

Socioeconomic Closure Report
Horizons for Green Development

Project Component	Socioeconomic Project
Activity Name	Ecotourism Hub in Mumia – Al-Karak Jordan & the Manshiyeh Women’s Organization
Geographical Scope	Al-Karak Municipality – Jordan
Focal point & position	Rami Ja’afreh – President Sharefeh Aldarabea’ - President
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Total activity duration	15 months
Starting Date	July 1 st 2019
Completion Date	October 30 th 2020
Budget Line	4.2
Activity Budget	JOD 57,017

Description of overall project

An eco-tourism hub was established in the Mumia area near the Karak valley; the centre's purpose is to manage tourists and serve them by providing lodging, hiking services, and dining through organic and homemade products focusing on the dairy products Al-Karak is known for such as Jameed, & Ghee, as well as seasonal fruits from the valley.

The centre will serve the ecosystem in Al-Karak valley by managing the number of tourists and their hikes, encouraging and supporting projects that are related to the environment, tourism, handicrafts, and local heritage. The center aims at protecting the natural heritage in Al-Karak Valley region, and fighting unemployment by creating job opportunities through the organization's activities and by attracting tourists to the Karak area through the center.

The socioeconomic component in Jordan also involved working with the Manshiyeh Women's organization to build their capacity by providing them with necessary equipment for their operations as well as training in relevant topics. The Manshiyeh women's organization also worked directly with Mumia in providing items for the visitors' center.

MINARET Assigned Deliverables

Complete socioeconomic activity in Al-Karak

Achieved?	<input checked="" type="checkbox"/>	YES	<input type="checkbox"/>	NO
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Actual project deliverables and achievements

- Completed the construction and preparation of the visitors' center in Al-Karak:
 - Lodging and Restaurant/meeting/training hall
 - Kitchen
 - Terraces and outdoor camping area
 - Restrooms
- Procured all necessary items for operation; rappelling gear, bedding, kitchen utensils, etc...
- Conducted trainings in marketing, packaging, ecotourism, and gender mainstreaming.
- Conducted training in canyoneering and awarded international certifications to 4 staff members.
- Conducted training for the Manshiyeh Women's Organization.
- Provided necessary equipment for the operation of the Manshiyeh Women's Organization.
- Created marketing and business plan.
- Created social media pages for outreach.
- Connected the center to local/national tour operators.
- Created an advertisement for the center that has received significant recognition and admiration.
- Collaborated with local women's organization for the creation of items in the center.
- Collaborated with local women to create local experiences for visitors upon request.
- Collaborated with local women to produce products for the nature shop in the center.
- Launched the nature shop selling local handmade and organic items.

Conclusions

While the MINARET assigned deliverable was not very detailed and did not provide enough information on what exactly needs to be achieved, the Jordan socioeconomic component was definitely achieved to the best possible levels. The local community has received the center very positively, all activities conducted at the center since launch and during implementation were successful, and the project team is looking forward to seeing the successful future of the visitors' center and the Mumia Falls team.

Challenges and bottlenecks throughout implementation

- The center required more work than originally planned, requiring an increase in the budget above the initially allocated BOQ as well as more time to complete it.
- The Covid-19 pandemic caused multiple issues for the organization:
 - Delay/cancellation of the official launching event of the center in March.
 - Impact on the tourism industry lead to no income for the organization.
 - The organization was not able to provide the promised in-kind contributions or co-financing.

Future prospects and sustainability

While the current pandemic situation has been extremely difficult on Mumia as it has on the entire tourism industry worldwide, we expect the center to recover as the global situation improves. The trainings given to the center's staff and the partnerships created will be very helpful in sustaining the center in the future while benefiting the local population in different ways across sectors. As the name of Mumia becomes more recognizable, and the team has helpful partnerships that they can capitalize on to grow, and the center operates at a high efficiency and low cost through renewable energy and grey water systems, the future of Mumia looks very promising.

Photos













As per the final deliverables or goals required by the MINARET project, we consider the activity completed and finalized, the activity is hereby concluded and this closure report is issued.

Horizons for Green Development
31/10/2020

