



**USAID**  
FROM THE AMERICAN PEOPLE

# BUILDING ECONOMIC SUSTAINABILITY THROUGH TOURISM (BEST) PROJECT

ENHANCING JORDAN'S TOURISM  
INDUSTRY SUCCESS

Thursday, August 16, 2018

# BEST Initiatives

Competitive business enabling environment

Tourism asset development

Tourism destination marketing

Industry development and destination excellence

Job creation and education

Increased access to finance

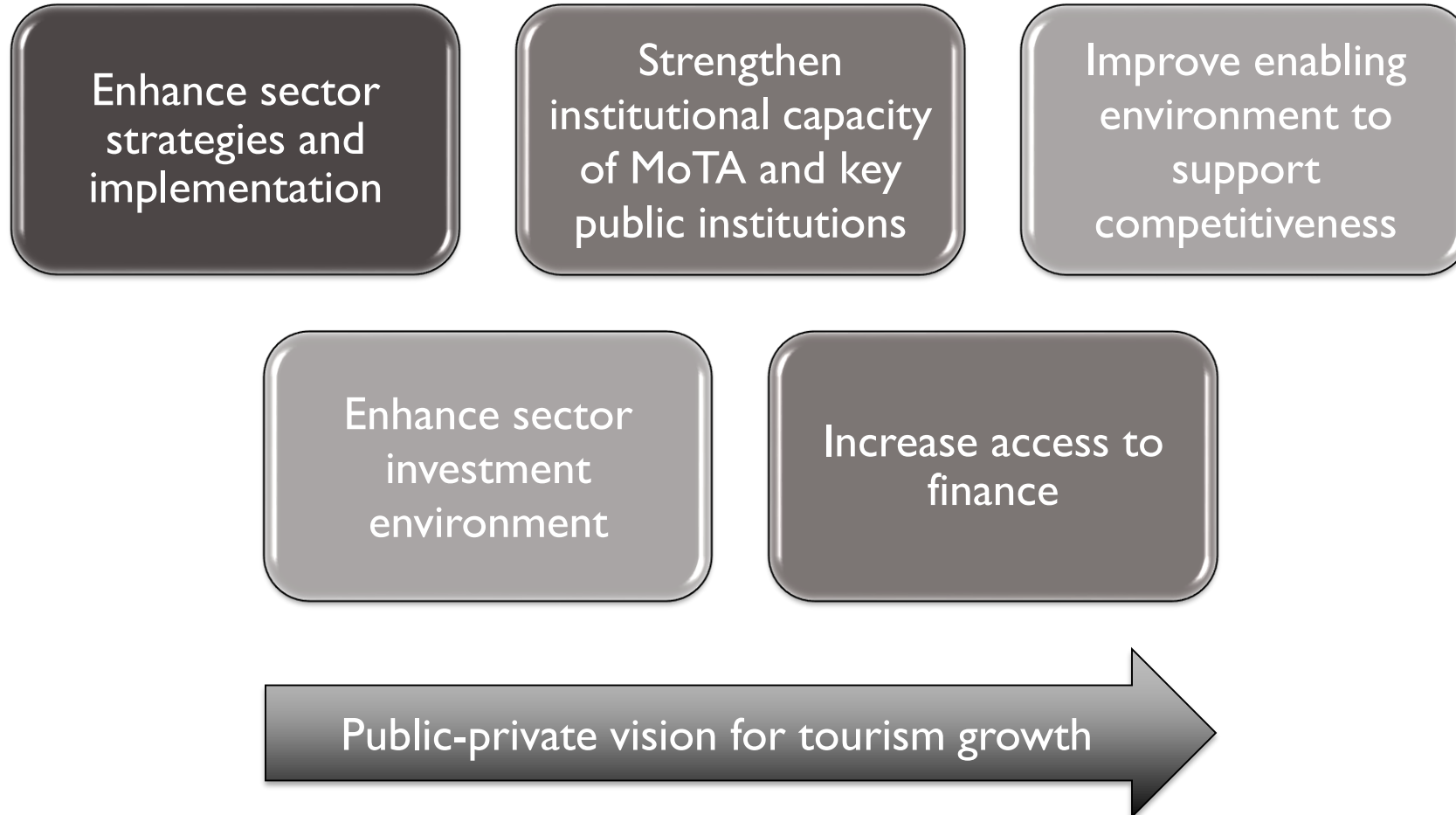


## Implementation Approach

- Implementation through partnership
- Competitiveness as an overriding principle
- Environmental and business sustainability
- Cost share with investors
- Flexibility to respond to challenges and opportunities

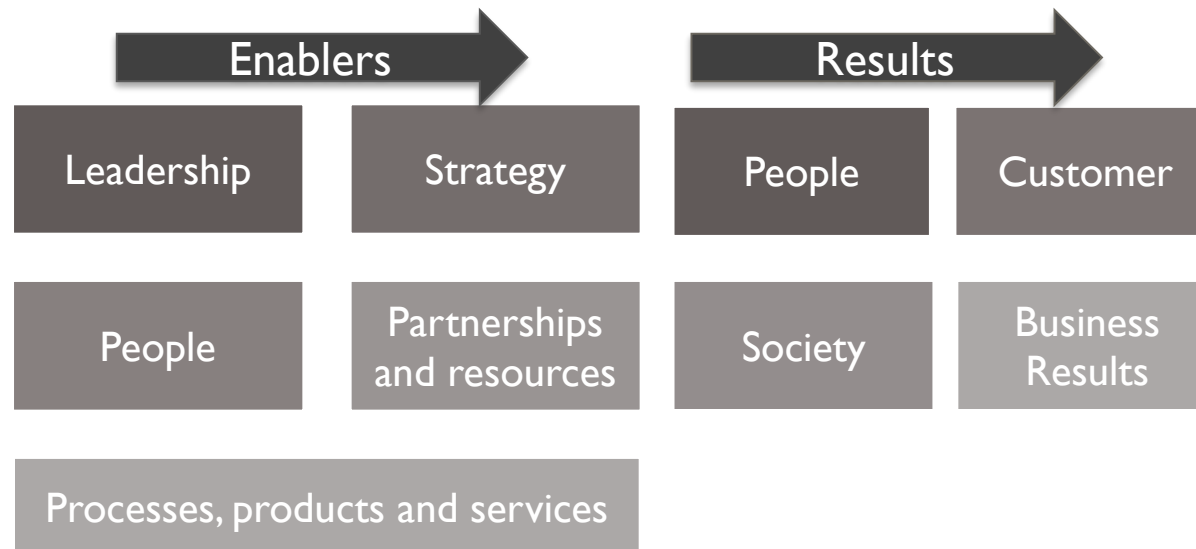


# Business Enabling Environment



# The King Abdullah II Award (KAA) for Excellence in Government Performance and Transparency

- Established in 2002 to improve performance of public institutions in Jordan
- Uses the European Foundation for Quality Management (EFQM) excellence model
- EFQM fundamental concepts promotes customer orientation, sustainability, achieving results and creativity and innovation
- Nine excellence pillars



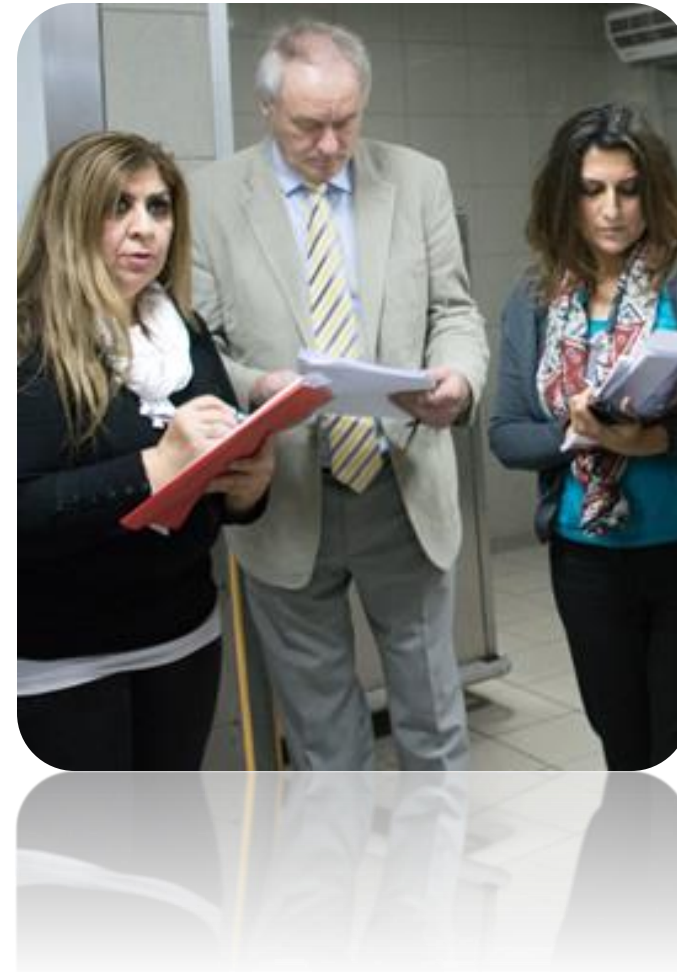
# USAID BEST Key Areas of Support

- Build staff capacity on KAA and required technical skills
- Develop MoTA Strategic Plan 2018-2020
- Develop a Monitoring and Evaluation system
- Improve project management tracking and reporting
- Develop Standard Operating Procedures for key services
- Set up complaints and feedback mechanism for customers and employees



# USAID BEST Key Areas of Support

- Improve internal communication and knowledge transfer
- Improve organizational structure to achieve objectives
- Strengthen human resources management skills
- Define MoTA direction for ‘Social Responsibility and Career Welfare’
- Introduce international best practices



# Self-reliance and Sustainability Features

- On-the-job coaching and support
- Internally driven
- Highly participatory
- Creating team work
- Increasing accountability
- Enhancing strategic thinking
- Leadership commitment
- Advanced training for 10 EFQM assessors





# What Did MoTA Staff Have to Say About BEST Support for KAA?

“  
“My experience in this cycle was totally different and unique; it changed our perception of KAA from being a mandatory report and assessment to a tool for continuous institutional development.”

“  
“A first time experience to implement the knowledge and skills acquired in the training.”

“  
“The overall training program, on the technical and award specific trainings, was highly planned and reached a good number of staff. Everybody was well-informed and engaged.”

“  
“There was an unprecedented team spirit during the preparation and assessment visit.”

# Thank you!

## BEST CONTACT INFORMATION

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