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Conclusion

From the previous chapter it is clear that Jordan is fortunate to be blessed with a rich assortment of historical, religious and geographical attractions, and is determined to effectively market these sites to boost tourism to international, regional and domestic visitors, but one of the core problem in the industry is that it is comparatively young and its nature of fast development has allowed little for adjustment and consolidation.

Some of the major challenges faced to manage the tourism industry in Jordan are as follows:

i. Under the current legal frame work of tourism sector, the tourism law (law no.20.of 1988) grants MOTA the responsibility for four tasks; the preservation and development of tourism sites, licensing and classification of tourist occupations, marketing and development of human resources. However, except for licensing, the tourism law fails to grant MOTA the necessary specific power to carry out its responsibilities. Where MOTA is clearly empowered, as in the case of licensing, the exact scope of its responsibilities and powers are poorly defined and dependent on out dated regulations and unnecessarily complex, time consuming procedures. This system is in coherent from policy perspective and raises transaction costs for the private sector. Still, the chief practical function of MOTA remains licensing.

ii. Recognition of the fact as a service industry, the caliber of staff is a major determinant of success. Our study shows that 90 per cent of the staff working in MOTA is not having any specialized qualification and training in tourism. Most of the managerial stuff are graduate in humanities or in other subjects. The general low qualification levels is a major obstacle in managing the tourism industry. The industry is dominated by spirit of "amateur management", and it ability to respond to the challenges of new millennium will be dependent on attracting
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high quality employees into different position of management within MOTA. Apart from this, there is a lack of investment in training and career development, and is hampered largely by lack of funds and lack of nexuses between the educational system and MOTA, the issues are less legal than institutional and financial.

iii. We can noticed that MOTA and JTB have been trying to do their best in marketing Jordan as a tourist destination, but unfortunately they couldn’t and specifically JTB, which is now the main body responsible before the government, to market Jordan as a tourist destination. JTB efforts are considered by the private sector and past studies (USAID, 1993. WTO, 1995) be ineffective in large part due to the difficulties of accomplishing marketing tasks with the bureaucratic structures tied to government incentives.

iv. Another issue of serious concern, mainly for those who are managing tourism services, the linkage between the effective delivery of high quality services to the customers, and the development of human resource practices need s to be reinforce within the tourism industry. Tourism and hospitality industry in Jordan is dominated by small operations, 80 per cent of Jordan hospitality business employ less than 10 people, typically in guest houses and a small restaurants. With low marketing budget, and limited management capacity, quality issues are important, as word of mouth recommendation becomes a key marketing tool. A solution has to be sort out for quality issues in these organizations.

v. There are at least eight different organizations operating at the Petra Sanctuary, sometimes with overlapping responsibilities: The DOA, the Tourism Office, Tourist Police, Desert Police, Civic Police, Ministry of Health, a maintenance contractor, and the Governor's Office. Each has its own direct line of authority from Amman. In addition, there is no uniform set of rules for the site, no regulations or management policies or principles derived from a statement of the site's significance, and no guiding mission for site managers. Approximately 100 people are employed in site protection and management through
the various organizations present at Petra, yet there is little coordination between the organizations and little authority accorded to managers. These deficiencies have resulted in inadequate archaeological site protection and a visitor satisfaction rate that is much lower than might be reasonably expected of a site with Petra's beauty and significance.

vi. Inadequate infrastructure is another problem faced by tourist industry. Hotel expansion and accompanying urban development in the towns of Wadi Musa and Taybeh are putting pressure on existing infrastructure, which is already limited in capacity and of low quality. The major infrastructure issues are water and wastewater services, environmental degradation, traffic flows and road conditions, and the clear absence of any integration between the town and the tourism activities at the Sanctuary. At present, there is no wastewater system in the town, and a number of cesspits discharge directly into the Wadis. Drinking water supply is intermittent, and even then, hotels get priority over households. Unaccounted-for water is estimated at around 50 percent. Environmental neglect and degradation have significantly affected the natural landscape. There are periodic floods, loss of vegetation, and visual intrusion. Road conditions throughout the town are poor, especially the spine road, which is congested through the town center as a result of indiscriminate parking, absence of sidewalks, general clutter, and conflicting activities. The access roads to Wadi Musa are generally not of an acceptable safety standard.

vii. There has been little focus on developing tourism at Wadi Rum while preserving it environmentally. The result is an increasing problem with litter, archaeological sites damaged by graffiti, unplanned vehicle tracks and an unsightly village. The Rum Village (Begin community), which only a few years ago contained just a few homes, now has over 300 houses and is experiencing an alarming rate of growth. Current tourism activities are poorly organized and under-funded, there is little effort to promote regulations to preserve the site, and there is no proposal to maximize the returns from tourism (the current admission
fee is 1 JD). Wadi Rum is an important juncture, and steps must be taken to avoid further endangering the very fragile environmental balance that makes it so attractive.

viii. Traditional archaeology-focused tourism in Jordan has ignored modern tourism development techniques and does not make effective use of the country's traditional resources of historic ruins and scenic wonders. Modern tourism development thrives on both traditional resources and artificial, man-made tourist attractions and features such as theme parks or soft adventure (hot ballooning, river rafting, etc.)

ix. The archaeological, historical and cultural resources are not fully developed as a tourism product (weak presentation, lack of historical/cultural/ethnographic perspectives and lack of visitor facilitation)

x. Spectacular scenery is often neglected or not strongly highlighted as a tourist resource of great appeal. Scenic wonder at Wadi Mujib typifies the case, where no effort is currently made to sell this unique dramatic scenery and no facility is made available for tourists to appreciate its beauty and to spend some time around the gorge.

xi. Many sites are currently presented in isolation without much effort to link other attractions and features found nearby, Jerash, Ajlun and Umm Qays are typical examples. In most tourist gateway cities in the world comparable to the size of Amman, there are package tours on a seat-sharing basis for a half or full day covering nearby sites and attractions. Presently there is no such tour on regular operation in Amman covering Jerash or Madaba.

xii. Motels are also available but on a limited scale. There are only about 13 motels in the Kingdom with 296 rooms. Five of them are in Amman and eight in Petra. Room occupation rate in motels reached a high percentage of 85% in 1997. There are five motels under construction in Amman, and another project in Aqaba. These are expected to provide about 165 rooms. Motels are preferred by many tourists, especially from the Gulf countries who usually come with their families for treatment, education or recreational purposes.
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xiii. Data issued by the Ministry of Tourism show that there are about 12 establishments that offer the service of renting furnished rooms or apartments for a short-period of time. Total rooms available, as per the data, do not exceed (357) rooms. But, in fact, the supply is on the increase, especially in Summer time. Therefore, accurate statistics in this regard are not available.

xiv. Chalets are available in some touristic places, demand on them is still very limited due to the lack of back-up services, such as restaurants, recreation centers and transportation.

xv. Tourism programmes in Jordan usually lack camping activities which are important to acquaint tourists with the beautiful nature in many places such as Dhana, Azraq, and Wadi Rum. Camping activities that took place proved to be very successful, and there is an increasing demand on them especially in Spring and Summer seasons.

xvi. Museums in Jordan are usually places where some antiquities and folklore products can be sold. Hence, there is no internationally recognized museum in Jordan similar to those available in most neighboring countries, despite the fact that there are many historic places which are good to accommodate a national museum.

xvii. Shops that sell and display handicraft products are found in main cities and touristic areas such as Amman, Jerash, Aqaba, and Petra. This traditional industry depends mainly on imported raw materials such as wood, copper, cotton, and wool. However, locally made handicrafts suffer from tough competition from imported items. To withstand such competition, quality improvement, better pricing, and product variation. The value added approach can also activate the industry and attract more buyers. In Amman, most handicrafts shops are found in the central part of the city which makes it difficult for tourists to reach them due to the traffic jams often occur there.

xviii. Field interviews showed that only few guides are capable of performing their duties efficiently due that most guides are not educated enough, and lack the required knowledge about basic issues of their work. Many incapable people have intruded into the job in the
wake of the surge in tourism activities in 1995. The practices by some guides in exploiting the tourists through illegal deals with restaurants and rest houses for commissions. The absence of control on information given by guides concerning the history and geography of touristic places, and, sometimes the lack of knowledge about these places at all.

xix. Basic services such as catering, lodging, and transportation are offered by big companies working in the field. But these cannot offer distinguished services for individuals due to bureaucracy. The quality of services available in touristic sites are not suitable for the tourists demands. Thus, they do not serve the overall objective of providing quality services for tourists as a prerequisite for sustainable tourism development.

xx. The Dead Sea is unique in its nature and properties of its water which is rich with minerals. Although there is a great demand on the Dead Sea from all over the world, especially for treatment purposes, the area still needs many infrastructure facilities and basic services necessary to help marketing it internationally.

xxi. Preparations and other works needed for Jerash Festival causes, in many cases, an abuse to the ruins and environment inside the ancient city.

xxii. Ajlune Castle, with its historical and architectural importance, is the area's most famous tourism attraction. Yet, it has not been efficiently utilized.

xxiii. The desert castles were constructed to serve as tourism facilities of high quality for Moslem rulers during the Umayyad reign. In addition, they provided services for trade and pilgrimage caravans. These castles, which suffered damage many times, are of great historic and touristic importance, especially with regard to their location in the eastern desert of the country.

xxiv. Tourist services are an important element in promotion of tourism. A wide range of services that suit large number of tourists are available in Amman only. Such services are not available in other tourists areas.
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These services are mostly managed by the government, government institutions such as Royal Jordanian and Social Security Corporation. These services require a more active role from the private sector. Quality and efficiency offered to tourists must be reconsidered.

xxv. Tourist transportation is dominated by private companies, but they are few in number and created monopolies tourist transportation in Jordan. The reason for this monopoly is bureaucratic hurdles for the new companies to enter the market. Apart from this the public transport vehicles lack modern amenities, and detail information regarding their schedule are not available for tourists.

xxvi. Uncontrolled Urban Growth in Petra

In the absence of an updated land-use plan, the areas surrounding the sanctuary have grown in unsightly and uncontrolled manner, with significant adverse environmental impacts. As a quick reaction to the unplanned construction boom, the local government has placed a ban on issuing building permits.

xxvii. Its observed from our analysis that there is a decline in the tourism arrivals and receipts in the year 2000-2001. but this is because of turmoil of Palestine and Israele conflict. Jordan has not done too badly. Tourism is a significant sector of the economy, still the growth rate has declined from 6.5 per cent in 1995 to 3.6 in the year 2001. Tourism in Jordan also affected by the event of 9/11 in USA, the drop in American tourists is very high, it is about 41 per cent, and declined in European tourists is of 36.5 per cent.

Suggestions

With recently changed circumstances, including the increased importance of tourism to the economy as well as the clear need to preserve and protect Jordan’s natural heritage, it is an opportune time to rationalize, harmonize and strengthen the legal and institutional basis for achieving the goals of tourism policies and removing unnecessary bureaucratic obstacles to private-sector participation.
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Following are the suggestions which will consolidate links between tourism and other economic sectors within the framework of an overall sustainable development planning:

6.3.1 Suggestions for improving Tourism Management in Jordan

1. Tourism is essentially a service industry as a whole, serving a complex market that is highly volatile and prone to changes in taste and fads. It is therefore important to induce service providers to be as responsive to the market as possible. Private initiatives in investment and operation are therefore most desirable, as opposed to direct governmental operation. The government role is to facilitate such private investment and operation by providing infrastructure and framework, and supplement where shortfall in private initiative exists.

2. There is a need for organizational mechanisms and policy framework to ensure close coordination and cooperation among government agencies involved in tourism and between the public and private sectors.

3. The development of tourism requires the availability of qualified and highly trained manpower, for that reason, Jordanian government should give special emphasis and care to this sector by establishing institutions to provide qualified and highly trained people. And also private sector should realise the importance of qualifying people in tourism professions also. The private universities in Jordan should play a supportive role in educating and preparing courses to qualify the young people.

4. Tourism and hospitality industry in Jordan is dominated by small operation. Quality issues are important for these organizations, the solution has to be sort out regarding the need for training in all operative and management skills including quality and customer care issues. The aim is to develop standard that are relevant to micro operators and can be used as support materials i.e. to outline the correct
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procedures for specific tasks to develop job description and standard of excellence.

5. MOTA should work towards developing tourism in a comprehensive and integrated approach to express the nation's legacy, culture, history, heritage, inheritance, successive civilization and economic prosperity as well as enhancing the noble human values based on peace and mutual respect among nations.

6. Introducing planning standards of the tourist resorts, such as:
   - Overall density: number of people related to the overall area of the site.
   - Tourist overall density: number of tourists related to the overall area.
   - Beach capacity: number of tourists related to the beach area.
   - Depth of the beach: It may be more than the actual area of sand including green areas and terraces available to beach users.
   - Coverage ratio: coefficient relating the area covered by building(s) (Plot ratio) to the overall area of the site.
   - Buildings height.

7. Maximizing tourism's economic effect by organizing the tourism sector to minimize leakage of both money and jobs. A major economic problem, especially for developing countries, is the lack of linkages between the tourism industry and other industries within the country. Grants or loans can be provided to support local industries. Also, it may be possible to encourage the use of local industries, design and materials by means of incentives. As tourism has developed among nations, the opportunity has arisen for international role in hotels, airlines and tour operations. But most of these international companies have their home offices in developed countries (80% of the hotels are managed by companies headquarters in the U.S., France and U.K.).

8. In general, foreign corporation hotels usually generate lower foreign exchange because of the reliance on import of goods and equipment. Also, foreign owned hotels allow limited opportunity for local
employees to reach positions of responsibility. If a country has made a decision to develop tourism to the masses, it can become dependent on large tour operators who can sharply influence where the masses will vacation. The foreign operator dealing with mass market is more likely to bypass local tour operators and deal directly with the local hotels. So, the foreign exchange revenues may suffer.

9. Training tourist manpower, in countries with a developing tourism industry. Lack of trained manpower is one of the main difficulties experienced. In planning for human-resources development, programs should be established to train employees to satisfy two separate sets of criteria: attitudinal and technical. Attitudinal characteristics include pride, patience, flexibility and ability to work as a team. Technical skills required include facilities operation, equipment operation and maintenance (adding machines, bookkeeping machine, copying machine and computer operators), financial management, food and beverage production and service, personal management and business organization and management.

10. Encouraging planning, and managing tourism support industries; Support industries include all the ancillary services required or desired by tourists to enhance their visitation experiences in a destination such as:

- Retail shops, laundries and pharmacies.
- Art galleries, museums and special exhibits.
- Restaurants.
- Day tours.
- Golf courses or other participation sports activities.
- Festivals.
- Maps, guide books, brochures and post cards.
- Entertainment facilities.
- Recreation facilities and services; boat or scuba-driving rental at beach, stable or horse-rental services, ...etc. To a large degree, support industries are part of the private sector
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and are operated by small, independent investors. Despite the independence and widespread ownership characterized by this sector of a tourism program, it is necessary to plan for them and apply management controls to avoid negative impact resulting from inadequate services, poor quality or overcharging. Also, to encourage quality, local people to get into this kind of business, it is necessary to structure situations which provide a high level of assurance that individual investors will realize reasonable returns on their investments and efforts. This can be accomplished though control of leasing arrangements, reasonable structuring of taxes and monitoring of infrastructure services.

11. Developing marketing techniques and planning sales campaigns.

Most tourists are happy to leave details associated with planning their journeys to travel professionals. Facilities and specialties of travel professionals include

- Government tourism offices.
- Regional travel-promotion organizations. Governmental and non governmental.
- Airlines, ship operators and bus companies.
- Tour wholesales and tour packages.
- Travel clubs.
- Travel agents.
- Convention or meeting managers.

Another two factors for successful marketing are geography: “distance between a tourism destination and its prospective market” and demography: “age, income, level, nationality, ... etc”. The reason for demographic identification in planning for a marketing program is that advertising tends to be demographically oriented.

Channels of communication used to inform and stimulate the tourism marketplace. These include informative literature, direct mail, space advertising,
broadcast time advertising, public relations through celerity visits and advertising signs. These media are selected and organized into campaigns aimed to sell the tourist products dealing with consumers and travel professionals.

Data gathering should be built into operations of tourism facilities to make possible comparisons between sales results and promotional expenditures.


- Ensure of environmental integration between tourist resorts and its natural environment that maintains uniqueness in their features. This attractive environment will insure that tourism continues as a long-term economic activity.
- Establishing of the natural conservation areas either land preserved areas to protect wildlife, natural forests and plants and mountainous nature of marine preserved areas to protect marine life with its coral reefs and rare fishes.
- Establishing active programs for revegetation, insect and hazardous plants control and removal of industrial activities polluting air and water. Achieving these programs will improve the environment.
- Beaches’ protection against oil leakages from motorboats or ferries and wastes carried out by sea currents to the beach.
- Protection against air pollution caused by industrial and mining activities which has direct impact on the environment and indirect impacts on the groundwater produced by acidic rain.
- Protection of the groundwater resources from contamination by sewage waste or land drainage which rises its salinity.

13. The key to the successful attainment of policy and objectives will be in establishing an institutional/ organizational/ framework that readily facilitates the planning, development, marketing and operation of tourism sector and monitoring it effectiveness in achieving governmental sectoral objectives. At the same time, the long-term success of the tourism sector will depend on creating a product that:

- Is not dependent on any single market segment.
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- Offers an exceptional holiday/ recreational/ educational experience.
- Creates a distinct Jordanian appeal. Places Jordan at the forefront of Middle East tourism in terms of product quality, visitor satisfaction and value-for-money.

14. Establishing a monitoring System:
Planning is a continuous process; policies have to be evaluated according to changes. The preparation of a monitoring system allows periodic or permanent revision of the development plan. The monitoring system records, usually on a monthly basis, the outputs of the tourist or recreational activities through:

- The statistics of: Number of visitors, nights accommodated and day-trippers.
- The statistics of: Variations in the number of beds or other recreational facilities by type and location.
- The budgetary: Transportation, accommodations, control of the food and beverage and other service tourist industry facilities.
- The control of sites with tourist interest

Then, the system compares these outputs with the corresponding goals and targets of the development plan, evaluates the deviations and analyses the causes of these deviations which may be caused by factors intervening abroad or operating in the country.

15. Forecasting the tourism demand (volumes) for the destination area, is prerequisite for tourism development and management, many techniques can be utilized in forecasting the potential demand, the market share or market penetration approach, the calculation methods, the survey and potential demand quantification approach, the alternate scenario approach and the analogy approach. When the forecasts have been completed, a supply “capacities of resource components” —
demand "forecast demand volumes" matching exercise is carried out. This helps those in the destination area determine where there are likely to be short falls in different tourism resources and where there could be problems in preserving tourism resources due to excessive demand levels.

16. Introducing legislation for land control. While a tourism master-plan is being prepared, legislative measures must be introduced to protect the region against speculation and parceling out land plots. Four basic forms of governmental intervention may be considered to guarantee land control, Purchase of land, restrictions on building rights, some areas may be designated for environmental conservation or agricultural use with no building rights, control over technical infrastructure, provision of connecting infrastructure services may be limited to regulate development. Regulation and inducement; administrative and planning regulations must be applied, balanced by the granting of financial loans or incentives for approved projects.

6.3.2 Specific Suggestions for improving Tourist Products in different areas

1. A fresh market-oriented approach is needed in product development, namely "away from what Jordan believes appeals to tourists" to "what tourists appreciate as attractive and interesting." Historic town restoration (Historic Old Salt), nostalgic railway revival (Hijazi Railway), theme accommodation and restaurant (Tayyiba Zaman, Kan Zaman), and soft adventure (desert hot ballooning) are some examples of this innovative approach.

2. Museums are needed to provide basic services for tourists. It shall include a library, a display haul, an antiquities shop, and many other facilities. There are about 16 museums in Jordan, but they all lack the required basic services, efficient display techniques, and the qualified staff.

3. Jordan primary tourism resources will continue to be its cultural heritage and natural wonders, which must be preserved. A simple
"leave them alone" attitude is grossly inadequate and undesirable. Effort and investment must be made to implement positive protection measures that will enhance the value of the country's tourism resources.

4. Tourist are becoming increasingly selective when it comes to the gratifying experience of the product. The emphasis should now focusing on Jordan as a destination that offer an enticement of particular interest i.e. health, fitness and beauty; among other attractions. And as people move towards more healthy ways of living, the popularity of the spa vacation has increased. Jordan has embarked on various projects that feature health and fitness as well as beauty, but should be presented to the tourists in a unique in-depth relaxing experience, and should mentioned here one of the most spectacular, natural and spiritual landscapes in the whole world- the Dead Sea eastern coast in Jordan, we should be aware of the importance of this site, and to give him the place which deserves.

5. MOTA should activate the role of tourism industry to highlight Jordan's attractions and to distinguish Jordan as tourist destination and in appreciation of the role of tourism to national income by generating foreign exchange earnings, and in recognition of the important role of the private sector in investments and development.

6. Projects that integrate nature preservation, handicrafts and eco-tourism seem to have a great chance of succeeding to the benefit of local populations. An example is the Dana Valley project in Jordan.

7. International tourism is dependent upon economic airline service. So, the economy of air travel becomes a major concern of the tourism authority at the destination. The use of the inclusive economy or excursion packages which include airline tickets, hotel reservations, all or some meals and possibly rental car is the result of needed cooperation between airlines, hotels and other suppliers of tourist services.

8. Directional signs, reassurance signs; after changing direction or travelling many miles, and identification signs are needed to help the
tourists make choices. Landscape design offer clues for many findings. Paving materials of different colors and textures can effectively lead the visitors in the directions intended. Color coding, uniform type styles, and coordinated shapes are effective sign design techniques.

9. Other related suggestions for improving tourist products in different areas:
   - Utilizing economic and social developments in the Jordanian society at the current time in encouraging and developing domestic tourism which will support the economy and provide the competitive choice instead of travelling abroad.
   - Necessity to give priority to Aqaba South Coast, Red Sea regions for recreational tourism development. These regions have unique natural resources and facilities which are able to attract different categories of tourists.

10. Considering the competitive advantages and future plans of neighboring destinations i.e. Israel, Egypt, Syria, Lebanon, Turkey, Cyprus...etc. It is useful to define competitive destinations in terms of their relative distance from top generating countries. Those destination areas close to a prime market are often referred to as being "intervening opportunities" - the tourist must pass them to reach the subject destination area, identification of the strengths and weaknesses of the competitive destinations and the steps that can be taken to make the subject destination area unique among its competitors.

6.3.3. General suggestions for Tourism Development in Jordan

1. Expand international tourism, and in particular, rather than aim at mass tourism, develop tourism attractions in a manner to spread tourism flows around the country and encourage longer visitor stays and higher spending.

2. Develop and manage tourism in a manner to bring socio-economic benefits directly to local communities, with community-based tourism projects as an important vehicle and optimize the economic benefits of
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tourism, including strengthening linkages between tourism and other economic sectors.

3. Upgrade all existing tourism facilities, and for those to be developed, ensure that services meet acceptable safety, comfort, sanitation and service standards.

4. Jordan should concentrate on religious tourism, in particular to attract Muslims tourists from the some Far East countries and other part of the Muslim world, and at the same time, to attract Christians tourists from Europe, north America and Canada.

5. Jordan should participate in more international exhibition such as, Madrid, Millan, London, Berlin as well as the Arab world exhibition for travel and tourism such as, Beirut, Dubai, Kuwait, Egypt and other important tourism exhibitions.

6. MOTA should concentrate on more broadcasting documentary programs about the most important touristic sites in Jordan. Such documentary programmes play an important role in promoting Jordan to the world.

10. MOTA should adopt an aggressive strategy concentrate on three dimensions; the tourist product, tourism promotion and the development of human resources.

11. Stability and security are two characteristics that distinguished Jordan from many other countries in the region, these important factors contributed greatly to the attractiveness of Jordan to tourists, and the government should concentrate on that.

12. Jordan famous for its diverse tourist products; historical, archaeological and religious sites are at many geographical locations, add to that Jordan's strategic location in the Middle East region, it is moderate weather, the support that the government gives to this important sector of the economy and the progress and important of the services provided by hotels, restaurants, and other tourism institutions should be used in a proper manner to maximize the number of tourists coming to Jordan.
Finally I think that the cornerstone here is MOTA. It should take more pro-active role in the management and development of tourism sector at the national level. It took over the formulation, coordination and implementation of tourism policies and enforcement and monitoring aspects of the industry. Planning, development and control should strengthened at the private and public level.

The Private sector reacted positively to the international and local changes, as is seen from the increase of investment in Amman, Petra, the Dead Sea and Aqaba areas. In spite of all of this, both the public and private sectors face various challenges because of increasing in demand for tourism and tourism activities. The Government and MOTA should think positively to the requirements of the private sector and go ahead with administrative and legal amendments, and planning and executing major tourism projects in order to accommodate the increasing numbers of tourists, and to attract local and international investments.

The only solution for any developing country and Jordan in particular is a sustainable tourism development. Sustainable tourism development means meeting the needs of the present without compromising the ability of future generation to meet their needs. There are three components to the concept of sustainable development, namely, Economic, Social, Environmental. Of late the greatest interest and attention is being applied to environment sustainability. Environmental concern and heightened awareness of the impacts of man’s activities on the environment has given importance to sustainable development. It is important however, at least as far as tourism is concerned that we maintain a balanced approach to sustainable development and not neglect the economic and social component.

The regulatory environment also plays an important role in creating the conditions suitable for sustainable tourism. The industry is doing much to improve its performance in terms of sustainable development. The challenge for new millennium is to move from the existing ad hoc approach to a more systematic one so that tourism may be able to contribute to development which is economically, ecologically and socially sustainable.

In the end we can say "what tourism needs is resonant awareness among Jordanian along with those who are concerned with the sector."