



Project Partners

This "One Programme" approach, which is funded by the Global Environment Facility, will be implemented by UNDP Jordan in partnership with:

Ministry of Tourism and Antiquities (MoTA)
Ministry of Municipal Affairs (MoMA)
Aqaba Special Economic Zone Authority (ASEZA)
Petra Development and Tourism Regional Authority (PDTRA)
Royal Society for the Conservation of Nature (RSCN)



and in close Coordination with:
Ministry of Planning and International Cooperation (MOPIC)
Ministry of Environment (MoEnv)



MINISTRY OF PLANNING AND INTERNATIONAL COOPERATION



MINISTRY OF ENVIRONMENT

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Project Scope

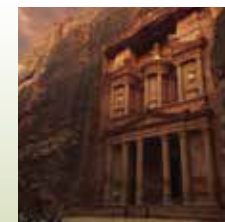
Objective:

Biodiversity conservation objectives are effectively mainstreamed and advanced into and through tourism sector development in Jordan.

The project objective will be achieved through three outcomes:

- Regulatory and enforcement framework in place to avoid, reduce, mitigate and offset adverse impacts of tourism on biodiversity.
- Institutional capacities for planning, monitoring and enforcement strengthened in Jerash, Petra and Wadi Rum landscapes so as to manage the impacts of tourism development on biodiversity within ecologically valuable and sensitive areas.
- Improved management effectiveness particularly a revenue generation, tourism planning and management, and community relations in Dibbin, Wadi Rum and Petra Protected Areas.

MAINSTREAMING BIODIVERSITY CONSERVATION IN TOURISM SECTOR DEVELOPMENT IN JORDAN



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Project Facts

- Project Commencement Date: January 2014
- Project Duration: 4 years
- Project Budget: USD 3,565,000 in cash financing



Challenges and Opportunities

Integrating biodiversity in tourism would harness many opportunities and address important challenges, including:

- Jordan is seeking to expand the tourism marketing product and will market Jordan as a destination for nature-based tourism with wilderness being a key attraction (hiking, camping and other activities).
- The growing trend for responsible tourism and nature based activities.
- The urgency to engage the private sector and motivate its positive involvement.
- The need to reduce the impacts of tourism infrastructure and intensive use on natural resources.
- The importance of involving local communities and eliminate direct threats to biodiversity.
- High visitor numbers in sensitive environments and protected areas leading to disturbance of the habitat.



Biodiversity in Jordan

- Jordan lies at the ecological crossroad between three continents, Asia, Europe and Africa.
- Jordan covers an area of 89,322 km², 2 of which is classed as either semi-arid or arid.
- Jordan's flora is rich and highly diverse. Around 2,500 species of vascular plants have been recorded, belonging to 152 families, and about 700 genera, representing about %1 of the total flora of the world.
- According to the IUCN Red List of 2006, Jordan has 47 globally threatened species of fauna. The proportion of threatened species to the total number of species is very high, especially for mammals, where 24 out of 77 mammals (%31.16) are considered globally threatened.

Tourism in Jordan

- A key development sector with around 11 % contribution to GDP in 2015.
- A 5 million visitors' 2015.
- 49.1 thousand direct Job, 2015
- 3.7 nights the visitor average stay, 2015