



Transforming the Hospitality Industry In Jordan



Photo: Ammon College

Students at Ammon Hospitality College use computer equipment and software provided by USAID to learn up-to-date management and hospitality skills to better serve tourists coming to Jordan.

“Thanks to USAID’s support, the college is better able to provide high-quality vocational and technical training using up-to-date technology and facilities, and our students have the opportunity to earn an accredited degree.”

- Richard A. Jaoude,
Managing Director, Ammon
Hospitality College

Ammon Hospitality College is Jordan’s only specialized hotel, tourism, and technical training school. The college is vital to Jordan’s tourism industry, which is the single largest private sector employer in the Jordanian economy. As part of a broader initiative to strengthen tourism in Jordan, USAID is helping upgrade the college through its AMIR Program to build a pool of top-notch tourism service employees.

USAID reviewed the college’s administrative structure, technology needs, and curriculum, and made recommendations to the board of directors. USAID also provided grants to help implement these recommendations, including \$72,000 to develop strategic and business plans, \$60,000 to build an up-to-date computer lab, and \$16,000 to create a communications network for the college and provide hardware and software to improve in-class training. As a result of USAID assistance, Jordan’s Ministry of Planning has provided Ammon with over \$2 million in capital upgrades and institutional capacity building support.

Ammon is on its way to becoming one of the premier hospitality schools in the region. Thanks to improved management, the college expects to turn a profit in 2004 for the first time in several years. Technology upgrades, improved faculty recruitment, and a redesigned curriculum are helping improve Ammon’s programs. The college added a four-year degree to its program in 2003, and plans to offer a master’s degree starting in 2005. Enrollment and graduation rates are on the rise, especially among women, and are expected to double over the next four years.

First Person

