



Rapid Needs Assessment for the East Jerusalem Local Market- Final Report

*within the Project: "Promoting East Jerusalem Innovation and
Sustainable Economic Development through TVET"*

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Study Conducted by: OPTIMUM for Consultancy and training

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The Study was conducted under:

Grant from the Office of the European Union Representative for West Bank and Gaza Strip, entitled “Promoting East Jerusalem innovation and sustainable economic development through TVET”(ENI/2015/359-875)

The project aims to contribute to strengthening the resilience of East Jerusalem residents by fostering youth and women professional skills development and by promoting a more dynamic sustainable market, through consolidating the position of TVET in East Jerusalem as a main relevant-market-needs resource for the development of the youth workforce, consistent with the PA National Development Plan and the National TVET Strategy. Within the project, activities will be done to increase the positive attitude towards VET through increasing knowledge and awareness, reinforce the TVET sector development in East Jerusalem, and to strengthen sustainable development of the local market through increasing economic empowerment of local business, women, and youth.

COOPI is implementing the project in partnership with Al-Saraya Center for Community Development, and the League of Vocational Education & Training Associations.

The results of the market survey will be used to identify information and possible courses/resource/advanced equipment needed for courses' upgrade/development.

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Study conducted during: Jan-Feb 2017

Photo on the front page: Old City in Jerusalem Souq and Bazar,

Source of photo: <http://www.enjoyjerusalem.com/explore/paths-and-trails/path/220>

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Abbreviations

AOC:	Arab Occupational Classification
BTC:	Belgium Technical Cooperation
CCI:	Chambers of Commerce and Industry
CSO:	Civil Society Organisation
COOPI:	Cooperazione Internazionale
ECIB:	The Enhancing Capacities for Institution Building Programme
EJ:	East Jerusalem
ETC:	East Jerusalem Tourism Cluster
ETF:	European Training Foundation
EU:	European Union
GIZ:	German Technical Cooperation
GMR:	Global Monitoring Report
ILO:	International Labour Organization
ISS:	Industrial Secondary Schools
LFPR:	Labour Force Participation Rate
LM:	Labour Market
LMS:	Labour Market Survey
MoEHE:	Ministry of Education & Higher Education
MoL:	Ministry of Labour
NGO	Non-Governmental Organizations
NGO-VET League:	League of Vocational Education and Training Institutes
OCHA:	Office for the Coordination of Humanitarian Affairs in oPt
oPt:	occupied Palestinian territory
PITA:	Palestinian IT Association
RNA:	Rapid Needs Assessment
TNA:	Training Needs Assessment
TVET:	Technical, Vocational Education and Training
VET:	Vocational Education and Training
VSS:	Vocational Secondary Schools
VTC:	Vocational Training Centre
WBL:	Work-Based Learning
YWCA:	Young Women Christian Association



Executive Summary:

The overall objective of the consultancy according to the TOR is to conduct Rapid Needs Assessments for the East Jerusalem Local Market with focus on the tourism and Technology Sectors.

The methodology used was qualitative rapid appraisal, using qualitative methods; method is participatory, involving labour market and key informants.

Extensive desk review was conducted and relevant secondary data was generated. Methods used to collect the primary data were qualitative survey for 33 businesses in East Jerusalem within the tourism, ICT and related services sectors. Interviews with Head of Chambers of Commerce, JTC and LWF director who is also the head of the NGO-VET League were also conducted. Findings of the desk review are presented in second chapter of the study, while detailed methodology is presented in first chapter.

Findings of the Rapid Needs Assessment have indicated that tourism sector is highly dependent on the situation and number of people visiting East Jerusalem, business will employ qualified vocationally trained persons if situation gets better an average of 4.9 per establishment. On the other hand most of ICT businesses would need to hire regardless of status with an average of 2.14 per establishment. Relevant service and trade sector had in between demand at a lower average of 1.1 per establishment.

Nevertheless; there are various opportunities the tourism sector is in high need for, such as Palestinian tour guides, marketing, sales and e-marketing within the tourism businesses are also requested. There is an opportunity for handicrafts with e-marketing. Graphic design was also requested by tourism sector.

Cross cutting skills identified in the sector were languages and communication, understanding culture and relating it to the work as well as for certain jobs understanding the history of East Jerusalem over different periods.

Within the ICT sector, various opportunities were identified, including Application Development and the ones related to Tourism sector in specific. There is a need for Audio-Visual equipment and system maintenance, Installation and Maintenance of computer networks, as well as Security systems programming and maintenance. English language was demanded for most of the above.

Most of the businesses are ready to cooperate with the TVET institutes in EJ, in training and employing when needed, yet they requested practiced experience in the workplace.

The study details the findings and the analysis in chapter three and four, it provides overall finding and recommendations, suggesting different modes of training, and matching the identified needs with training provided at the different TVET institutes in East Jerusalem.



1 Objective and Methodology:

1.1 Objective of the Consultancy:

The overall objective of the consultancy according to the TOR is to conduct Rapid Needs Assessments for the East Jerusalem Local Market with focus on the tourism and Technology Sectors.

The letter of invitation has indicated that the Assessment should find out the following specifications:

Through reviewing previous related studies and surveys, and through qualitative data, the Rapid Needs Assessment shall include, but it will not be limited, the following information:

- The type of employers in the tourism and the technology sectors;
- In general; the demanded jobs, their required competencies and skills;
- In specific; the possibility of employing the graduates of the Vocational Training Centers(VTCs) from the following courses, in addition to what competencies and skills they expect to have from them
 - Hotel management
 - Food catering;
 - Handcrafts and ceramics;
 - Bamboo works;
 - Sales and e-marketing;
 - IT and Web development;
 - Printing and binding
 - Graphic design;
 - Multimedia;
 - Admin assistant;
 - Office equipment maintenance;
 - General maintenance;
 - Mobile Application development
- The most demanded jobs out of the above mentioned courses;
- The willingness to collaborate with the local VTCs in east Jerusalem;
- Skill Gap Analysis for the Tourism and Technology sectors;



1.2 Methodology:

The methodology used was qualitative rapid appraisal, using qualitative methods; method is participatory, involving labour market and key informants.

1.2.1 Desk Review

Extensive desk review was conducted were previous labour market surveys and studies, as well as East Jerusalem relevant economic studies, with focus on tourism and ICT were also reviewed and analysed to gather the relevant data according to the scope of this study. Information regarding possible fields of employment and self-employment, jobs available, skills gaps within related sectors were reviewed and analysed. Possible opportunities were identified; the questionnaires for the survey and questions for interviews were designed based on desk review findings, attached in annex 3. Result of this stage is illustrated in Chapter 2, list of resources used are attached in Annex 1, and the sample was also identified, attached in annex 4.

1.2.2 Identifying surveyed professions and Design of the questionnaires:

Based on the identified courses in the letter of invitation, the conducted desk review, and the alignment with VET levels in accordance with the AOC, the fields for investigation were set, as listed below.

Table 1-1: List of Identified fields of investigations

1. Food and beverage (Chefs)	15. Jewellery and Accessories
2. Servicing Food and Beverage (waiter)	16. Soap and wax production
3. Shelter and Hotel management (preparing of rooms and facilities)	17. Leather tanning
4. Reception (hotel, museum, parks)	18. Sales person
5. Hotel management	19. Graphic design
6. Administrative Assistant	20. Web pages development
7. Selling , marketing and public relations	21. Animation works
8. E-marketing	22. Multimedia
9. Tour Guide/ Trips Organizer	23. Printing and binding
10. General maintenance/building maintenance	24. Programming and Mobile Application
11. Office equipment maintenance	25. Computer and mobiles maintenance
12. Bamboo works	26. Installation, programming and maintenance of Computer networking
13. Traditional rugs industry	27. Audio and lighting systems maintenance
14. Glass or ceramics crafts	

The questionnaire was designed based on the desk review. The questionnaire was designed to capture the required information in an efficient way, not to overburden the economic



establishment. The questionnaire contained: 10 open and closed questions, distributed over five parts: 1) general info, 2) Employment status, 3) Future demand for employment in surveyed professions, 4) cooperation with VET institute 5) the required skills and additional notes. Each questionnaire was numbered, and tagged by the field worker. The questionnaire had an introduction to the survey. Questionnaire is in Annex 3.

Semi-structured Interview Questions: was also designed to gather information on the sector, the jobs needed, the future trends, as well as to question some of the findings and the fields identified.

1.2.3 Selecting the sample

Sample for survey was selected to provide indicative qualitative information to provide needed primary findings within the fields of investigation. Hence businesses within the tourism, ICT and related services sectors were identified. Sample is designed to fill 35 questionnaires from the different fields. Annex 4 represents the designed sample. Sample was identified through self-search and snowballing technique.

1.2.4 Conducting the field work

A workshop was conducted to train the field workers to fill the survey, in addition to providing them with the sample design and relevant information, attached in Annex 4. Support and coordination was done during the field work by OPTIMUM team to overcome challenges faced on the ground.

Table 1-2: Number of respondents to the survey according to sector and in comparison with sample

Sector	Planned questionnaires to be filled	Actual Number of questionnaires filled	NOTES
Tourism	17	18	As it was hard to find marketing and e-marketing companies, 2 travel and tourism offices were added
ICT	8	7	One of the businesses included two fields under investigation, 1 animation is not included.
Services (including Media and marketing)	10	8	2 companies of marketing and e-marketing are not present, although one of the communication companies are doing marketing as an activity and is included above,
TOTAL	35	33	35 fields

33 questionnaires were field, 4 of which by phone and the remaining through field visits and interviews, questionnaires filled are as the above table indicated.

Challenges faced during field work were in finding the related economic establishment or business, e-marketing as well as animation and graphic design standalone businesses were not



found, although marketing and graphic designs were practiced as part of other businesses, hence relevant information were filled, and in return another 3 businesses were added including a hotel and tourist offices that will use marketing or e-marketing services.

Annex 4 presents the sample distributed by sector and business for each survey and Annex 2 illustrates the list of the surveyed.

1.2.5 Qualitative Interviews

Qualitative interviews were conducted with key informants following the initial analysis of findings. Semi-structured interviews were conducted to further analyse some of the findings, validate and explain these findings, as well as to get an overview of the sectors and the needs, as well as to gather updated information on TVET provided. Key informants interviewed were the following:

- Head of the Jerusalem Chambers of Commerce and Industry, Fadi Hidmi
- Coordinator of the Jerusalem Tourist Cluster, Anan Ghaith
- Chairperson of the NGO-VET League and Director of the VTP at LWF, Yousef Shalian

Annex 3, illustrates the questions of the semi-structured interview

1.2.6 Analysis of the questionnaires

1.2.6.1 Analysis of the Questionnaires

Validation and checking of filled questionnaires was done, data entry of the filled surveys was done on the designed EXCEL sheet, cleaning of data and further validation was achieved. Statistical analysis of questionnaires using Excel for each field was conducted; graphs were constructed and qualitative analysis of open parts of the survey was also carried.

1.2.6.2 Overall Qualitative analysis and Matching

Discussion among the team was done to analyse main findings and directions, a field report of all field workers was produced and reviewed by the team. Findings from the interviews of the key informants was done after the initiation findings, hence provided the opportunity for discussion of findings and validation. Overall findings were matched to produce the main findings of the study.

1.2.7 Limitations: Geography, time and students' graduation level

- **Geographic:** the surveys were conducted in East Jerusalem J1
- **Time :** the surveys were conducted during Jan-Feb 2017
- **Skills level:** the surveys were addressed to the basic three levels relevant to the VET institutes graduates.



2 Desk Review

2.1 East Jerusalem Economic Context

According to a report done by the UN on The Palestinian economy in East Jerusalem, upon the onset of occupation in 1967, East Jerusalem started facing a policy of physical, political and economic segregation from the rest of the occupied Palestinian territory (oPt), which continues apace today. "Segregation strategies gained momentum during the last decade through measures that have altered the physical and demographic realities of the city and its predominantly Palestinian and Arab landscape. These include the city's annexation and the expansion of Jewish settlements in and around East Jerusalem, as well as the construction of the separation barrier, which has effectively redefined the borders away from the pre-1967 armistice line."¹

Consequently, Jerusalem has been isolated to find itself apart from both economies, Palestinian and Israeli, to which it is linked. At this stage it is not integrated in either, however still structurally dependent on the West Bank's economy to sustain its production and trade of good and services as well as for employment, and forcibly dependent on the Israeli market in abiding by its rules and regulations and which serve as a source of employment and trade and as a the principal channel for tourism to the city.

Various round tables, studies and plans to revive East Jerusalem were set including focusing on the tourist and trade as well as East Jerusalem markets^{2,3}

The number of economic establishments during the past twenty years has been deteriorating. The last study indicated that some souvenirs shops were closed due to the high taxes they have to pay. The PCBS⁴ has indicated that between the year 2009 and 2016 the number of hotel establishment in east Jerusalem decreased by 41%, where 34% of hotels in the West Bank were situated in East Jerusalem in the year 2009 to leave only 18% of them in Jerusalem in 2016. The Palestinian Central Bureau of Statistics indicated that the total estimated population of Jerusalem governorate in mid-2015 is 419,108 persons, of whom 260,324 were in Area J1 and 158,784 were in Area J2. The population in Jerusalem governorate constitutes 9.0 % of the total population of Palestine and 14.6 % of the population of the West Bank. Around two third of the population are children and youth, unemployment among youth is high and have doubled during the period 2009-2014, reaching over 40% in 2014 from around 20% in 2009.⁵

¹ UNCTAD. 2013. The Palestinian economy in East Jerusalem: Enduring annexation, isolation and disintegration, UN- Geneva-Switzerland

² Halayka, M., Nakashian, S. and Dahadha, E. 2016. Development of the Tourism Sector in East Jerusalem, the Palestine Economic Policy Research Institute (MAS), Ramallah-Palestine

³ Paltrade. 2010. Palestinian Private Sector Vision on the Economy of Jerusalem- Export incentives, Ramallah-Palestine

⁴ Palestinian Central Bureau of Statistics, 2015. Jerusalem Statistical Yearbook, No. 17. Ramallah – Palestine

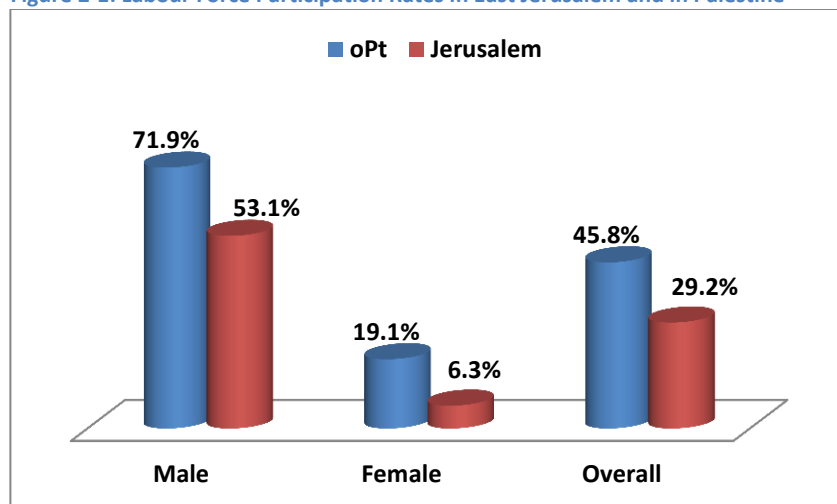
⁵ Ibid



Participation in the labour force is the lowest among all governorates of the oPt, reaching 29.2% in Jerusalem compared to 45.8% in Palestine, the percentage was the lowest among women, as only 6.3% participates in the labour force compared to 19.1% nationally.⁶

Women participation is challenged by the mobility restrictions and context related barriers.

Figure 2-1: Labour Force Participation Rates in East Jerusalem and in Palestine



Source: Palestinian Central Bureau of Statistics, 2016. Labour Force Survey:2015. Ramallah – Palestine

PCBS also indicated that more than half of the East Jerusalem labour force worked in services, commerce, hotels and restaurants and construction while the labour force working in industry and agricultural sectors accounted for less than one fifth of total employment. Results indicated that craft and related trade workers have increased by 1.66 times over the five years 2009-2014, while percentage of workers in other occupations decreased.

Economic establishments in Jerusalem accounted for 7% of that in Palestine; around half of them are in J1, as table below indicates, illustrating the marginal economic sector in Jerusalem and the deterioration it went through.

Table 2-1: Number of establishment and employed persons

Area	Number of establishments	No. of Employed Persons
Palestine	135,401	384,778
West Bank (Including EJ)	91,203	262,825
Gaza Strip	44,198	121,953
Jerusalem	9,570	31,310
J1	4,967	18,935
J2	4,603	12,375

Source: Palestinian Central Bureau of Statistics, 2015. Jerusalem Statistical Yearbook, No. 17. Ramallah – Palestine

⁶ Palestinian Central Bureau of Statistics, 2016. Labour Force Survey:2015. Ramallah – Palestine



2.2 Skills Gap in East Jerusalem

Various Labour Market Assessments and Skills Gaps identification has been conducted during the past few years, results of which has indicated the importance of the tourism sector in East Jerusalem, as well as the importance of ICT in oPt in general.

The BTC through its support to TVET programme have conducted Labour Market Survey⁷ for all VET relevant fields in all the West Bank Governorates. Findings indicated the need for tourism, ICT and services related professions, in specific the following vocations: admin and finance, vocations linked with hotels and restaurants, handicrafts, electronics and telecommunication, sales, as well as media related ones. The study indicated high demand for employing male and female VET graduates in East Jerusalem. An earlier study⁸ conducted focused on five main sectors, indicted the need to employ VET graduates and females within electronics and telecommunication sectors.

The previous COOPI Labour Market study conducted in 2013⁹ has identified four main market-demanded fields, accordingly the study identified the suggested fields of training for each of the four VET institute operating in East Jerusalem. Identified fields were: Electronic Building Maintenance System (EBMS), graphic design and web-page development, as well as sales and e-marketing, and Application Development.

Various studies have called for the development of the tourist and trade sectors in East Jerusalem through various suggested measures. Studies conducted by MAS¹⁰ on tourism sector have indicated the need for handicraft and tour guide professions in general and in Jerusalem, as well as to develop the old city trade sector.

The UNCTAD study, has highlighted the economic status in East Jerusalem, yet highlighted the need to develop the tourist sector and related economic establishments, being the hotels, restaurants, handicrafts production and retailers, tourist offices and tour guides services.¹¹

The Mercy Corps conducted study in 2015 have indicated market needs and technology gaps within 10 fields of study¹², it has also identified opportunities to meet the demand and needs,

⁷ Hilal, R. 2013. Labour Market Survey: Training Needs and VET Relevance Gaps' Analysis, Ramallah-Palestine: MOEHE supported by BTC in support to TVET project

⁸ Hilal, R. 2011. Quantitative and Qualitative Training Needs assessment of Work Force within the basic work levels, Ramallah-Palestine: MOEHE supported by BTC in support to TVET project

⁹ Hilal, R. 2013. Labour Market Analysis and Skills Surveys in East Jerusalem. COOPI, Jerusalem

¹⁰ Arafah, N. 2016. Background Paper to Round Table Meeting (5). Status of Old City markets in Jerusalem, the Palestine Economic Policy Research Institute (MAS), Ramallah-Palestine

¹¹ UNCTAD. 2013. The Palestinian economy in East Jerusalem: Enduring annexation, isolation and disintegration, UN- Geneva-Switzerland



main findings indicated the need for new technology within all sectors such as the CNC as well as the design skills, in addition to electronic and power control that was integrated into various industrial and trade sectors. The study has also indicted the integration of different software within services and tourist sectors. The study have highlighted the needs for the following vocations with tourism and ICT: graphic design, web-page development, Application development, animation and multi-media, e-marketing, gaming development, security of Data, security system installation and maintenance, EBMS, Mobile devices maintenance, as well as screens and LCD.

All surveys have highlighted the importance of the life skills, while the previously mentioned one indicted the technology related skills as cross-cutting to all.

In conclusion; the challenged economy, the developed strategies and plans and the various conducted labour market surveys indicates the relevance of the three sectors under investigation being tourism, ICT and services. Skills gaps have indicated specific fields to be investigated in the current study.

¹² Hilal, R. et el. 2015. Situation and capacity assessment of targeted 10 to 13 TVET and youth institutions and analysis of the relevant local job market to ensure trainings align with local market demand. Mercy Corps. Ramallah

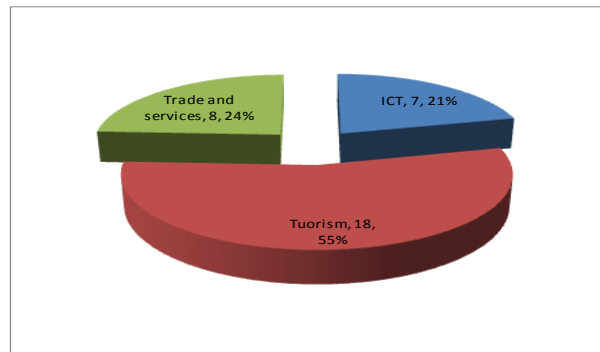


3 Findings of the Survey

3.1 Surveyed Businesses

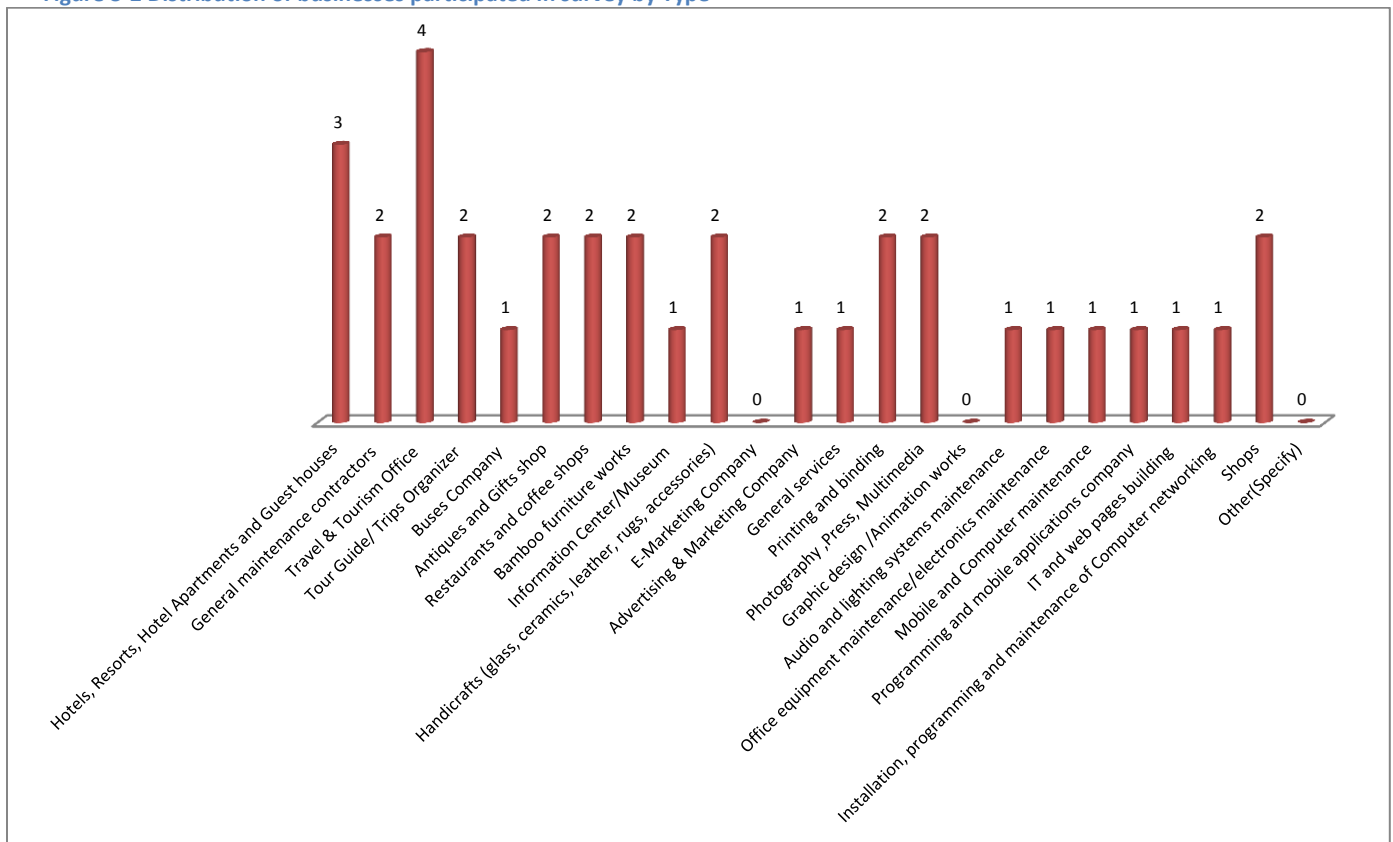
The surveyed businesses are from three main sectors, ICT, Tourism and Trade and service sector, as shown by the graph 61% of the sample size which was 20 questionnaires was in the tourism sector, 18% being 6 questionnaires are in trade and service sector and finally 21% consisting of 7 questionnaires covered the ICT sector.

Figure 3-1: Distribution of businesses participated in survey by Sector



The survey covered a wide range of establishments within each sector; the graph below clearly elaborates the number of each type of establishment.

Figure 3-2 Distribution of businesses participated in survey by Type





During the rapid search for establishments, no establishments could be identified for e-marketing in East Jerusalem, or for graphic design/animation. Although related jobs were either practiced within or requested by the other establishments.

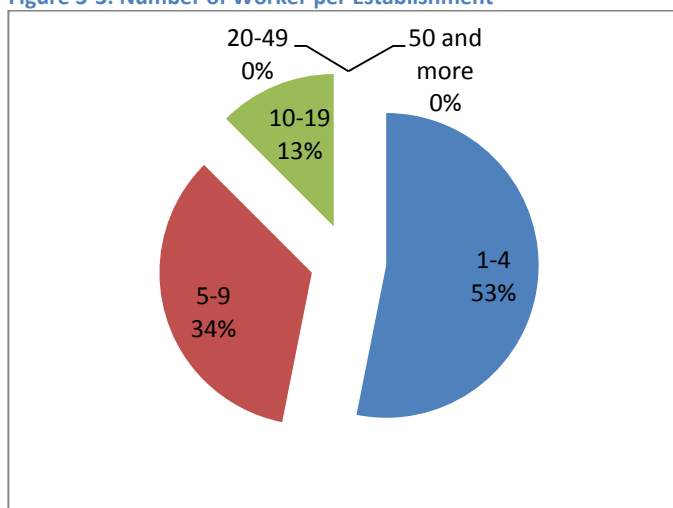
Most of the surveyed economic establishments were private sector businesses, except for 1 public sector, the museum, and 1 free lance, the tour guide.

3.2 Employment Status:

Most of the businesses surveyed were either small or medium businesses, reflecting the national figures of the business size in East Jerusalem, according to PCBS.

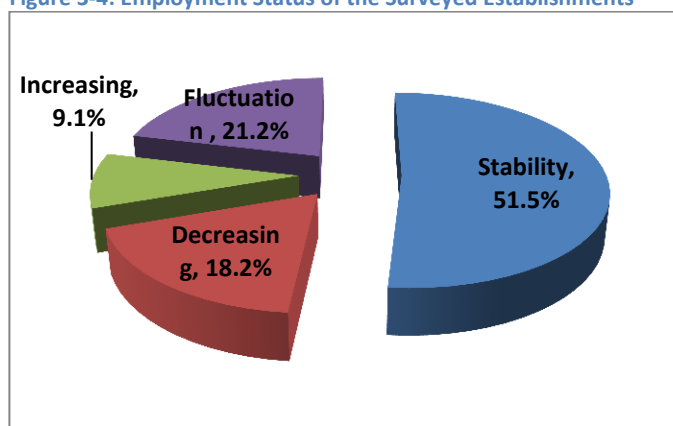
As graph illustrates it is clear that the highest number of workers per establishment falls between 1 to 4 workers at 53% followed by 9-5 workers at 34% and finally 13% of establishments have 10-19 workers. None of the surveyed establishments hired more than 20 employees.

Figure 3-3: Number of Worker per Establishment



The employment status of most of the surveyed establishments during the last three years, were stable, fluctuating or decreasing, affected by the contextual status of East Jerusalem.

Figure 3-4: Employment Status of the Surveyed Establishments



Looking at the graph below, 51.5% of establishments had stability in the number of employees followed by 21.2% establishments that had a fluctuation where the numbers increase and decrease often followed by 18.2% of establishments stating the decrease in their number of employees in the last 3 years. Finally only 9.1% had an increase in their number of employees.



3.3 Market Demand for Employment

Consequently, as a result of the limited growth of businesses within the past three years, the majority of surveyed economic establishments/ businesses stated that the work at this moment does not need any more people as tourism in this area is in a constant decline, however if the tourism sector becomes more established and more tourists start coming to these areas then there will certainly be a need to employ more workers. 39% of establishments indicated their interest in hiring more employees and 15.2% stated a definite no in the need for hiring.

Figure 3-5: Surveyed economic establishments/businesses needs for employment

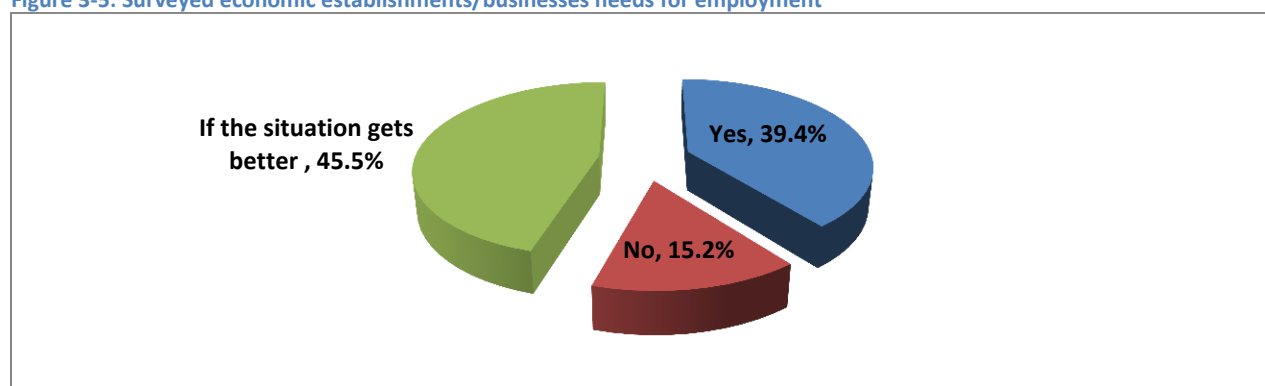
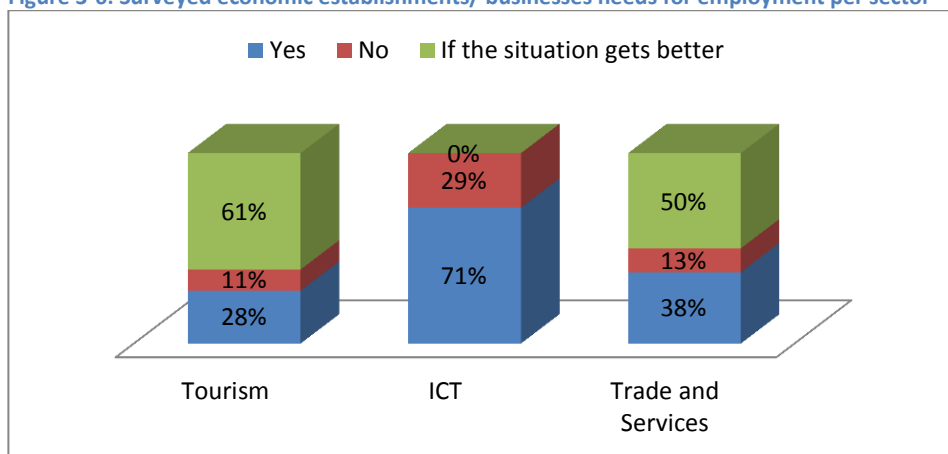


Figure 3-6: Surveyed economic establishments/ businesses needs for employment per sector

When analysing which sectors would employ, tourism sector was much dependent on situation getting better, while the ICT sector were positive of the needs for employment as graph indicates.



Knowing there is a need for hiring, and possible future hiring based on status, it is important to understand what establishments are looking for when hiring. The graph below shows a visual summary of the findings. The detailed finding of the table per sector is attached in annex 5.

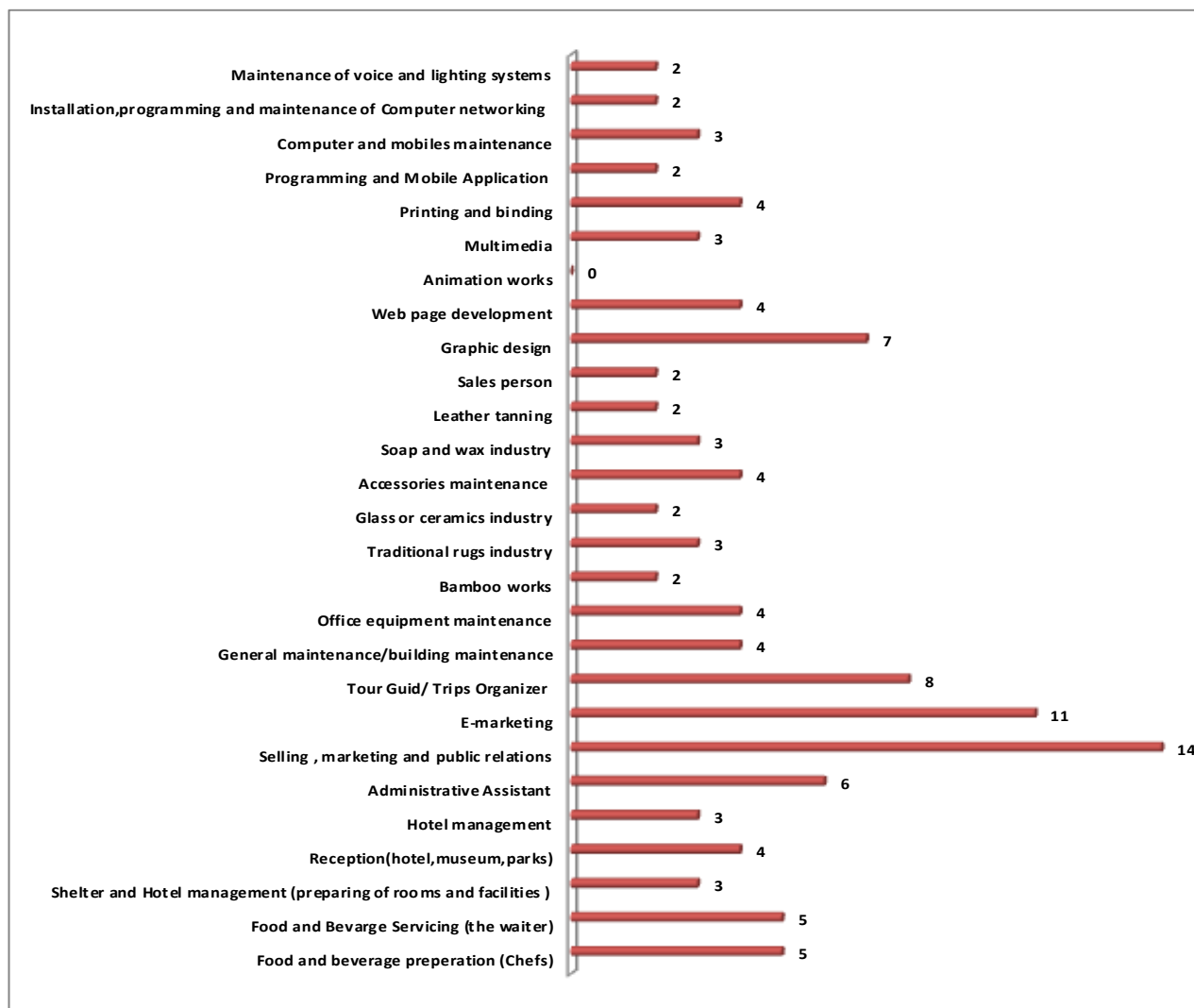
As the graph elaborates, the highest requested profession right now falls under selling, marketing and public relation, followed closely by e-marketing and then then tour guides/ trip



organizers and graphic design. The highest requested jobs were demanded by different types of businesses and some by different sectors as selling, marketing and public relation jobs.

It is also worth mentioning that there was a need on vocations relating to hospitality such as chefs and waiters. As the highest capacity for hiring different employees were found at the tourism sector, at a rate of 4.9 per establishment/business, 88 jobs were requested by the 18 businesses, compared to 2.16 in ICT (15 jobs per 7 businesses) and 1.125 services (9 jobs per 8 businesses).

Figure 3-7: Employment demand per vocation and field of work

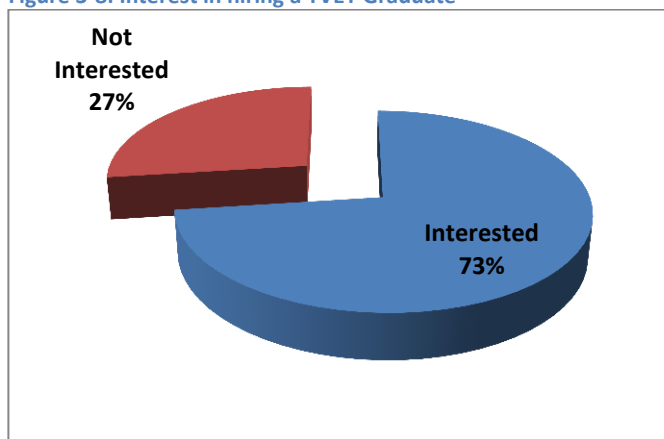




3.4 Interest in Hiring a TVET Graduate:

Furthermore, 73% of establishments are interested in hiring a TVET graduate leaving only 27% not interested, main reasons were because they feel that education will not help in this sector what it really needs in hands on experience, the actual knowledge in doing the tasks required; they acquired experience of work in the work-place. Other reasons were because employers did not think the economic situation will get any better and hence will not need to employ anybody at all.

Figure 3-8: Interest in hiring a TVET Graduate



3.5 Required Skills

Almost all of the surveyed establishments/businesses (97%) have specified the vocation-related skills for the various identified vocations. Almost two third of the surveyed establishments/businesses (64%) have demanded technology related skills, which deals with technology upgrade, some of these skills were use of computers, others certain software, while the ICT sector specified higher technology related skills.

All of the surveyed establishments/businesses (100%) have demanded interpersonal (transitional) skills, mostly in communication and dealing with the customers, being honest and clever, 64% requested management skills, mainly time management and working under pressure.

Knowledge of languages was essential to tourism sector, and of English language was requested by establishments/ businesses in all sectors.

Annex 5 illustrates the detailed tables.



4 Overall Analysis

This section presents overall Analysis and matching of survey and interviews, as well as desk review.

4.1 Challenges:

There are various challenges facing businesses in Jerusalem and Business development that enable the employment of people including:

- Most of the businesses are small family businesses and have 1-2 people employed, with limited opportunity to employ
 - The Political status is a main challenge to tourism, as number of tourists was on the decline.
 - The occupation measures were over-burdening touristic and services related businesses, as:
 - o The general observation was that the old city has been going through a tremendous decline in visitors, whether locals or tourists, these reasons are mentioned below:
1. **The lack of Palestinian Tour guides:** this has been a repeated reason. Tour guides have to be certified by the Israeli government whether the person is Israeli or not, this means they have to comply with the Israeli version of history which many stated that it is distorted and does not convey the true message, which implies a moral contradiction on Palestinians. When there are no Palestinian tour guides, Tourist groups do not pass by the old city as often and if they do they are often warned not to buy from them, and are taken to Israeli shops instead.
 2. **Accessibility difficulties:** In the last few years, the Israeli government has included a number of legislations that has made accessibility to the old town much more difficult, such as
 - a. very difficult parking: there are no parking facilities around the old town which makes it very hard for internal tourism, or local shopping.
 - b. The Wall: Jerusalem used to be one of the main destination for shoppers from across the west bank, once the wall was built and restrictions increased that switched to Ramallah as people from the west bank were no longer able to go to Jerusalem
 3. **Safety:** a number of the researchers have witnessed brutal and inhumane treatment of people that are around Damascus gate, which conveys a somewhat scary image for tourists and does not promote their interest in visiting



4.2 Demand for skills:

4.2.1 In the tourism and services sector:

1. Tourism sector is highly dependent on the situation and number of people visiting East Jerusalem, hence first finding was: employment is limited in the current businesses, yet they will employ if situation is better.
2. Yet the need for Palestinian **tour guides** who knows the history and the culture is needed badly, but the requirements for their registration at the Israeli side is complicated, if they are not registered they can be unemployed at the end, unless CSOs and networks in Jerusalem will use them or another suggestion was made by Anan Ghaith from JTC is the '**Community Tour Guide**', who does not need to be registered. Such person would need languages and knowledge of history of different eras.
3. Hotels and guest houses would require all related professions, but would employ if situation gets better, or someone leaves. 1 mentioned they will employ in all fields in the coming 3 years due to turnover, a hostel suggested training in hotel skills in general, so that the graduate can work in any task (**reception, waiter, cleaning and preparing facilities**), while chefs are separate.
4. The problem with hotels and restaurants is the turnover of staff which is an opportunity for employment. The turnover is mainly due to the attraction of the Israeli market and limited opportunities at the East Jerusalem market.
5. **Sales people** are needed, but main reason for their employment is the strong personality, and languages as mentioned above, in addition to languages, it's important to understand how to sell to the different tourists, according to different cultures: the German, the Russian, the Indonesian..etc.
6. **Marketing, sales and E-marketing** was requested by Hotels, Tourist offices, and others involved in tourism sites, such as the Islamic Museum we interviewed, some has mentioned that the admin assistant should have these skills, and hence integrating all admin and marketing/e-marketing skills in one person.
7. **Crafts** presented in the market are mainly traditional, some old crafts has died, lack of innovation and creativity in some of the products, shops don't have the skilled worker working as in Bethlehem or other places in the world. There is an opportunity for training on producing different crafts but a risk of not able to market it, hence e-businesses for this kind of crafts production would be required, as noted by chamber and JTC.



8. **Restoration of historic sites** (using Wood Work/Metal work, other construction related tiling, walls, painting..) as restoration would require special training
9. **Graphic design was requested by Tourist institutes as well as by prints, printing and binding was also requested by prints, but to include technology skills and use of computers.**

Cross-cutting skills in tourism:

10. **Languages** for different tourism and services were a need (communication in different languages)
11. The other issue that is cross-cutting to different jobs in tourism and services is the importance to understand the Palestinian and EJ Cultural identity, and integrate it within the job, i.e. even for chefs, the Palestinian cuisine and Set-up of tables accordingly as Syrian and Lebanese.
12. Certain jobs as tour guide and restoration would require understanding history of East Jerusalem over different periods.

4.2.2 In the ICT sector:

1. Employment opportunities in ICT sector is higher than that of tourism, as more than two out of three of the businesses conveyed their need to employ within the coming 3 years, compared to one in four in tourism. Yet the need of ICT in tourism was indicated.
2. Application development is needed, and the ones related to Tourism sector in specific, such as app for restaurants, hotels, tourism offices
3. There is a need for Audio-Visual and lighting equipment and system maintenance, for institutes as theatres and museums.
4. Installation and Maintenance of computer networks is also needed, as well as office equipment maintenance.
5. Security systems programming and maintenance is also needed.
6. Graphic design is always requested by the tourism sector but they outsource it, graphic design linked to tourism is also needed.
7. English language was demanded for most of the above.

4.3 Mode of training:

- Experience gain through work and practice before employment is an important Work-Based Learning (WBL) as there is no time to train, and some would employ if they see the benefit, such as the marketing and the e-marketing



4.4 Cooperation with TVET institutes:

Most of the businesses are ready to cooperate with the TVET institutes in EJ, in training and employing when needed, yet they requested practiced experience in the workplace.

4.5 Overall Finding and Recommendations:

- There are various skills and jobs demanded, yet some are wide for many different employers and would need high numbers, while others is highly needed but for limited number of graduates, hence the following is recommended:
 - Some training such as crafts would not need training-wide approach, (ie training every year in same skill), it would rather need changing the craft or adding other crafts. Hence the modular training concept
 - As market is limited hence graduating youth with more than one skill is required/ grouping of skills with hands on experience is needed.

Hence the limited EJ market would require careful design of courses.

- Sales, marketing and public relations as well as e-marketing were requested by different type of businesses, this could be wide training.
- E-businesses are the way out for supporting employment in tourism sector in EJ, crafts with focus on design and creativity and link to culture identity, with training on e-marketing can be a feasible opportunity for many. (crafts could be more than one in same training, and have to be changed every year/2 years)- the modular approach. The additional CNC for computer aided designs is also important as Mercy study identified, for enhancing and increasing abilities for design.
- Tour guides are highly demanded, their existence would also support the businesses in EJ, training in community tour guide entrepreneurs who could market them self and are aware of their culture and identity is important.
- App development is highly needed, as well as graphic design and printing and binding.
- Electronics maintenance courses should adopt modular approach to various equipment maintenance (Audi-visuals/ light and sound systems, office equipment maintenance/ installation and maintenance of computer networks)
- Training on sales that is built on personality (should also be part of selection), languages and culture sensitivity and awareness is also an opportunity.
- General Hotel skilled worker course in (reception, waiter, room managing) is also an opportunity to increase employment opportunities.



- Adopting Work- Based Learning (WBL) is important to all, entrepreneurial training is needed for Craft E-Business training and tour guide, as well as app development. In addition to adopting cross-cutting skills for tourist sector employment.
- **Various recent studies have identified the e-marketing, the design, the App development as main market demands, as well as maintenance of tablets and I-Pads, and cartoons and gaming. None of the companies in EJ is working in cartoons or gaming which could also be an opportunity.**

Training courses as per institutes:

- As for institutes training on these fields, LWF have the crafts and IIO the Bamboo training, both could benefit from the related suggestions- new mode of training.
- YWCA is training on admin related courses, they could benefit from Sales, marketing and public relations as well as e-marketing training- new trainings.
- IIO is training in printing, could work on graphic design, as well as printing and binding with addition of WBL.
- JISS is training in hospitality, they could benefit from the general course on hospitality, with integration of WBL, languages and cultural identity.
- LWF and JISS are training in electronics related courses; they could develop their training according to the suggested mode of training.
- Restoration and building maintenance could be done as one or two go courses each in LWF, or JISS or IIO, as they train on construction related fields.
- Programing of networks and security could be integrated within the courses of the JISS, similar courses could be added to LWF through addition of CISCO.
- Maintenance of IPADs and tablets could be integrated with LWF and JISS trainings.
- Other courses that were identified, as app development, community tour guide, gaming and cartoon development will have to be added based on the capacity of the institute, its willingness and its ability to train males as well as females, will have to cater for all points raised.
- Short courses in languages and culture sensitivity could be provided by the YWCA.



Annexes to Rapid Needs Assessment for the East Jerusalem Local Market

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Annex 1. List of Resources

1. Arafah, N. 2016. Background Paper to Round Table Meeting (5). Status of Old City markets in Jerusalem, the Palestine Economic Policy Research Institute (MAS), Ramallah-Palestine
2. Amal Ekrimawi and Shams Gharib. 2014. The Palestinian Handicraft Tradition: Olive Wood, Mother-of-pearl and Ceramic, Palestine
3. Halayka, M., Nakashian, S. and Dahadha, E. 2016. Development of the Tourism Sector in East Jerusalem, the Palestine Economic Policy Research Institute (MAS), Ramallah-Palestine
4. Hilal, R.
 - et al. 2015. Situation and capacity assessment of targeted 10 to 13 TVET and youth institutions and analysis of the relevant local job market to ensure trainings align with local market demand. Mercy Corps. Ramallah
 - 2013a. Labour Market Survey: Training Needs and VET Relevance Gaps' Analysis, Ramallah-Palestine: MOEHE supported by BTC in support to TVET project
 - 2013b. Labour Market Analysis and Skills Surveys in East Jerusalem. COOPI, Jerusalem
 - 2011. Quantitative and Qualitative Training Needs assessment of Work Force within the basic work levels, Ramallah-Palestine: MOEHE supported by BTC in support to TVET project
5. Paltrade. 2010. Palestinian Private Sector Vision on the Economy of Jerusalem- Export incentives, Ramallah-Palestine
6. Palestinian Central Bureau of Statistics,
 - 2016. Labour Force Survey: 2015. Ramallah – Palestine
 - 2015. Jerusalem Statistical Yearbook, No. 17. Ramallah – Palestine
7. UNCTAD. 2013. The Palestinian economy in East Jerusalem: Enduring annexation, isolation and disintegration, UN- Geneva-Switzerland
8. UNITED NATIONS Office for the Coordination of Humanitarian Affairs in occupied Palestinian territory (OCHA):
 - 2014. EAST JERUSALEM: KEY HUMANITARIAN CONCERNS- UPDATE AUGUST 2014.
 - 2015. Fragmented lives, Humanitarian Overview 2014 - March 2015
9. Women's Centre for Legal Aid and Counselling (WCLAC), 2015. Jerusalem: A City on Edge- May 2015



Annex 2. Persons interviewed and Economic establishments filled the questionnaire

Annex 2.1: People Interviewed:

	Date	Person interviewed	Institute/establishment	position
1.	08.02.2017	Fadi Hidmi	The Jerusalem Arab Chambers of Commerce and Industry (JACCI)	Director
2.	11.02.2017	Yousef Shalian	Lutheran World Federation and	LWF-VTP Director
			NGO-VET League	Chairperson
3.	14.02.2017	Anan Ghaith	The Jerusalem Tourism Cluster (JTC)	Coordinator

Annex 2.2: Establishments/Businesses Surveyed:

Date	Economic Establishment/Business
06.2.2017	Al Arab Hotel
06.2.2017	Al Andalus coffee shop and restaurant
06.2.2017	Al Nafoura coffee shop and restaurant
07.2.2017	Bus Company and Tour Guide
07.2.2017	Al Zahra' Hotel and Restaurant
06.2.2017	Handicrafts
06.2.2017	Handicrafts
07.2.2017	Shu'fat Bamboo
07.2.2017	Travel and Tourism Office
07.2.2017	Travel and Tourism Office
07.2.2017	Antique and Gift Shop
07.2.2017	Abu Asab tourism office
07.2.2017	Antique and Gift Shop
07.2.2017	Al Ferdaws al fanni factory for Bamboo
07.2.2017	Mavonite Diocesan Guest House
07.2.2017	PJJ Travel and tourism
12.2.2017	Islamic Museum
12.2.2017	Fesal Elayan
09.2.2017	SHABAKA.NET
09.2.2017	Al Nabali company
11.2.2017	Antar Company for electronics
13.2.2017	Google for computer and telecommunication
13.2.2017	Creative Restaurant Services
09.2.2017	Japan Institute of Technology
13.2.2017	Al Arabia for marketing and telecommunications
07.2.2017	Shops in the Old City
07.2.2017	Shops in the Old City
07.2.2017	General Maintenance Contractor
07.2.2017	General Maintenance Contractor
07.2.2017	Renpo company
07.2.2017	Leno Print
12.2.2017	Jerusalem office for services
07.2.2017	Miran Studio

Annex 3. Questionnaires and Questions Used for Interviews

Annex 3.1: Questionnaire used for the Survey



OPTIMUM
L'ALTERNATIVE



COOPi
COOPERATION
INNOVATION
PROGRESS



لجنة المشاورات الشبكية لدعم التنمية المهنية في القدس

أصحاب المشاورات الاقتصادية (المحترفين)

قصة خيئة ريم:

تتوفّر هذه المشاورات لبعض المشاورات الكبيرة من تلقى الدعاية المهنية للمشاورات الاقتصادية وامتداداتها لتطويع خبرتهم وخبراتهم ومؤسساتهم لتقديم ولتقديمهم في القدس ضمن التخصصات قد أُنشئت لتتضمن هذه المؤسسات تطويع هذه التخصصات وإعداد الخريجين والخبراتهم المهنية في التخصصات المذكورة. وتشتمل الإشارات أيضاً على تلك المؤسسات المتخصصة وإستراتيجية متخصصة لتتضمن الإشارات المهنية في مجال إعداد التفكير الاستراتيجية التي تتناولها من تلك المؤسسات. وهذه الخريجين التي تتناولها هذه الإشارات حسب ما هي مورد عند كل حال، يستشعر هذه المعلومات من أجل البحث الذاتي ولأن تشجيعه في أية أفرع أخرى، وهذه الخريجين هم كذا الأسماء.

لجنة دعم وتطوير التفكير الإيجابيكم حتى هذه الإشارات

أية معلومات عامة

1- نوع المشاورات

1- تكنولوجيا المعلومات	2- سياسي
2- خدمات وشؤون	

3- نوع المشاورات :

تقديم المشاورات، نقل التقنية و بيوت صناعة	مؤسسات/ مشاهير صناعة عامة	مكتب سياسي/ مكتب صناعة وإدارة
مكتب سياسي / منظمة ومؤسسات المهنية	شركة/ صناعة خاصة	معمل تعاون و إدارة
منظمة حكومية/ شركة	الخدمات ذات القيمة	مركز استشارات/ مشاهير
مؤسسات خاصة (إدارة/ صناعة/ إدارة/ إدارة)	شركة لتسويق الإلكتروني	شركة عامة و تسويق
خدمات عامة	طابعة و تشييد	تطوير/ إدارة/ مشاهير
تقديم الخدمات/ الخدمات بمرور	صناعة/ صناعة الصوت وإدارة	صناعة/ صناعة/ صناعة/ صناعة
صناعة/ صناعة/ صناعة/ صناعة	شركة/ صناعة/ صناعة/ صناعة	شركة/ صناعة/ صناعة/ صناعة
شركة و صناعة/ صناعة/ صناعة	مؤسسات تجارية	أخرى/ إدارة

نقطة: العملية الحالية

4- ما إجمالي عدد العاملين بالمشاورات؟

1	2-1	3-5	4-9	5-10	6-49	7-50 فأكثر
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5- في عدد العاملين بالمشاورات خلال الأشهر الثلاثة السابقة في حالة ؟

1	2	3	4	5	6	7
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6- هل هناك احتياج لتوظيف خلال الأشهر الثلاثة السابقة؟

1	2	3	4	5	6	7
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نقطة: العملية المطلوبة

7- هل تحتاج المشاورات إلى صناعة مهنية معينة في مجال:

1- إعداد التقارير و النظام (مجال)	2- تطوير التقارير و النظام (التقني و المالي)	3- إيزام و تطوير تقني الجهاز (المجال الإداري)	4- إيزام إداري، متابع، مشاهير (مشاهير)
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5- دليل فنية	6- صياغة دليلية	7- التدوير و البيع و المبيعات الدعاية	8- التدوير الاقتصادي
9- مبادئ صياغة الخطط و المخططات	10- صياغة خارطة صياغة مالية	11- صياغة الدلائل المكتبية	12- احوال المأمور
13- صياغة النسخ القانونية	14- صياغة الزواج و المواثيق	15- صياغة ضام المضامين	16- صياغة التقارير و التماس
17- دباغة الجلد	18- مرفقات مبيعات / مخارج	19- تصميم مرفقي بالحاسوب	20- تطوير الصفحات الاشهارية
21- احوال اليوم المشرفة	22- الاحكام و المكتوبات و التصدير	23- الطابعة و التجهيز	24- اليومية و التعامل مع التطبيقات المكتبية
25- صياغة الحاسوب و الانترنت	26- ترتيب و دباغة و صياغة الشكايات الحاسوبية	27- صياغة النسخة الصوت	28- صياغة الخطوط المكتبية
29- لا احتاج لأي صياغة عملية عملية	30- اهدأ (هدأ)		

8- هل من الممكن ان نرتبط بشكل مباشر مع مؤسسة التعليم والتدريب المهني في اطار الامام و الاتحادات المهنية
التي هي جمعية الشابات المسيحية في العمل التطوعي

1	نعم	2	لا
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لاكري في الدليل في الخاتمة:

9- ما هي أهم المهارات (المهنية) التي تحتاج لها العمل

المهارات المتعلقة بالمهنة	المهارات المتعلقة بالتطوير الاقتصادي الخاص بالمهنة	1	2
1	1	3	4
2	2	4	5
3	3	5	6
4	4	6	7
5	5	7	8

10- ما هي أهم المهارات (غير المهنية) التي تحتاج لها العمل

مهارات شخصية	مهارات تقنية	مهارات مساعدة	أهدأ
1	1	3	4
2	2	4	5
3	3	5	6
4	4	6	7
5	5	7	8

ملاحظات / تعليقات:

تم جمعها من قبل الباحثين:

رقم الاستشارة:

وقت المقابلة:



Annex 3.2: Questions used in Semi-Structured Interviews

Questions for Economic Sectors: (for Chambers and JTC)

1. What is the general overview of the tourism Sector, IT sector and service sector? (Chamber of commerce, others only in one sector)
2. What are the main changes that have taken place on the mentioned sectors in the last five years (more registrations, less registrations, new technologies, new interest)
3. Is there a lack of service in a certain field in the above mentioned sectors? What are the missing skills or skilled workers needed in each?
4. What are your measures and projects to revive tourism and touristic related industry in Jerusalem, and what is its effect on jobs and skills needed?
5. Are there any businesses that you feel are oversaturated in the market?
6. What are the major trends in the above mentioned sectors and the highest required jobs accordingly?
7. What are your suggestions to TVET institutes to fill the gap?
8. Any other comments? Recommendations?

Questions for NGO-VET League and VET institutes

1. What are the Tourism related fields and ICT provided the VET institutes in Jerusalem? (IIO, LWF, JISS, YWCA)
2. What are the new fields of Training in these institutes?
3. Any new fields of training planned for the future with other donors?
4. What are the plans for development within Tourism and ICT sectors?
5. What is your relation to the labour market and different work-based learning mode of training?
6. How can VET institutes assist in reviving the tourism sector and helping ICT to grow?
7. Any other comments? Recommendations?



Annex 4. Sample and identification of establishments

تحديد الإحتياجات التدريبية للعمالة المهنية في القدس

ورقة ارشادات

1. عدد العينة

العدد	المنشآت (س3)	العدد	المنشآت (س3)	العدد	المنشآت (س3)
2	مكتب سياحي/ مكتب للسياحة والسفر	2	محلات/ متعهدين صيانة عامة	3	فنادق، منتجعات، شقق فندقية و بيوت ضيافة
2	محل تحف و هدايا	1	شركة باصات	2	مرشد سياحي / منظم رحلات/العروض الترفيهية
1	مركز استعلامات/ متحف	2	اعمال اثاث البامبو	2	مطاعم وكوفي شوب
2	شركة دعاية و تسويق	1	شركة للتسويق الإلكتروني	2	صناعات سياحية (زجاج/سيراميك/جلود/بسط/حلي)
1	تصوير / اعلام/ ملتي ميديا	2	طباعة و تجليد	1	خدمات عامة
1	صيانة تجهيزات مكتبية/ صيانة الكترونية	1	صيانة انظمة الصوت والإضاءة	1	تصميم غرافيك/ اعمال رسوم متحركة
1	تكنولوجيا المعلومات و بناء صفحات	1	شركة برمجيات وتطبيقات هاتفية	1	صيانة حاسوب واجهزة محموله
	اخرى: حددي	2	محلات تجارية	1	تركيب و برمجة و صيانة الشبكات الحاسوبية
11		12		13	

العدد الإجمالي: 35



2. نوع القطاع:

المنشآت (س3)	س1	المنشآت (س3)	س1	المنشآت (س3)	س1
فنادق، منتجعات، شقق فندقية و بيوت ضيافة	سياحي	محلات/ متعهدين صيانة عامة	س1	مكتب سياحي/ مكتب للسياحة والسفر	سياحي
مرشد سياحي / منظم رحلات/العروض الترفيهية	سياحي	شركة باصات	سياحي	محل تحف و هدايا	سياحي
مطاعم وكوفي شوب	سياحي	اعمال اثاث البامبو	سياحي	مركز استعلامات/ متحف	سياحي
صناعات سياحية (زجاج/سيراميك/جلود/بسط/حلي)	سياحي	شركة للتسويق الإلكتروني	خدمات	شركة دعاية و تسويق	خدمات
خدمات عامة	خدمات	طباعة و تجليد	خدمات	تصوير/ اعلام/ ملتيميديا	تكنولوجيا معلومات
تصميم غرافيك/ اعمال رسوم متحركة	تكنولوجيا معلومات	صيانة انظمة الصوت والإضاءة	تكنولوجيا معلومات	صيانة تجهيزات مكتبية/ صيانة الكترونية	تكنولوجيا معلومات
صيانة حاسوب واجهزة محموله	تكنولوجيا معلومات	شركة برمجيات وتطبيقات هاتفية	تكنولوجيا معلومات	تكنولوجيا المعلومات و بناء صفحات	تكنولوجيا معلومات
تركيب و برمجة و صيانة الشبكات الحاسوبية	تكنولوجيا معلومات	محلات تجارية	تجاري/خدمات	اخرى: حددي	

17 سياحي/ 10 خدمات و تجاري/ 8 تكنولوجيا معلومات



3. العمالة المهنية المطلوبة بحسب المنشآت

المنشآت (س3)	س7	المنشآت (س3)	س7	المنشآت (س3)	س7
فنادق، منتجعات، شقق فندقية و بيوت ضيافة	10-1	محلات/ متعهدين صيانة عامة	10	مكتب سياحي/ مكتب للسياحة والسفر	9-6
مرشد سياحي / منظم رحلات/العروض الترفيهية	9	شركة باصات	9	محل تحف و هدايا	18-12
مطاعم وكوفي شوب	2-1	اعمال اثاث البامبو	12	مركز استعلامات/ متحف	4,6
صناعات سياحية (زجاج/سيراميك/جلود/بسط/حلي)	17-12	شركة للتسويق الإلكتروني	7,8	شركة دعابة و تسويق	7,8
خدمات عامة	18، 7-6	طباعة و تجليد	19,20,22,23	تصوير/ اعلام/ ملتيميديا	19,21، 22
تصميم غرافيكي/ اعمال رسوم متحركة	19,21	صيانة انظمة الصوت والإضاءة	27	صيانة تجهيزات مكتبية/ صيانة الكترونية	28
صيانة حاسوب واجهزة محموله	25	شركة برمجيات وتطبيقات هاتفية	26، 24	تكنولوجيا المعلومات و بناء صفحات	20
تركيب و برمجة و صيانة الشبكات الحاسوبية	26	محلات تجارية	18	اخرى: حدد/ي	



Annex 5. Detailed Findings

Annex 5.1: Required Vocations per sector:

ICT Sector						
Needs for qualified vocationally trained labour force	Type of Economic Establishment/Business					
	Advertising & Marketing Company	Photography, Press, Multimedia	Audio and lighting systems maintenance	Office equipment maintenance/electronics maintenance	Programming and mobile applications company	Installation, programming and maintenance of Computer networking
Selling , marketing and public relations	1	1	1		1	1
E-marketing	1	1			1	
Office equipment maintenance				1		
Graphic design	1	1			1	
Multimedia	1	1				
Programming and Mobile Application					1	
Computer and mobiles maintenance						1
Installation, programming and maintenance of Computer networking						1
Audio and lighting systems maintenance			1			
Other(Specify)			Lighting and Audio system design			

Services and Trade Sector						
Needs for qualified vocationally trained labour force	Type of Economic Establishment/Business					
	General maintenance contractors	E-marketing	General services	Printing and binding	Graphic design	Shops
Administrative Assistant			1			
Selling , marketing and public relations	2	1				
E-marketing						
Graphic design						
Printing and binding				2	1	
Leather tanning						1



Sales person						1
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Tourism Sector									
Needs for qualified vocationally trained labour force	Type of Economic Establishment/Business								
	Hotels, Resorts, Hotel Apartments and Guest houses	Travel & Tourism Office	Tour Guide/ Trips Organizer	Buses Company	Antiques and Gifts shop	Restaurants and coffee shops	Bamboo furniture works	Information Center/ Museum	Tourism industries(glass, ceramics, leather, rugs, accessories)
Food and beverage (Chefs)	3	0	0	0	0	2	0	0	0
Servicing Food and Beverage (waiter)	3	0	0	0	0	2	0	0	0
Shelter and Hotel management (preparing of rooms and facilities)	3	0	0	0	0	0	0	0	0
Reception (hotel, museum, parks)	3	0	0	0	0	0	0	1	0
Hotel management	3	0	0	0	0	0	0	0	0
Administrative Assistant	3	1	0	0	0	0	0	1	0
Selling , marketing and public relations	2	4	0	0	0	0	0	1	1
E-marketing	3	4	0	0	0	0	0	0	1
Tour Guide/ Trips Organizer	3	3	1	1	0	0	0	0	1
General maintenance/building maintenance	2	1	0	0	0	0	0	1	0
Office equipment maintenance	1	2	0	0	0		0	0	0
Bamboo works	0	0	0	0	0	0	1	0	1
Traditional rugs industry	0	0	0	0	1	0	0	0	2
Glass or ceramics crafts	0	0	0	0	1	0	0	0	1
Jewelry and Accessories	0	0	0	0	2	0	0	0	2
Soap and wax production	0	0	0	0	2	0	0	0	1
Leather tanning	0	0	0	0	0	0	0	0	1
Sales person	0	0	0	0	0	0	0	0	0
Graphic design	1	2	0	0	1	0	0	0	0
Web pages development	1	2	0	0	0	0	0	1	0
Animation works	0	0	0	0	0	0	0	0	0
Multimedia	0	2	0	0	0	0	0	0	0
Printing and binding	0	2	0	0	0	0	0	0	0
Programming and Mobile Application	0	1	0	0	0	0	0	0	0
Computer and mobiles maintenance	1	1	0	0	0	0	0	0	0
Installation, programming and maintenance of Computer networking	0	1	0	0	0	0	0	0	0
Audio and lighting systems maintenance	0	0	0	0	0	0	0	1	0
Other(Specify)	0	0	0	0	0	0	0	Islamic	0



							Architecture trade Maintenance	
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Annex 5.2: Needs for Employment in the coming 3 years per economic establishment

Needs for Employment in the coming 3 years			
	Yes	No	If the situation gets better yes but if it will be like this I won't employ anyone
Hotels, Resorts, Hotel Apartments and Guest houses	1		2
General maintenance contractors	1		1
Travel & Tourism Office	2		2
Tour Guide/ Trips Organizer	1		1
Buses Company			1
Antiques and Gifts shop			2
Restaurants and coffee shops			2
Bamboo furniture works	1	1	
Information Center/Museum	1		
Tourism industries(glass, ceramics, leather, rugs, accessories)			2
E-Marketing Company			
Advertising & Marketing Company	1		
General services	1		
Printing and binding	1		1
Photography ,Press, Multimedia	1	1	
Graphic design /Animation works			
Audio and lighting systems maintenance	1		
Office equipment maintenance/electronics maintenance	1		
Mobile and Computer maintenance		1	
Programming and mobile applications company	1		
IT and web pages building		1	
Installation, programming and maintenance of Computer networking	1		
Shops			2
Other(Specify)			



Annex 5.3: Required Skills:

Annex 5.3.1: Skills Related to the Vocation

Skills Related to the Vocation	Requested For
Prior experience in restaurant and hotels	Hotel related employment: - Food and beverage (Chefs), - Servicing Food and Beverage (waiter), - Shelter and Hotel management (preparing of rooms and facilities), - Reception (hotel, museum, parks), - Hotel management, Administrative Assistant, - Selling , marketing and public relations, - E-marketing, - Tour Guide/ Trips Organizer, - General maintenance/building maintenance
Excelling in work	Restaurants Employment - Food and beverage (Chefs), - Servicing Food and Beverage (waiter)
Skills in serving food	Servicing Food and Beverage (waiter)
Skills in preparing and making food	Food and beverage (Chefs),
A driver's license	Tour Guide/ Trips Organizer
A good Knowledge in routes	Tour Guide/ Trips Organizer
A historical overview on Jerusalem	Tour Guide/ Trips Organizer
Knowledge of Labour and employment laws	Hotel Related employment - Food and beverage (Chefs), - Servicing Food and Beverage (waiter), - Shelter and Hotel management (preparing of rooms and facilities), - Reception (hotel, museum, parks), - Hotel management, Administrative Assistant, Selling , marketing and public relations, - E-marketing, - Tour Guide/ Trips Organizer
Managing and supervising the kitchen	Food and beverage (Chefs),
Managing the tables (ادارة السفرة)	Servicing Food and Beverage (waiter),
Hospitality and reception management	Reception (hotel, museum, parks),
Room management	Shelter and Hotel management (preparing of rooms and facilities),
Excellent skills in retail	Handicrafts: - Bamboo works, - Traditional rugs industry, - Glass or ceramics crafts, - Jewellery and Accessories, - Soap and wax production
Knowledge of Business	Handicrafts: - Bamboo works, - Traditional rugs industry, - Glass or ceramics crafts, - Jewellery and Accessories, - Soap and wax production
Work experience	Bamboo works
Experience in knitting	Bamboo works
Experience in packaging	Bamboo works
Experience in finishing the work	Bamboo works
Experience in bamboo chairs making for the coffee	Bamboo works



Skills Related to the Vocation	Requested For
shop(كراسي قهوة)	
Having a certificate	1. Tour Guide/ Trips Organizer
Talking easily with customers (Tourism)	1. Tour Guide/ Trips Organizer
Being able to speak English, Russian and Spanish	Handicrafts: 1. Traditional rugs industry, 2. Jewelry and Accessories, 3. Soap and wax production
Speaking English is essential and it would be helpful to speak Hebrew	Hotel related employment 1. Selling , marketing and public relations, 2. E-marketing, 3. Tour Guide/ Trips Organizer,
Being able to speak Russian, Mandarin and Cantonese /Chinese	Handicrafts selling: 1. Glass or ceramics crafts, 2. Jewelry and Accessories, 3. Soap and wax production, Graphic design
Languages the tour guide should speak Portuguese and different Asian languages	1. Tour Guide/ Trips Organizer,
Being able to speak multiple languages	1. More than 1 business and employment requested within Tourism Sector
Basic English	ICT related employment: 1. Selling , marketing and public relations, 2. Computer and mobiles maintenance, 3. Installation, programming and maintenance of Computer networking 4. Audio and lighting systems maintenance
Speaking English and Russian	Leather tanning
Capability in speaking English, German, Arabic and Persian (Farsi)	Crafts Shop requested employment: Administrative Assistant
Talking with people easily	Sales person
Experience in Computer Programming	ICT Sector
Having great passion and love for his career	Tourism Sector
IOS development	1. Programming and Mobile Application
Excellent experience in machines	Office equipment maintenance
Communications	Marketing business employment: 1. Selling , marketing and public relations 2. E-marketing 3. Sales person
Basic skills in printing and binding	1. Printing and binding
Having an interest and passion for his profession	Printing and binding
Filming production	Services and Trade Sector
Tactful	Hotel related employment and handicrafts
Persuasive	1. Sales person
Being able to use and type on a computer	1. Selling , marketing and public relations 2. Printing and binding
Tourism experience (allot of it is taught through the job too)	1. Tour Guide/ Trips Organizer
No cheating or fraud. Silver must actually be silver.	Handicrafts/Souvenir shop
Basics in mathematics and accounting	Leather tanning
Creativity	Office equipment maintenance
Precision	Printing and binding
Experience in history and Islamic architecture	Museum



Skills Related to the Vocation	Requested For
Experience in the art of Islamic architecture	Museum
Multitasking	1. Reception (hotel, museum, parks)
Experience in processing and producing programs	ICT Sector
The desire and determination to achieve what's required	ICT Sector
Extensive knowledge of computer networking programs	Installation, programming and maintenance of Computer networking
Knowledge in software and hardware systems	Installation, programming and maintenance of Computer networking
The ability to deal with the operating systems	1. Computer and mobiles maintenance 2. Installation, programming and maintenance of Computer networking
The ability to diagnose networks , network programming devices, build server and client networks	Installation, programming and maintenance of Computer networking
IOS development	Programming and Mobile Application
Android Programming development	Programming and Mobile Application
Programme developer	Programming and Mobile Application
UX designer	Programming and Mobile Application
UI designer	Programming and Mobile Application
Disassemble and assembling devises well	Office equipment maintenance
Basic Knowledge in the Jerusalem market	Selling and marketing in tourism: 1. Selling , marketing and public relations 2. E-marketing 3. Sales person
Knowledge in the different types of tools	Selling , marketing and public relations
Accounting and managing the financial side effectively	1. Selling , marketing and public relations 2. E-marketing
Hospitality and reception management	Reception (hotel, museum, parks)
Communication skills	Selling , marketing and public relations
Can achieve and complete all work required	Print employment: 1. Graphic design 2. Printing and binding
Quick typing skills	Administrative Assistant
Graphic design	Selling , marketing and public relations
Accounting, Invoicing skills	Servicing Food and Beverage (waiter)
Languages	Hotels and Handicrafts
knowledge in the history of Jerusalem	Tour Guide/ Trips Organizer
A good knowledge in history and the three religions	Tourism Sector
Choice of the proper font for computer printing	Printing and binding
Practical Experience and having prior experience in order for the employer to not start from scratch	1. Graphic design 2. Printing and binding
Networking and public relations	1. Selling , marketing and public relations 2. E-marketing 3. Tour Guide/ Trips Organizer

Annex 5.3.2: Skills related to the technological development of the vocation

Skills related to the technological development of the vocation	Requested For
Designing excel programs	Administrative Assistant
General computer knowledge	1. Reception (hotel, museum, parks) 2. Hotel management



	- Administrative Assistant - Selling , marketing and public relations - E-marketing - Tour Guide/ Trips Organizer
E-Marketing	- Selling , marketing and public relations - E-marketing
knowledge in internet	- Selling , marketing and public relations - E-marketing
Graphic design	- Selling , marketing and public relations - E-marketing - Multimedia - Printing and binding
E-marketing though Facebook	- Selling , marketing and public relations - E-marketing - Tour Guide/ Trips Organizer
The ability to deal with computer basics	- Reception (hotel, museum, parks) - Administrative Assistant - Selling , marketing and public relations
The ability to develop the museum Facebook page	Museum
Using certain devises for GPS or locating specific sites	Tourism Sector
Creating internet websites that can illustrate the identity	Tourism Sector
Creating models and working on them	ICT Sector
Inventing simple tools in the field	ICT Sector
Technical innovation skills	ICT Sector
Having technical and scientific skills that can help working with phones like Andriod	ICT Sector
Mobile phone Application Programming in specific I-Phone and Samsung	ICT Sector
Knowledge in software and hardware systems	- Computer and mobiles maintenance - Installation, programming and maintenance of Computer networking
Knowledge in all updates electronic development for computers	- Computer and mobiles maintenance - Installation, programming and maintenance of Computer networking
Branding creation	- Selling , marketing and public relations - E-marketing
Social media marketing	- Selling , marketing and public relations - E-marketing
Web design	- Selling , marketing and public relations - E-marketing
Basic knowledge in Microsoft office	Selling , marketing and public relations
Basic knowledge in Adobe	- Selling , marketing and public relations - Multimedia
Basic knowledge in social media network	- Selling , marketing and public relations - E-marketing - Sales person - Multimedia
New ways of Marketing	- Selling , marketing and public relations - E-marketing
New designs in Binding books	Printing and binding
Use of Computer and Internet	Services and Trade

Annex 5.3.3: Demanded Personal Skills

Personal skills	Number of	Personal skills	Number of
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	establishments		establishments
Friendly	1	Good looking	3
Smart /Intelligent	8	Trustworthy	2
A sophisticated way in dealing with customers	1	Safe	1
Sociable	2	Independent thinking	1
Invoicing skills	1	Committed to his work	1
Polite	1	Ambitious	1
Tactful	1	Eager to gain knowledge	1
cleanliness	1	Self-learning ability	1
Respect	1	Creative skills	1
Strong personality	4	Body strength	1
General knowledge	1	The ability to work under pressure	1
Humanitarian	1	Good memory	1
Does not discriminate against different religions	1	Patience	1
Tactful in his work	1	Respect for colleague	1
Active and energetic	1	Honesty in work	1
Clever	1	Flexible	1
Polite	1	Patient	1
Committed	2	Able to deal with people	1
Does not have any security problems with Israeli or Palestinian government	1	Very well spoken and can attract customers from the streets	1
Religious	1	Respect	1
Has good morals	4	friendly	1
Polite with the customers	3	Believes in his work	1
Respect and accepting different points of views	1	Patient	1
Talkative	1	Good communication over the phone skills	1
Truthful	8	Happy	1
Trustworthy	11	Good customer skills and honesty at work	1
Serious in his work	1	Loves his career	2
Have very little days off / committed to work	1	Confidence	2
Integral	1		



Good treatment customers	2		
Active and energetic	1		

Annex 5.3.4: Demanded Management Skills

Managerial skills	Number of establishments
Ability to manage the kitchen and manage the resources	1
Being punctual	2
Punctual	1
Perfecting the work	1
Cooperation with others	1
Working within a team	4
The ability to deal with tourists	1
Independent thinking	1
Creative Thinking	1
The English language	2
Working under pressure	10
Innovations	1
Working for long hours whilst under pressure	1
Time management	3
vision	1
Having a respect for time	6
Commitment to work and time	1