LIFE Third Countries

Development of Methods and Tools for the Establishment of Good Environmental Performance in the Tourist Accommodation Sector in Jordan – Implementation of pilot studies

GREEN-TAS

Tourism in Jordan

The Hashemite University

Authors

Dr. Omar Shdeifat

Dr. Mousa Mohsen

Dr.Mairna Mustafa

Dr. Yahya al-Ali

Mr. Bassam al-Mhaisen

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1 Introduction

Tourism has been growing around the world as a major source of income and employment to many countries, and Jordan is one of them. According to information given by Ministry of Tourism and Antiquities for the year 2005, it is the Kingdom's largest export sector, its second largest private sector employer, and it's second highest producer of foreign exchange. Tourism contributes more than US$800 million to Jordan's economy and accounts for approximately 10 % of the country's gross domestic product (GDP). (www.tourism.jo, 2005).

Tourism has generated 1,021.6 millions in 2005 as an income, which is 8.3% more than the value of 2004, which was 943millions JD. About 29,394 jobs were offered as a direct employment by tourism sector, which is 24.8% more than the 23,544 jobs offered in 2004; all these numbers show the importance of tourism to the economy of Jordan.

(Statistical Data of Ministry of Tourism and Antiquities 2005).

Although of the many tourist destinations in Jordan, there is a strong need to increase the investment of funds and efforts, many of these destinations lack the appropriate development and facilities.

There are some objectives stated by Jordan's National Tourism Strategy 2004-2010, these can be listed as follows:

- Increase tourism receipts from JD570 million in 2003 to 1.3 billion (US$ 1.84 billion)
- Increase tourism-supported jobs from 40,791 in 2003 to 91,719, thus creating over 51,000 jobs.
- Achieve taxation yield to the government of more than JD455 million (US$637 million)

In order to achieve such objectives, the Jordanian government is considering the allocation of 4% of the national tourism receipts in order to enhance the promotion for its tourist destinations, developing them and integrating more human forces in tourism industry.

There is a great effort to increase the cooperation between both government and private sectors to strengthen the industry's institutional and regulatory framework. All these implications will help achieving the above mentioned objectives set out in the National Tourism Strategy.

This report aims at providing some information and background analyses that will help in more understanding of the current situation of Jordan tourism. Such understanding will help in finding appropriate management implications, which will help in solving many existing problems, such implications will also increase the opportunities of resources' sustainable use, and eventually will lead to achieving objectives of the national strategy. All the statistical data used in this report is from the 2005 database of Ministry of Tourism and Antiquities in Jordan.

The information is based on two sources of information, previous studies and the statistical data provided by the Ministry of Tourism and Antiquities in Jordan (MOTA).

Before that, it will be vital to give some brief description regarding tourism resources in Jordan, main policies and guiding principles, more specific objectives to be gained through tourism development, the existing opportunities to develop tourism, main obstacles and problems in the way of tourism progress, in addition to a brief explanation about marketing.

This will be followed by the basic part of this report, which is a description for some statistical indicators reflecting the situation of tourism in Jordan. The last section includes some recommendations concluded from the statistical data of the last few years.

2 Tourism Resources in Jordan

Tourism resources in Jordan are so diverse although of being located within a small area, these resources can be classified into the following categories:

1- Natural Resources: these include areas of significant land/sea scapes, these include: Aqaba, Wadi Rum and natural reserves spreading in many regions.
2- Cultural Resources: these include mainly archaeological/historical sites, shopping and galleries, events, and handcrafts.
3- Therapeutic Resources: these are composed of the Dead Sea and some locations where waterfall and hot springs are found.

This is a brief description of these resources according to region:

1- Amman: it is the capital of Jordan, and it has the lion share of services and facilities, there are many attractions in this city such as: the Roman Theater and Odium in the downtown, which are dated to the period (161-169 A.D.); Amman Citadel, an archaeological site that has remains of several period, but mainly it is famous for the Roman Temple of Hercules, and the Umayyad city located in it, the Umayyad governor's palace court and palace are located there; many art galleries are in Amman, a good example is Darat al-Funun, which is housed in a villa dated to the 1920's, also the National Archaeological Museum is significant for the rich collection of antiquity, and Folklore Museums in Roman Theater, composing of panoramas reflecting the traditional heritage of Jordan, and not less important to mention, the shops in the down town of Amman.
2- The Dead Sea and around: Dead Sea is distinguished for being the lowest point on earth (400 m below sea level) and for its extensively salty water; Baptism Site is an attraction of a special religious value, it is located on the eastern bank of Jordan River. Another attraction in this region is the city of Salt with its magnificent Ottoman villas and houses spreading all over its hills. Qasr el-Abd is another site to be added here, with its Hellenistic huge palace, with its remarkable lion stone carvings on its corners.
3- Jerash and around: Jerash is one of the Decapolis cities (a league of cities in the Hellenistic/Roman periods, which had commercial and cultural significance), and is considered as one of the most preserved Roman cities, it still keeps many

features as its temples, theaters, streets, forums and tombs. Um Qais is another Decapolis city in this region, and it is distinguished for its beautiful buildings built of both basalt and limestone, also for the Ottoman village located there.

Ajloun is one of the sites in this region, with its great castle built by the Ayyubids in the 12th century A.D.

4- The Eastern Desert: it includes the beautiful 8th century A.D. palaces built by the Umayyad Caliphs for hunting and resting, one of them is Qusayer Amra with its beautiful frescoes; also Qasr Harranah with its stone built in mortar architecture. Some natural reserves are located in this region, such as the reserve of Azraq, which also have a Mamluke castle (13 century A.D.), and Shaumari reserve with its wildlife including oryx and ostriches.
5- The King's Highway and locations around: it is a Roman paved way the starts in Bostra (south of Syria), and it ends in Aqaba. It is flanked by a number of great attractions as the city of Madaba, known for its churches and mosaics, most particularly the Moaic Map. Also Mount Nebo, according to Bible; it was the spot where Prophet Moses died after he saw the Promised Land. Karak is also part of this region, known a great Crusade Castle (11th Century A.D.), and the shrine of the Companions of the Prophet (Peace be upon Him). Some natural reserves are in this region such as Wadi el-Mujib with its beautiful geological gorge, and Dana reserve, which considered as the finest among other natural reserves with its facilities.
6- Petra: the great Nabataean capital and commercial center, its stunning city is carved in the red sandstone, and it includes many features as the Sip, the Treasury, the Monastery, several tombs facades and temples.
7- The south desert including Wadi Rum and Ras en-Naqab with their great stone formations and mountains as well as sand dunes. Aqaba is Jordan's only beach resort, it is located on the Red Sea and creates a great place for sports as diving and snorkeling, it homes a great ecosystem of coral reefs and colorful fish.

For the traditional crafts they include a great collection of carpets, leather, wood, mother of pearls, metal, pottery, colorful glass, embroideries and sand bottles.

Plate 1: Diving in Aqaba (Jordan Tourism Board)

Plate 2: Wadi Rum (Jordan Tourism Board)

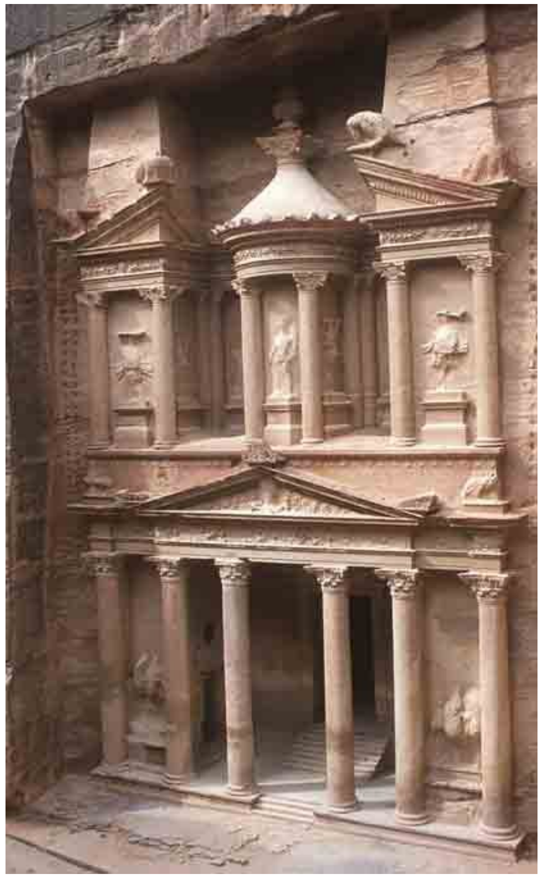

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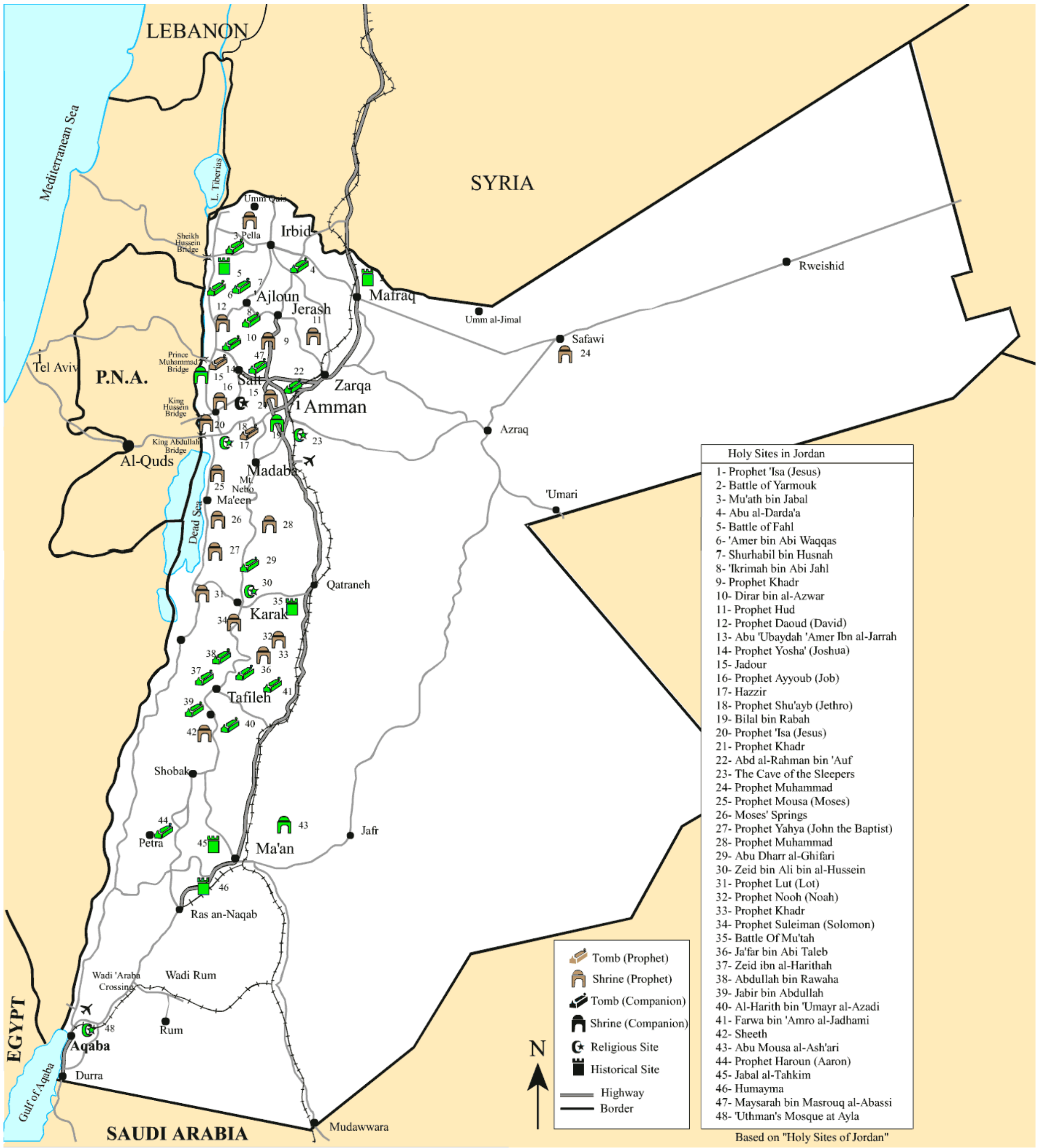
Plate 10: Qusayer Amra (Jordan Tourism Board)

Map1: Main Tourism Attractions in Jordan

(Ministry of Tourism and Antiquities: www.tourism.jo)



Map 2: A Map showing the main historical and religious site in Jordan

(Ministry of Tourism and Antiquities: www.tourism.jo)

3 The Principles and Policies of Tourism in Jordan

There are four guiding principles that lead the progress of tourism sector in Jordan, according to the report by ESCWA (2001), these are:

1- Understanding that tourism is a prime component of the Jordanian economy.
2- There is a willingness to diversify tourism attractions, and transforming them from antiquities to that of a general culture base, which is a requirement of new forms of tourism becoming so familiar around the world.
3- Positive and sustainable conservation of different resources.
4- Maximizing the complementary nature of both governmental and private sectors.

Such principles require some policies to become possible, these are characterized by:

a. Developing the tourism industry in Jordan as the main factor in the growth of national economy.
b. Assuring the availability of quality infrastructure services, which includes hotels, resorts, restaurants, and basic amenities, which will lead eventually to the increase of investment in tourism sector.
c. The diversification of Jordanian tourism product through new themes and forms of development regarding cultural resources; which are mainly composed of archaeological, historical and religious sites; in addition to the creation of new types of natural, scenic and therapeutic activities. This will be supported by the progress to be achieved in urban activities as meetings, incentives, conferences and events.
d. Increasing the opportunities of investment and cooperation with private sector.

e. Applying the highest international standards and specifications in tourism industry to assure getting quality services and products.
f. Enhancing public involvement and integration in the development and management of tourism projects.

Such objectives indicate the necessity to have some practical procedures to be implemented, they include for example staged development based on regional potential, establishment of tourism cores and corridors, development of new markets, creating new products and routes, reinforcement of infrastructure and services, development of human resources, which is in addition to the new direction of sustainable management and use of resources.

4 Objectives of Tourism Development in Jordan

The previously mentioned policies and strategies should all move in the direction toward achieving the following objectives, as quoted from ESCWA (2001, Pp.50-51):

1- Developing an advanced tourism industry capable of utilizing its comparative and competitive advantages through highly developed infrastructure facilities and superstructure services.
2- Developing archaeological and tourism sites and resources to enhance the tourism product, extend tourist length of stay achieve higher, tourism revenues and create new job opportunities.
3- Expanding the role of the Private Sector in tourism investment and capital attraction within a framework of mutual cooperation between the public and the private sectors.
4- Upgrading the quality of tourism services to the highest international standards.
5- Developing tourism awareness of the Kingdom's culture, heritage, civilizations, and archaeological resources within the framework of sustainable tourism development, in harmony with local communities and non governmental organizations (NGO’s).
6- Strengthening the Institutional framework of the tourism sector by upgrading legislation, by-laws regulations and human resources' development.
7- Organization of marketing and promotion campaigns in both international and regional markets, to strengthen the international cooperation and promote domestic tourism.
8- Establish and lead marketing and promotion campaigns in international and regional markets, strengthen international cooperation and promote domestic tourism.

5 Supporting Opportunities and Strengths for Tourism Development

There are many strengths points and opportunities that contribute to the fast growth of tourism sector in Jordan, according to a report by JICA in 2004, these can be listed as follows:

1- The availability (even partially) of infrastructure and potential.
2- The fact that tourism contributes to a significant amount of the GDP of Jordan.
3- Tourism has been and is still acting as a major earner of hard currencies and contributes to Government and revenues and the national balance of payments.
4- Being distributed over a wide range of sites, including urban, rural and remote areas.
5- Tourism encourages the sustainability of some basic cultural aspects as traditions and handcrafts.
6- Tourism requires a wide variety of professional, technical, craft and operative staff, indicating then a big number of jobs opening and a good source of income for different segments in the society.
7- The great diversity of natural and cultural resources and destination in Jordan.
8- The fact that Royal Family of Jordan is well known all over the world, and it has its wide range of international participation, which will eventually give a positive image for the country.
9- The good climate with high possibility to provide destinations that will fulfill the needs of different markets of visitors all around the year.
10- The friendly population and their great sense of hospitality.
11- The high level of security and safety if compared to some other countries in the region, which are severely suffering from political instability.

12- Although of the small area of the country (89,342 sq.km), it has an acceptable system of transportation facilities.
13- The availability of many accommodations and facilities types, as restaurants, travel agencies, transportation countries, guiding staff and other services.
14- The existing of unique and only of their kinds destinations, as Dead Sea, Petra, Jesus Baptism Site, the Mosaic Map of Madaba, and many others.
15- The availability of health and wellness sites as hot springs and Dead Sea.

6 The Problems and Obstacles Facing Development of Tourism in Jordan

There are some main problems and threats regarding tourism development in Jordan, by referring to some previous reports (ESCWA, 2001; Roudan et al, 2000; and JICA 2004), these can be summarized as the following:

1- The unawareness by a big segment in the Jordanian society about the importance of tourism and its activities.
2- The lack of inclusion of Jordan within tour operators' catalogues; it has been treated as an extension of neighboring countries regarding tour packages and trade.
3- The lack of facilities in many sites and destinations, and if existed, there is an inadequate distribution of them.
4- The lack of promotional campaigns and marketing representatives abroad.
5- The high cost of domestic tourism, especially with the low income of a considerable segment in the Jordanian society.
6- The weak organizational structure for many frameworks involved in tourism development with lack of funding.
7- Problems in training staff and employees, especially when it comes to some services and sustainability of resources.

There are some other major problems, especially for what is related to some particular kinds of destinations, such as archaeological and historical sites, which form a basic component in the group of attractions in Jordanian tourism. Such problems are characterized by agricultural expansion, urban development and rapid population growth. These problems in addition to the high unemployment, the lack of awareness about the importance of archaeological remains, which occurs among large segments of the population, are all creating real threats to archaeological sites. Also the inappropriate behavior of visitors in some destinations, which characterized by littering, vandalism and uncontrolled movement within the site, this will affect the satisfaction and the experience of tourists, and then losing both, the site and the tourist.

7 Some Main Indicators of Tourism in Jordan

Regarding the growth and progress of tourism in Jordan, some measurements and indicators can be consulted; these include numbers of arrivals, the income generated, general employment in tourism sector, the number and size of locations providing with services and facilities (for example number of rooms and beds in hotels, number of entertainment centers, tourist shops and restaurants), numbers of visitors to some main destinations and other indicators that will be discussed in this part.

Basically, this section of the report is devoted to interpret some descriptive statistical data, which measures mainly the previously mentioned variables for the year 2005, with reference to other past years when needed. The numbers were taken from the data of the Ministry of Tourism and Antiquities). These measures can be listed as follows:

1- Number of Arrivals and Average Length of Stay
2- The Profiles of Visitors
3- Numbers of Visitors to Main Destinations
4- Numbers of Facilities and Services Locations (General Description for Accommodations)
5- Employees: Numbers and Characteristics
6- Accommodation Sector in Jordan (More Detailed)

7.1 Number of Arrivals and Packaged Tours:

The number of tourists arrivals in Jordan has reached (5,817,370) tourists, which means an increase in this indicator with 4.1% if compared to the number of year 2004, which was 5,586,659 tourists.

For the arrivals of 2005, about 2,986,586 tourists were overnight visitors, while 2,830,784 were considered as same day visitors. According to the records of 2005, most of overnight visitors were either from Arab countries (62%), Jordanians residing abroad (17.1%) or from European countries. From the numbers in (Table 2), it can be said that some nations tended to increase the length of their stay, for example we notice that African countries tourists were 5,325 individuals in 2004, to become 7,823 tourists in 2005, which is a 46.9% increase. The same can be said about American tourists, who had a total of 93,478 tourists in 2004, a number that has changed in 2005 to be 111,976 tourists, which is a relative change of 19.8%.

A real decline is to be seen regarding the over night tourists from United Nations, their number has decreased from 6,516 tourists in 2004 to 4,746 tourists, a difference percentage of (-27.2).

A significant difference can be noticed regarding the number of package tours tourists, a growth in the number of package tours tourists was found in the records from 2002 (137,660 tourists) to 2005 (338,787 tourists), actually a difference of 33.3% can be seen between the record of 2005 and the one of 2004, where it had reached 254,145 tourists.

Another indicator of growth in tourism can be concluded from the average length of stay, which has increased from 4 nights in the year 2002 to become 5 nights for the years 2004 and 2005 (Table 1).

Table 1: Number of Arrivals for the Years (2002-2005) and Characteristics of Trips

Items	**relative change % 2005/2004**	**2005**	**2004**	**2003**	**2002**
Total Number of Arrivals	4.1	5,817,370	5,586,659	4,599,243	4,677,018
Tourist (overnight visitors)	4.7	2,986,586	2,852,809	2,353,088	2,384,474
Same Day Visitors	3.5	2,830,784	2,733,850	2,246,155	2,292,544
Tourism Income / MJD	8.3	1,021.6	943.0	752.6	743.2
No. of Package Tours tourists	33.3	338,787	254,145	145,601	137,660
Average Length of Stay	0.0	5.0	5.0	4.4	4.0

Table 2: Tourist Overnight and Same Day Visitors by Region, Jan. - Dec. 2004 - 2005

7.2 Profiles of Visitors:

Region			2005			2004		
		Relative change % in Overnight 05/04	Total	Tourist Overnight	Same Day Visitors	Total	Tourist Overnight	Same Day Visitors
	% Share Tourist Overnight							
African Countries	0.3%	46.9%	11,034	7,823	3,211	7,510	5,325	2,185
American Countries	3.7%	19.8%	157,935	111,976	45,959	131,844	93,478	38,367
Asia & Pacific Countries	3.6%	9.4%	151,172	107,181	43,991	138,232	98,007	40,226
European Countries	13.1%	4.7%	552,675	391,847	160,828	528,112	374,431	153,680
Arab Countries	62.0%	3.1%	4,407,379	1,851,099	2,556,280	4,274,687	1,795,369	2,479,319
Jordanians Residing Abroad	17.1%	6.7%	530,482	511,915	18,567	497,081	479,683	17,398
United Nations	0.2%	-27.2%	6,694	4,746	1,948	9,190	6,516	2,674
Total	**100.0%**	**4.7%**	**5,817,370**	**2,986,586**	**2,830,784**	**5,586,656**	**2,852,807**	**2,733,849**

Regarding the information about visitors, it is noticed that the records of Ministry of Tourism and Antiquities only includes the country of origin and if they were over night or same day visitors, which actually initiates the need to consider some other important variables during data collection, such as motivations behind coming to destinations, age, levels of education, levels of income, and their satisfaction about facilities and services, and what they recommend to have; all these will be helping factors to understand tourists in terms of needs, and will also enhance interaction with them.

7.3 Visitors Numbers in Destinations:

For the numbers recorded in destinations visited by tourists, it can be interpreted that many of them have witnessed a significant change; this is based on a comparison between years 2004 and 2005. In general, the total number of visitors has changed from 1,602,793 in 2004, to become 2,054,159 in 2005, though, not all sites were to have an increase, some of them are declining in terms of visitation, which will be discussed here.

Before that it might be important to look at destinations with highest scores for the year 2005. The site of Petra was to have the highest number of visitation (393,186 tourists), followed then Jerash (214,550 tourists), Um Qais (186,228 tourists), Mount Nebo (180,825 tourists); followed then by other sites as (Table 3) shows.

By looking at visitors groups to these sites, it can be noticed that international tourists were giving (if compared to locals) high scores for most of the sites; not this only, the relative change between the years 2004 and 2005 is very high for most of the sites (for example: Wadi Rum, 63,513 tourists in 2004, which became 122,749 tourists in 2005, a difference of 93.9%). For the local or domestic tourists, there is a significant increase in visiting some sites for the year 2005 (for example, Wadi Rum: 6,429 tourists in 2005, which 119.8 % different if compared to 2004 number), the same can be said about other sites as Mukawir and Folklore Museum. Unfortunately, there is either a decline or a slight increase in visitation by locals in many sites, which reflects the problem of low public awareness about tourism activities and destinations of the country as well as the high cost of domestic tourism considering the level of income for a big segment of locals (for example Mount Nebo had a difference percentage of -85.7%, Jerash had no increase, and Madaba (Mosaic Map Church) had only 0.5% as increase).

The least numbers of visitors were actually for museums, which might indicate the need to focus on their promotion and the level of their services (such as their presentation methods, interpretation and promotion); the Citadel Museum (Jordan National Museum) and Folklore Museum are the only two museums recording a growth in visitation, though they still need more development. The other museums as (Table 3) shows, they either are facing a slight increase or a continuous decrease in their visitation numbers. Harranah Castle and Qusayer Amra are reflecting the general situation of other desert castles through the numbers given here. For Harranah Castle, only 548 domestic tourists and 21,524 international tourists visited the site in 2005, these two numbers are less than equivalent ones of 2004 with relative changes of (-68.5% and -29.1%) respectively. Qusayer Amra had a visitation of 1,175 domestic tourists and 43,262 international tourists; compared to the data of 2004, a decrease of 58.1% and a slight increase of 14% respectively. Such results make it necessary to focus on developing and promoting these sites to different groups. The same case applies to the site of Pella, as (Table 3 shows).

Table 3: Numbers of Visitors to Tourist Sites by Locations Jan-December, 2004-2005

Location	Relative Change 05/04			Jan. - Dec. 2005			Jan. - Dec. 2004		
	Total	Jordanian	Foreign	Total	Jordanian	Foreign	Total	Jordanian	Foreign
Petra	26.7%	-17.9%	47.9%	393,186	81,868	311,318	310,271	99,720	210,551
Jarash	29.1%	0.0%	36.4%	214,550	33,550	181,000	166,195	33,542	132,653
Um Qais	-12.1%	-19.0%	14.8%	186,228	136,715	49,513	211,913	168,793	43,120
Mount Nebo	51.9%	-85.7%	65.6%	180,825	1,552	179,273	119,054	10,825	108,229
Ajlun	28.5%	13.2%	53.1%	142,892	77,630	65,262	111,200	68,582	42,618
Madaba (Map)	58.8%	0.5%	59.6%	138,712	1,158	137,554	87,354	1,152	86,202
Wadi Rum	94.4%	119.8%	93.3%	129,178	6,429	122,749	66,438	2,925	63,513
Amman Citadel	32.5%	9.2%	35.5%	124,749	11,831	112,918	94,145	10,839	83,306
Karak	42.7%	29.9%	44.1%	109,306	10,330	98,976	76,613	7,950	68,663
Maghtas	42.4%	12.6%	48.0%	73,469	9,314	64,155	51,611	8,274	43,337
Qusayer Amra	9.0%	-58.1%	14.0%	44,437	1,175	43,262	40,764	2,801	37,963
Pella	-30.3%	-79.9%	24.7%	19,025	2,889	16,136	27,280	14,339	12,941

Mukawir	17.5%	42.3%	11.4%	10,712	2,579	8,133	9,114	1,813	7,301
Um Al-Jimal	31.5%	-4.6%	61.9%	3,902	1,298	2,604	2,968	1,360	1,608
Harranah Castel	-31.2%	-68.5%	-29.1%	22,072	548	21,524	32,097	1,739	30,358
Folklore Museum	40.0%	43.1%	38.3%	112,295	41,500	70,795	80,200	29,000	51,200
Jordan's Museum	36.5%	11.4%	39.9%	121,050	11,750	109,300	88,650	10,550	78,100
Aqaba Museum	-1.5%	-4.1%	1.0%	13,486	6,447	7,039	13,687	6,721	6,966
Madaba Museum	10.5%	6.7%	10.9%	11,350	1,200	10,150	10,275	1,125	9,150
Salt Museum	-7.7%	-15.2%	8.1%	2,735	1,702	1,033	2,964	2,008	956
Total	**28.2%**	**-8.8%**	**44.2%**	**2,054,159**	**441,465**	**1,612,694**	**1,602,793**	**484,058**	**1,118,735**

7.4 Numbers of Facilities and Services Locations (General Description for Accommodations)

The data of years (2002-2005) shows a growth in the number of establishments providing service to tourists, except for a slight change in 2003. This part gives a general description for them, it includes classified and unclassified hotels (another section will give more details), travel agencies, tourists restaurants, rent a car companies, tourists shops, tourists guides, horses guides, tourists transportation companies, diving centers, water sports, and different transportations means used by tourists. These are explained briefly as follows:

- Classified and unclassified hotels have reached a total of 468 hotels in 2005, which is only 1.1% more than the number of 2004 (463 hotels). In 2005, there were 20,827 rooms in hotels with a total of 40,480.
- A decrease can be observed for travel agencies from 466 in 2004 to become 431 in 2005, a percentage of 7.5% for a difference.
- Tourists' restaurants increased from 448 in 2004 to 525 in 2005, a change of 17.2%.
- An increase of 5.4% for rent a car companies in 2005 (254), for tourist transport companies, it only has changed from 4 to 3 companies in 2005.
- Tourists' shops have been flourishing in 2005 to reach a number of 236 shops from 185 ones, a change of 27.6%.
- There is a noticeable change in the number of guides working in tourist destinations. For the tourist guides, they increased from 601 in 2004 to 672 in 2005; this applies also to horses guides who were 493 in 2004, and became 613 in 2005.
- In 2005, there were 8 diving centers, 3 water sport centers and 80 boats used by tourists.
- Regarding transportation, there is an increase of 38.9% in tourists' cars in 2005 to become 5,913 cars; buses had a number of 346 in 2004, which reached a total of 372 buses (7.5% of difference).

Table 5: Numbers of Services' Providers in Jordan

Items	relative change % 2005/2004	2005	2004	2003	2002
Classified & Unclassified Hotels	**1.1%**	468	463	458	461
Travel Agencies	**-7.5%**	431	466	426	403
Tourist Restaurant	**17.2%**	525	448	374	376
Rent a Car Company	**5.4%**	254	241	232	259
Tourist Shop	**27.6%**	236	185	211	230
Tourist Guides	**11.8%**	672	601	547	570
Horses Guides	**24.3%**	613	493	353	386
Tourist Transport Company	**-25.0%**	3	4	4	4
Diving Centers	**14.3%**	8	7	-	-
Water Sport	**0.0%**	3	3	-	-
Tourist Boat	**6.7%**	80	75	-	-
Number of Tourist Cars	**38.9%**	5,913	4,258	3,703	4,089
Number of Busses	**7.5%**	372	346	343	345
Number of Rooms in Hotels	**1.3**	**20,827**	**19,945**	**19,698**	**19,389**
Number of Beds in Hotels	**2.1**	**40,480**	**38,658**	**37,859**	**37,289**
Room Occupancy for Classified and unclassified Hotels%	**6.2%**	**48.00**	**45.20**	**34.20**	**32.00**

7.5 Employees: Numbers and Characteristics

By looking at MOTA statistical data regarding number of employees in different sectors of services, we find that 29,384 individuals were recorded for the year 2005, which is 24.5% higher than the value taken for 2004, and that is 23,544 individuals.

It appears that a great segment of these employees is under the group of hotels and tourism restaurants. By the end of 2005, about 12,884 individuals and 9,950 other ones were counted as employees in these two sectors respectively. Travel agencies and rent car offices were to take the second place after hotels and tourism restaurants, travel agencies included 2,774 employees in their staff, while 1,357 employees were recorded in rent car offices. This observation is very serious, especially if we put in mind that numbers of staff in these sectors were growing with a rough percentage of 25; this growth is not be seen though in other services or in some areas, it implies having a concentration of employees in particular locations and services, and it raises the question, were these sectors able to expand their size and develop the level of their services in one year? Which is actually not possibly easy; or was there a pressure caused by the increase in the number of tourists and so the demand on their services, and then had to employ more individuals? There is no doubt that any of these cases reflects a real problem, which is the unequal distribution of facilities and services in different destinations, an issue that was mentioned above in the discussion about weaknesses in Jordanian tourism. Consequently there should be more focus and chances should be created to develop these sectors and get them multiplied to reach many destinations, where tourists are demanding services to facilitate their trips and stay.

About guides, 613 tourist guides and 620 and 613 horse guides were recorded in different locations for 2005. Tourists' shops employees were in the same level, where they had a total of 672 employees.

The least numbers of employees were actually in tourist transportation companies (385 employees), diving centers (32 employees) and water sports (97 employees).

More details regarding these employees are given in the tables below, (Table 6) provides information regarding gender and nationality; while (Table 7) specify the locations and cities where they work.

Many issues can be interpreted and stated if we carefully observed these two tables, and particularly for the year 2005:

- Locals are employed in all of these sectors, which might reflect a positive aspect in terms of integrating the community in tourism development. (In 2005, there were 26,069 Jordanian employees and 3,315 Non Jordanian employees in tourism services).
- Jordanian employees follow the same trend or order if compared to the total of all employees together.
- Non Jordanian employees work mainly in hotels (1,093 employees) and tourism restaurants (2,152 employees).
- Non Jordanian employees are not found at all in some services, such as in the case of tourist shops, tour guiding, tourist transportation countries and water sports.
- Non Jordanian employees have low numbers in some services, this can be noticed in travel agencies (38 employees), rent car offices (17 employees), diving centers (10 employees), and horses guides (5 employees).
- Females mainly work at hotels (962 employees), tourists' restaurants (872 employees) and travel agencies.
- Females were not found in tour guiding service in the records of 2005. They have a restricted presence in some services; this can be seen diving centers (4 employees) and water sports (1 employee only).
- Employees working in these services are mostly distributed in Amman (22,108 employees), Aqaba (2,316 employees), Petra (1,398 employees), Dead Sea

(1,135 employees), and Wadi Rum (962 employees), the rest are distributed over other locations. Many locations lack the presence of either the service or its employees, such as the lack regarding tourist transportation companies in all locations except Amman; the same can be applied to the cases of tourists' shops, guides, travel agencies, as for example in Zarqa, Azraq, Tafeila, Shobak and some other locations.

- Some locations have really very few individuals working in tourism services, good examples are Shobak (3 employees), Rwaished (5 employees), Ramtha (3 employees) and Mafraq (4 employees).

We should be careful if we want to explain such observations, the data does not specify the kinds of jobs these employees have. But in general, it can be suggested to focus more on providing some locations with tourism services, this will help locals in these locations to enhance their life quality and provide them with a new source of income. Also, there should be more involvement of women in tourism sector, especially in some kinds of services, such as tour guiding and tourists shops.

Table 6: Number of Employees in Different Services by Nationality & Gender (2002 -2005)

Item	Gender			Nationality		
	Total	**Female**	**Male**	**Total**	**Non Jordanian**	**Jordanian**
Hotels	12,884	962	11,922	12,884	1,093	11,791
Tourism Restaurants	9,950	874	9,076	9,950	2,152	7,798
Travel Agencies	2,774	721	2,053	2,774	38	2,736
Rent a Car Offices	1,357	30	1,327	1,357	17	1,340
Tourist Shops	672	23	649	672	0	672
Tourist Guides	613	0	613	613	0	613
Horses Guides	620	18	602	620	5	615
Tourist Transport. Comp.	385	36	349	385	0	385
Diving Centers	32	4	28	32	10	22
Water Sports	97	1	96	97	0	97
Total 2005	**29,384**	**2,669**	**26,715**	**29,384**	**3,315**	**26,069**
Total 2004	**23,544**	**2,114**	**21,430**	**23,544**	**2,394**	**21,150**
Relative Change 2005/2004	24.5	26.1	24.4	24.5	38.3	23.0
Relative Weight %	100.0	9.1	90.9	100.0	11.3	88.7

Table 7: Number of Employees in Different Services by Location (2005)

Location	Total	Water Sport	Diving Centers	Tourist Transportation Companies	Horses Guides	Tourist Guides	Tourist Shops	Rent a Car Offices	Tourist Restaurants	Travel Agencies	Hotels
Amman	22,108			620		615	212	666	8,738	2,443	8,814
Aqaba	2,316	97	32				44	39	414	136	1,554
Petra	1,398				343		9	16	36	58	936
Irbid	401						8		245	69	79
Dead Sea	1,135						6				1,129
Ma'in Spa	110										110
Madaba	206						51		85	5	65
Zarqa	145							35	56	31	23
Al Azraq	39								24		15
Ajlun	26						2	3	4		17
Karak	88						11	3	38	11	25
Jarash	203						28	3	149		23
Wadi Rum	969				270	57	11	544	33	6	48

7.6 Accommodation Sector in Jordan (More Detailed):

Ma'an	19						3	3	2	5	6
Tafiela	35							6			29
Shobak	3										3
Rwaished	5										5
Balqa	105							39	66		
Fuhais	45								42		3
Russeifa	10									10	
Ramtha	3								3		
Mafraq	4								4		
Al Aghwar	11								11		
Total	**29,384**	**97**	**32**	**620**	**613**	**672**	**385**	**1,357**	**9,950**	**2,774**	**12,884**
Jordanian	26,069	97	22	615	613	672	385	1,340	7,798	2,736	11,791
Non Jordanian	3,315	0	10	5	0	0	0	17	2,152	38	1,093
Relative weight of Non Jordanian %	**11.3**	**0.0**	**31.3**	**0.8**	**0.0**	**0.0**	**0.0**	**1.3%**	**21.6**	**1.4**	**8.5**

The number of accommodation kinds has been growing over the past few years; they include now a big variety in terms of size and services they provide.

(Table 8) shows the number of nights spent in these hotels; these were put in groups according to classification of hotels, locations, and weather the clients were residents or non residents. The details of this table will not be mentioned here, but a comparison between 2004 and 2005 shows a general increase regarding numbers of arrivals, nights and rooms occupied, and nights spent by nonresidents, a very slight change can be seen for number of nights spent by non residents, which might be due to the high cost for locals and having relatives and friends who might offer a substitution for accommodations, this might be also related to the relatively big size of the family if compared to tourists from other countries, which contributes to the problem of the cost.

This increase also applies to the case of classified hotels, and locals are still recording the lowest increase. It is worthy to consider the case of hotels apartments, we notice a higher increase for nights and rooms' occupation for non residents and a dramatic decrease for the number of nights spent by residents, which is basically due the increase of tourists and consequently the high demand for these apartments, causing then an increase in prices. The real decline is recorded for unclassified hotels, which might be due to the fast growth in the number of classified hotels, hotels suits and apartments, which all have better quality of services if compared to unclassified hotels.

Regarding location, there is a general high increase in the number of nights spent in them, except for the case of Ma'in Spa. Categories of classified hotels were also witnessing an increase, which is also the case for camping, a type of accommodation that has been growing as a type of accommodation in sites as Wadi Rum, it has been receiving a high number of arrivals in the last few years as mentioned previously, more particularly by non residents.

For the numbers of accommodation types recorded in 2005, (Table 9) shows that classified hotels reached a total of 198 hotels, these were distributed as follows: 21 five stars hotels, 22 four star hotels, 43 three star hotels, 49 two stars hotels and 63 one star hotels. Hotel apartments and suites had a total of 122 units; the unclassified hotels have ended with a total of 137, 2 hostels, 1 motel and 8 camping areas. All these accommodations types 468 units, with 20,827 rooms and 40,480 beds. More details in (Table 9) are given regarding employees in each of them, which will not be included in this part.

Other tables (10-27) are showing each location with its types and numbers of accommodation; by looking at these tables, the following can be concluded:

- The capital of Amman had a total of 319 accommodations; these include 119 classified hotels, 119 hotel apartments and suites, 80 unclassified hotels and only 1 hostel. These all included 14,404 rooms with 27,435 beds.
- Amman was followed by Aqaba, which has 27 classified hotels, 2 of hotel apartments and suites and 14 unclassified hotels, all which add to 43 with 2,527 beds and 5,113 beds.
- Petra comes in the third place with 26 classified hotels, and 12 unclassified hotels, these 38 hotels included 1,935 rooms with 3,670 beds.
- These three locations included all levels of classified hotels, which is not the case of other locations, which mostly had one or two levels at most for classified hotels in addition to unclassified ones and in very rare cases hotel apartments. Which then indicates a desperate need to increase numbers of hotels with different categories, this is supported by two main perspectives, the increase in arrivals of tourists as shown in (Tables 8 and 9), and the necessity to provide locals with possible and affordable types of accommodation in different areas. For example, only four and five stars hotels can be found in Dead Sea, also the only four stars hotel in Ma'in Spa. The contrary can be observed in other locations where one and two stars in addition to unclassified hotels are found. Clear examples come from locations as Madaba, Ma'an, Jerash, Zarqa, Azraq, Ajlun, Irbid, Karak and Shobak, although these locations are rich of natural and cultural attractions, they lack tourism development in terms of rehabilitation of sites for purposes of tourism and facilities, it is vital to consider such requirements and the need to provide these areas with high levels of accommodations to satisfy some groups of tourists and increase their length of stay in them.
- Wadi Rum includes an accommodation characterized by camping, which had a total of 5 units with 302 rooms and 607 beds available, which contradicts with the relatively big number of visitation in 2005 (129,178 tourists).

Table 8: Tourist Accommodation Establishments Indicators, 2002 - 2005

	Change 05/04				
Item		**2005**	**2004**	**2003**	**2002**
Grand Total					
No. of Arrivals	12.1%	2,300,367	2,051,968	1,489,046	1,418,566
No. of Nights Occupied	10.3%	5,552,477	5,032,621	3,815,787	3,497,938
No. of Rooms Occupied	11.0%	3,252,372	2,930,315	2,186,969	1,998,400
Nights spent by resident	1.1%	1,064,263	1,052,282	973,842	772,174
Nights spent by non resident	12.8%	4,488,214	3,980,339	2,841,945	2,725,764
Classified Hotels					
No. of Arrivals	15.3%	1,896,923	1,645,802	1,327,482	1,041,181
No. of Nights Occupied	10.1%	4,140,204	3,759,512	3,451,957	2,365,681
No. of Rooms Occupied	12.3%	2,598,620	2,314,022	1,998,339	1,456,185
Nights spent by resident	7.2%	832,639	776,392	870,292	518,805

Nights spent by non resident	10.9%	3,307,565	2,983,120	2,581,665	1,846,876
Hotels Apartment					
No. of Arrivals	6.8%	129,240	121,058	97,173	108,671
No. of Nights Occupied	22.8%	739,467	601,932	522,171	506,312
No. of Rooms Occupied	14.0%	326,709	286,601	275,164	250,631
Nights spent by resident	-81.9%	8,577	47,374	42,048	49,194
Nights spent by non resident	31.8%	730,890	554,558	480,123	457,118
Hotels Suites					
No. of Arrivals	41.4%	58,865	41,630	45,567	37,840
No. of Nights Occupied	35.8%	210,159	154,799	123,153	119,951
No. of Rooms Occupied	31.0%	106,569	81,349	60,155	55,962
Nights spent by resident	-57.2%	10,770	25,173	33,912	19,585
Nights spent by non resident	54.4%	199,389	129,126	89,241	100,366
Unclassified Hotels					
No. of Arrivals	-15.7%	192,409	228,193	161,564	228,456
No. of Nights Occupied	-13.5%	431,994	499,644	363,830	503,011

No. of Rooms Occupied	-15.5%	201,612	238,543	188,630	234,177
Nights spent by resident	-19.9%	160,789	200,632	103,396	183,826
Nights spent by non resident	-9.3%	271,205	299,012	260,434	319,185
Nights Spent by Location					
Nights spent in Amman	22.6%	3,911,277	3,189,312	2,282,151	2,231,817
Nights spent in Aqaba	11.9%	783,295	699,959	841,963	455,122
Nights spent in Petra	16.5%	439,604	377,380	129,814	136,490
Nights spent in Madaba	71.7%	15,324	8,926	3,917	6,173
Nights spent in Ma'in SPA	-81.8%	3,206	17,583	13,142	16,224
Nights spent in Dead Sea	31.4%	264,506	201,344	143,735	102,479
Nights spent in Irbid	43.2%	36,251	25,322	10,242	26,006
Nights spent in Jerash	18.3%	9,526	8,051	4,683	5,059
Nights Spent by Category					
Five Stars	16.4%	1,636,820	1,406,229	986,641	877,307
Four Stars	9.7%	1,026,401	935,723	786,256	517,006
Three Stars	3.6%	839,758	810,944	501,872	465,044

Two Stars	3.9%	412,046	396,462	351,730	298,010
One Star	7.1%	225,179	210,154	171,280	208,314
Nights Spent in Camping					
No. of Arrivals	50.0%	22,930	15,285	6,239	2,418
No. of Nights Occupied	83.2%	30,653	16,734	8,869	2,983
No. of Rooms Occupied	72.2%	16,874	9,800	4,556	1,445
Nights spent by resident	3.9%	2,818	2,711	1,267	764
Nights spent by non resident	101.7%	27,835	13,797	7,402	2,219

Table 9: Numbers of Hotel, Apartments & Others, Rooms, Beds & Number of Employees Distributed by Nationality &Classification 2005

By Classification

Classification	No. of Hotels	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				Males	Females	Males	Females	
Five Stars	21	5,295	9,413	5,634	410	162	96	6,302
Four Stars	22	2,872	5,319	2,319	128	112	31	2,590
Three Stars	43	3,008	5,859	1,462	100	173	42	1,777
Two Stars	49	2,011	4,007	429	33	122	9	594
One Star	63	1,493	3,033	230	18	50	6	303
Total Classified	**198**	**14,679**	**27,631**	**10,074**	**689**	**619**	**184**	**11,566**
Apartments B	16	820	1,401	108	11	42	1	162
Apartments C	83	2,394	4,744	229	20	99	6	354
Suites A	2	63	103	65	4	11	1	81
Suites B	11	324	657	156	8	10	6	180
Suites C	10	447	993	70	13	22	1	106

Total Apart. Suite	**122**	**4,048**	**7,898**	**628**	**56**	**184**	**15**	**883**
Unclassified Hotels	137	1,712	4,100	270	14	65	3	352
Hostel	2	14	33	17	1	0	0	18
Motel	1	12	12	2	0	2	0	4
Camping	8	362	806	40	0	21	0	61
Grand Total	**468**	**20,827**	**40,480**	**11,031**	**760**	**891**	**202**	**12,884**

Table 10: Numbers of Hotels and their Characteristics (Amman)

Amman	**No. of Hotel**	**Room**	**Bed**	**Employees**				**Total**
				Jordanian		**Non Jordanian**		
				M	**F**	**M**	**F**	
Five Stars	12	3,636	6,455	3,799	333	122	60	4,314

Four Stars	14	1,671	3,072	1,470	108	44	20	1,642
Three Stars	28	2,022	3,847	1,126	63	51	20	1,260
Two Stars	31	1,262	2,447	311	29	44	7	391
One Star	34	877	1,727	134	6	14	0	154
Total	**119**	**9,468**	**17,548**	**6,840**	**539**	**275**	**107**	**7,761**
Apartments B	16	820	1,401	108	11	42	1	162
Apartments C	81	2,319	4,594	225	20	93	5	343
Suites A	2	63	103	65	4	11	1	81
Suites B	11	324	657	156	8	10	6	180
Suites C	9	426	851	65	12	15	1	93
Total	**119**	**3,952**	**7,606**	**619**	**55**	**171**	**14**	**859**
Unclassified Hotels	80	979	2,271	160	2	31	0	193
Hostel	1	5	10	0	1	0	0	1
Total Amman	**319**	**14,404**	**27,435**	**7,619**	**597**	**477**	**121**	**8,814**

Petra	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
Five Stars	5	613	1,098	376	4	3	0	383
Four Stars	3	375	711	313	1	3	0	317
Three Stars	7	426	816	113	4	25	1	143
Two Stars	1	35	70	5	0	0	0	5
One Star	10	303	592	38	0	13	2	53
Total	**26**	**1,752**	**3,287**	**845**	**9**	**44**	**3**	**901**
Unclassified Hotels	12	183	383	24	2	7	2	35
Total Petra	**38**	**1,935**	**3,670**	**869**	**11**	**51**	**5**	**936**

Table 11: Numbers of Hotels and their Characteristics (Petra)

Aqaba	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
Five Stars	2	490	804	586	29	25	19	659
Four Stars	3	558	1,000	264	8	58	8	338
Three Stars	6	480	1,026	185	15	97	21	318
Two Stars	8	518	1,030	51	2	72	2	127
One Stars	8	142	338	25	2	15	1	43
TOTAL	**27**	**2,188**	**4,198**	**1,111**	**56**	**267**	**51**	**1,485**
Apartments C	1	61	122	2	0	5	0	7
Suites C	1	21	142	5	1	7	0	13
Unclassified Hotel	14	257	651	30	0	19	0	49
Total Aqaba	**43**	**2,527**	**5,113**	**1,148**	**57**	**298**	**51**	**1,554**

Table 12: Numbers of Hotels and their Characteristics (Aqaba)

Table 13: Numbers of Hotels and their Characteristics (Dead Sea)

Dead Sea				Employees		
				Jordanian	Non Jordanian	

	No.Of Hotel	Room	Bed	M	F	M	F	Total
Five Stars	2	556	1,056	873	44	12	17	946
Four Stars	1	126	252	170	5	5	3	183
Total Dead Sea	**3**	**682**	**1,308**	**1,043**	**49**	**17**	**20**	**1,129**

Table 14: Numbers of Hotels and their Characteristics (Ma'in Spa)

Ma'in Spa				Employees				
				Jordanian		Non Jordanian		
	No. of Hotel	Room	Bed	M	F	M	F	Total
Four Stars	**1**	**142**	**284**	**102**	**6**	**2**	**0**	**110**

Irbid	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
Three Stars	1	45	100	15	4	0	0	19
Two Stars	1	35	104	15	0	0	0	15
One Stars	4	67	149	19	2	0	0	21
Total	**6**	**147**	**353**	**49**	**6**	**0**	**0**	**55**
Unclassified Hotels	6	64	172	19	5	0	0	24
Total Irbid	**12**	**211**	**525**	**68**	**11**	**0**	**0**	**79**

Table 15: Numbers of Hotels and their Characteristics (Ajlun)

	No.Of Hotel	Room	Bed	M	F	M	F	Total
Two Stars	2	35	74	9	0	2	0	11
Camping	1	10	40	6	0	0	0	6
Total Ajlun	**3**	**45**	**114**	**15**	**0**	**2**	**0**	**17**

Table 16: Numbers of Hotels and their Characteristics (Irbid)

Table 17: Numbers of Hotels and their Characteristics (Karak)

Karak	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
Two Stars	2	32	66	5	0	2	1	8
One Stars	1	10	20	2	1	3	0	6
Unclassified Hotels	3	27	63	2	1	4	0	7
Motel	1	12	12	2	0	2	0	4
Total Karak	**7**	**81**	**161**	**11**	**2**	**11**	**1**	**25**

Table 18: Numbers of Hotels and their Characteristics (Jerash)

Jarash	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
Two Stars	2	38	80	18	1	2	0	21
Unclassified Hotels	1	5	15	2	0	0	0	2
Total Jarash	**3**	**43**	**95**	**20**	**1**	**2**	**0**	**23**

Table 19: Numbers of Hotels and their Characteristics (Zarqa)

Zarqa	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
Two Stars	1	32	84	3	0	0	0	3
One Stars	1	19	38	2	0	1	0	3
Unclassified Hotels	9	80	239	14	2	1	0	17
Total Zarqa	**11**	**131**	**361**	**19**	**2**	**2**	**0**	**23**

Table 20: Numbers of Hotels and their Characteristics (Azraq)

				Employees				
Madaba	**No. of Hotel**	**Room**	**Bed**	**Employees**				**Total**
				Jordanian		**Non Jordanian**		
				M	**F**	**M**	**F**	
Three Stars	1	35	70	23	14	0	0	37
One Stars	3	51	101	5	7	3	2	17
Apartments C	1	14	28	2	0	1	1	4
Unclassified Hotels	3	27	58	3	2	1	1	7
Total Madaba	**8**	**127**	**257**	**33**	**23**	**5**	**4**	**65**

Table 21: Numbers of Hotels and their Characteristics (Madaba)

Table 22: Numbers of Hotels and their Characteristics (Rwaished)

Rwaished	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
One Stars	1	10	28	3	0	0	0	3
Unclassified Hotels	1	6	20	1	0	1	0	2
Total Rwaished	**2**	**16**	**48**	**4**	**0**	**1**	**0**	**5**

Table 23: Numbers of Hotels and their Characteristics (al-Fuhais)

AL- Fuhais	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
One Stars	1	14	40	2	0	1	0	3

Table 24: Numbers of Hotels and their Characteristics (Ma'an)

Ma'an	No. of Hotel	Room	Bed	Employees				Total
				Jordanian		Non Jordanian		
				M	F	M	F	
Unclassified Hotels	4	42	133	6	0	0	0	6

Table 25: Numbers of Hotels and their Characteristics (Tafiela)

				Employees				
				Employees				
Wadi Rum				Jordanian		Non Jordanian		
	No. of Hotel	**Room**	**Bed**	**M**	**F**	**M**	**F**	**Total**
Camping	5	302	607	28	0	20	0	48
Grand Total	468	20,827	40,480	11,031	760	891	202	12,884
Total Tafiela	**5**	**55**	**155**	**28**	**0**	**1**	**0**	**29**

Table 26: Numbers of Hotels and their Characteristics (Shobak)

Table 27: Numbers of Hotels and their Characteristics (Wadi Rum)

				Employees				
Shobak				**Jordanian**		**Non Jordanian**		
	No. of Hotel	**Room**	**Bed**	**M**	**F**	**M**	**F**	**Total**
Camping	1	30	90	3	0	0	0	3

8 Recommendations

After looking at the previous statistical description, some recommendations seem to be necessary to consider:

1- Unfortunately, there is either a decline or a slight increase in visitation by locals in many sites, which reflects the problem of low public awareness about tourism activities and destinations of the country as well as the high cost of domestic tourism considering the level of income for a big segment of locals, this requires then creating more promotional programs using different methods of interpretation to reach all segments of the Jordanian community.

2- The least numbers of visitors were actually for museums, which might indicate the need to focus on their promotion and the level of their services (such as their presentation methods, interpretation and promotion); the Citadel Museum (Jordan National Museum) and Folklore Museum are the only two museums recording a growth in visitation, though they still need more development.

3- Females mainly work at hotels (962 employees), tourists' restaurants (872 employees) and travel agencies. They were not found in tour guiding service in the records of 2005. Add to this a restricted presence in some services; this can be seen in diving centers (4 employees) and water sports (1 employee only). Such results are indicators for the need to integrate women in different tourism services, especially to what relates to handcrafts and tourism shops, there are many women who produce traditional crafts and souvenirs demanded by tourists, but they do not have the ability to market or to sell them directly to the tourist, an issue that needs to be considered and solved.

4- Employees working in tourism services are mostly distributed in Amman (22,108 employees), Aqaba (2,316 employees), Petra (1,398 employees), Dead Sea (1,135 employees), and Wadi Rum (962 employees), the rest are distributed over other locations. Many locations lack the presence of either the service or its employees, It becomes important then to supply areas with tourism services and to train local people to work in them, which will enhance living quality in these areas.

5- There is an urging need to provide locals with affordable types of accommodation in different areas.
6- Although many locations are rich of natural and cultural attractions, they lack tourism development in terms of rehabilitation of sites for purposes of tourism and facilities, it is vital to consider such requirements and the need to provide these areas with high levels of accommodations to satisfy some groups of tourists and increase their length of stay.
7- Wadi Rum includes an accommodation characterized by camping, which had a total of 5 units with 302 rooms and 607 beds available, which contradicts with the relatively big number of visitation in 2005 (129,178 tourists).
8- There is a need to focus on some markets; this can be implemented through increasing promotion representatives over seas in addition to developing web marketing.
9- There should be more spread of awareness regarding the behavior of visitors in different kinds of destinations, an issue that might significantly affect growth of tourism in them.
10- There should be more implementation regarding some tools of sustainability, the followings are some examples for such tools:
    a. Area protection: As stated by (IUCN, 1994), “a protected area is an area of land and/or sea that is specially dedicated to the protection and maintenance of biological diversity and of natural and associated cultural resources, and managed through legal or other effective means” . In addition to the existing reserves, many areas of significant natural and cultural features should be redesigned to become protected, especially against the rapid urban expansion and pollution problems increasing.
    b. It is important to issue and enforce more regulations regarding development and individuals’ behavior within tourism destinations.

c. Codes of Conduct: these are guidelines of some specific aims; they show what appropriate behaviors should be taken and what negative behaviors should be avoided. (Mason, 1997). There should be more consideration for putting such conducts for providers of services, locals and tourists. Such implication will prevent any contradicting interests or goals regarding tourism development.

d. It is important to implement both hard and soft visitor management techniques to reduce negative impacts and provide tourists with a satisfying experience, such techniques as (Kuo, 2002) states include restrictions on particular activities, providing the sites with more personnel responsible for interpretation and guiding the movement of tourists, zoning, providing sites with necessary rehardening and conservation of resources . Focusing on providing sites with different means of interpretation is not less important, weather it's about the feature itself or about behaviors within these sites.

e. Carrying capacity issues should be put in consideration as well, (Mowforth et al, 2003) and (McCool et al, 2001) define these as follows:

1- Physical-facility Capacity: The level of tourist development or recreational activity beyond which facilities are saturated or beyond which the environment is degraded through the overuse of tourists or inappropriate infrastructure.

2- Economic Carrying Capacity: The ability to absorb tourists functions without squeezing out desirable activities. (Limits might be economic, ecological, social, cultural and even political).

3- Psychological Capacity: The situation when tourists are not comfortable in the destination because of the negative attitudes of locals, crowding or the deteriorated physical environment.

4- Ecological-environmental Capacity: The level of tourist development or recreational activity beyond which the environment is degraded or compromised

5- Social-Perceptual Capacity: The level or situation reached when local residents of an area no longer want or welcome the coming of tourists because of: environment destruction, threatening local cultures, and crowding the locals out of local activities.

Such carrying capacities should be applied in different tourism sites, especially that they will help in reducing negative problems caused by tourism, as well as preventing any conflicts that might take place between different tourists groups in these sites.

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10 Appendix 1

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