than secondary school (21%). For females, most have a bachelor's degree (47%), followed by a secondary school diploma (22%) and a vocational diploma (13%).

The study indicates that occupations such as waiters (9%), head waiters (5%), and housekeeping (5%) are among the most occupied professions in the tourism sector. Additionally, chefs (5%), receptionists (4%), travel reservation agents (4%), and travel guides (3%) are also prevalent occupations.

When it comes to business owners' assessment of demand for their products, (39%) of establishments reported a decrease in production in 2022 and expect a continued decline in demand from (2023 to 2025). On the other hand, (36%) of establishments reported an increase in demand in 2022, and with approximately (20%) stating that demand remained unchanged during that period.

The tourism sector focuses on employing males, with females present in a few occupations but at a lower percentage. The demand for labor is highest in the central region. The total demand for workers in the sector for the years (2023-2025) is approximately (9,621), with a demand of (6,252) for males and (3,369) for females. The professions in demand include housekeeping, waiter, travel agent, ticketing officer, head waiter, dishwasher, receptionist, and cook (chefs). There's also a demand for baristas skilled in preparing coffee according to international standards.

Regarding the employment of people with disabilities in this sector, only (304) out of (48,140) workers are reported to have disabilities. However, (527) establishments expressed that they would provide (749) job opportunities in various professions, including travel reservation, ticketing officer, dishwasher, house manager, hotel cleaner, receptionist, and barista.

In terms of recruitment methods, the study revealed that direct recruitment through personal connections is the most commonly used method. The study results also showed that (31%) of establishments face difficulties in appointing workers. The main challenges include a lack of workers with positive work values and attitudes, as well as a lack of basic job skills.

When business owners were asked about the challenges and obstacles facing the tourism sector, more than (20%) of all establishments responded that high taxes negatively affect the sector's performance, while (13%) pointed to weak marketing capabilities.

Regarding training, around (23%) of responding establishments in the sector said they prefer to train their employees at training centers affiliated with the private sector and prefer to hire workers who have received training at these centers. Additionally, (11%) of establishments prefer to train their workers at the Galileo Center (Royal Jordanian ownership), followed by Amadeus and the Vocational Training Corporation (each at 10%).

While the number of training programs for this sector is approximately (15) training program, with around (9,819) graduates during the years (2020-2022). The majority of them graduated from programs such as waiters (31%), chefs (30%), travel agency and ticket clerks (9%), office and hotel cleaners (5%), and travel agents (4%). The study confirmed a balance in the sector, with a very slight surplus of supply estimated at around (200), indicating that the market can absorb almost (98%) of the supply, which is a very positive ratio and indicates a balanced sector that is growing and capable of creating job opportunities.

Based on the above, recommendations have been prepared for the preparation of a human resources plan for this sector, in coordination with relevant government entities and in collaboration with the private sector, as well as the formation of committees tasked with developing a strategic plan for training and employment in the sector, those recommendations addressed to the Jordan Technical and Vocational Skills Development Corporation (JVSD)