Tourism in Jordan makes a significant contribution to the kingdom's economy and the sector is currently experiencing significant growth that shows a promising future. Jordan needs to be well-prepared to respond to the ongoing growth, and the skills acquired by the Institutes’ students should match the growing demand. To be able to achieve this, tourism and hospitality programs should be well designed and in line with global standards in this industry.

A new approach to shift emphasis towards industry needs has been recognized by the Vocational Training Corporation, and today the VTC offers hospitality training to 14,000 students in 14 Institutes across the kingdom.

Recently, the United States Agency for International Development (USAID), through the USAID Jordan Workforce Development Project (WFD), and the Employment, Technical and Vocational Education Training Fund (E-TVET) have worked collaboratively to upgrade the Institute for Hospitality and Tourism in Marka by renovating the existing training facilities.

Marka currently two Vocational Training Institutes providing Hospitality and Tourism Training. Enrollment in the three programs offered has steadily increased over the years by far exceeding the capacity of 60 students per semester/per skill. The Marka VTI had sufficient space but lacked adequate student facilities, such as classrooms, changing rooms, and language labs.

The renovation took advantage of the existing space in the institute to offer four hospitality skill programs. WFD supported upgrading the facilities by providing technical expertise and equipment.

Creating a specialized training institute for hospitality and tourism training in Marka has already allowed the Vocational Training Institute to increase the number of students by 74% compared to April 2014, offer a variety of programs and provide training based on best international practices.

Building a career in the tourism sector with many job opportunities offered does not only support the education of young students but also contributes to their livelihoods. Vocational training offered at the Institute will help students realize their dreams for a career in the hospitality and tourism industry.