ABSTRACT

Tourism has grown from the pursuits of a previleged few to a mass movement of people, with the urge to discover the unknown, to explore new and strange places, to seek changes in environment and to undergo new experiences. The development of the mass tourism has created a powerful and influential tourism industry. Tourism is major social phenomenon of modern society with enormous economic consequences. Tourism is considered an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and their international relations. Tourism is major business activity represents one of the best opportunities for development at time of this rapid changes in economy and societies.

Tourism is alive with dynamic growth, new activities, new destinations, new technology, new markets and rapid changes. Record numbers of tourists are travelling the globe, attracted by an increased variety of tour packages, cruises, adventure experiences and independent itineraries. The tourism industry has become global. It is big business and will continue to grow. Meeting this growth with well planned environmentally sound development is a challenge for planning all over the world.

Tourism is powerful economic force, providing employment, foreign exchange, income and tax revenue. It is the largest export industry. According to WTO, about 625 million tourist travel internationally in 1998, and spent about US$ 444.7 billion (excluding fares). It is estimated that tourism account for about 8 percent of the total world export, and were than 30 percent of international trade services. In 1997-1998 travel and tourism was expected to provide direct and indirect employment for 225 million people and accounted for 10.7 percent of the global workforce.

Travel and tourism is both a generator and receiver of governments funds. Globally in 1998, travel and tourism is expected to generate US$ 802 billion of taxes (10.6 percent of total) while channeling US$ 253 billion to government expenditures (6.8 percent of total). By 2010, taxes should increase to US$ 1.8 trillion (11.4 percent of total) and government spending to US$ 542 billion (7.5
percent of the total). The economic figures cited show that tourism has grown as activity of world wide importance and significance. For a number of countries tourism is the largest commodity in international trade. In many others, it ranks among the top three industries. Tourism has grown rapidly to become a major social and economic force in the world specially as an investment for economic development and economic generation in developing countries.

For more than 40 years, tourism has been considered as an economic panacea for developing countries. Often dubbed as the white industry, it is although be a vital development agent and an ideal economic alternative to more traditional primary and secondary sectors. International tourism in particular from the developed to the developing countries is seen as generating crucially needed foreign exchange earnings infusing badly needed capital into the economy of developing countries, the successful example of Spain, which managed to use the tourism in its development process as an income generator, reinforced the notion that countries with 'Sand, Sun, and Sea' resources, which most developing countries incidentally have, can overcome other infrastructural, locational, and economic disadvantages and sell the tourist product. Stagnating and highly unreliable commodity prices as well as import barriers for manufactured goods in many developed nations only serve to focus the economic options on tertiary activities, with tourism undoubtedly being the most important one. For the lack of alternative development options and in view of the ever growing number of outbound tourists, most developing countries have opted for participation in the international tourism industry. Especially for small developing countries with few primary resources and small industrial base, and particularly for small microstates, tourism often constitutes the only viable economic activity within their economic means and their resources base. Rapid population growth, high unemployment, increasing social and regional disparities, high trade deficits, monostructured economies, and a generally high dependency on the industrialized countries force developing countries to utilize all of their available resources to survive. Among these resources are their climate, which promises a lot of sun-seekers from the developed countries, exotic landscapes, people and cultures, and a usually very favorable exchange rate. In addition, the major attractions for mass tourism, sand, sun and sea, are available to all but a few of the developing countries. While some
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countries like Tunisia, Morocco, Mexico, and many Caribbean countries have gambled early on tourism, others like Vietnam, Laos and Bhutan have only recently joined the ranks of developing countries that are trying to benefit from international tourism. Employment and income generation, increase in foreign exchange and tax earnings, reduction of rural-urban migration, and balancing the trade account are the most often conceived goals of tourism development. Yet to date, tourism often has not endowed developing countries with the envisaged economic benefits. Furthermore, a considerable number of socio-cultural and physical impacts have emerged that seriously deflect from the potential benefits that tourism can bring to developing countries when planned and managed appropriately.

Tourism is no more considered as a secondary sector of Jordan economy, in view of vital role it has been playing in the gross domestic product. It’s one of the economic sectors that have the potential to enhance the national economy in terms of the exportation of services and increasing the reserves of foreign currencies

Jordan’s tourism riches are immense. As a traditional crossroads of ancient trade routes, most of the great historical civilizations have left their mark; from Moabites to the Roman and Crusaders. Attractions include; the unparalleled Nabatean city of Petra and Qasr Amra, both declared as world heritage sites; the Greco-Roman city of Jerash, one of the best preserved ancient sites; sites of the Lawrence of Arabia legend; remnants of the Hijaz railway and the Roman-Arabesque fortress at Azraq.

The country is also endowed with unique geographical and environmental assets and unspoiled scenic sites. The enchanting scenery of Wadi Rum; the Madaba mosaics crafted during the Byzantine era; the therapeutic benefits of the Dead Sea; and the corals of Aqaba are few examples of the diverse experience awaiting tourists.

Jordan is also spiritually significant to a number of the world’s religions. It is part of the Holy Land of both the Old and New Testaments, and has a number of historical and religious sites associated with the early years of Islam and history of the Islamic Empire.
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The kingdom, has thus emphasized development of tourism resources and chosen to use its cultural heritage for socio-economic gain. There is the legitimate political will in Jordan to boost the tourism industry, particularly through the development of the private sector. One major goal is to make tourism a major source of foreign exchange earnings for the country. And bring about steady increase of investment and employment opportunities to support the national economy. In turns, stimulation of other sectors will creat linkages in areas such as manufacturing and agriculture.

Jordan has recognized the importance of tourism for the past two decades. Receipts from tourism sector reached JD.496.10 million in 2001, which means that contribution of tourism to Jordanian GDP IS 7.93 percent and this is below the 1995 figure of 9.69 percent and the figure of 1989 of 13.3 percent. In comparison, the agriculture sector adds only 6 to 7 percent of the GDP of Jordan. Considering the expenditures of Jordanian abroad, which amounted to JD. 297.80 million in the same Year, the balance of tourism remains positive, and tourism is also second source of foreign exchange earning (37 percent) after industrial exports.

The number of direct employees in tourism sector in 2001 was about 22,864 of which 49.5 percent were employed in hotels, the annual rate of the employment in tourism sector in the period of 1987-1997 was 8.5 percent , if we consider the indirect employment, tourism is playing a good and promising role in absorbing the rapidly increasing labor forces.

Tourism is vital economic sector in Jordan, and contributes to a badly needed economic diversification. Furthermore, tourism with its dividend, its contribution to GDP, foreign currency, employment and even to better understanding in the region, should enjoy a high priority in the planning policies of the country.

No single organization runs the tourism sector. Tourism is an economic activity that runs through society involving many different sectors. The tourism sector comes together only loosely, pushed forwards by market forces, control by regulatory framework and govern by general economic conditions. The most important role in this sector is being played by government tourism administration. Government tourism administration is to guide the development of
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the sector through planning, organizing, directing, coordinating and monitoring its various activities. This help the private sector by building up the pieces into the whole. The government tourism administration does not manage in any directing sense but in indirect way. It manage by setting directins, providing support and creating the right conditions. It assists the sector, within the particular political and institutional framework, to worked together and to assist to achieve certain objectives. Management in the private sector relates to management of a particular type of tourism enterprise e.g. a hotel, tour operator, travel agency or tourist attraction. The government tourism administration management of this sector as the whole is central importance to private sector, since it helps to set the conditions in which all tourism development takes place. In this study we have tried to discuss the total management proces of government tourism administration i.e MOTA and how it can be made more effective. The study is divided into six chapters.

In the first chapter, an attempt has been made to highlight the historical background of tourism because any study of tourism is incomplete without a historical perspective. Tourism has a history of both success and failure. For the most part, tourism is a story of rapid change effected by industrial and technological advances but advances in tourism have been spectacular.

Historical stages in tourism such as travel in prehistoric times, travel in Neolithic times, travel in ancient civilization, condition for travel stimuli for air travel, travel in middle ages, travel in the Renaissance, the grand tour, travel motivation, transportation, the first travel agents, emergence of modern mass tourism, leisure time has been briefly discussed in the chapter.

After that we have pinpointed, the survey of literature, objectives of the study, hypothesis, research methodology, framework and the future direction of research.

In the second chapter, an attempt has been made to present the historical background of Jordan, its civilization which first appears prominently in the Bible. Though many periods passed throughout it, such as Amonities, Persian, Nabateens, Romans, Byzantatine, Islam, and Turks. After that we have talked about modern Jordan, a new and dynamic nation which has been forged in less than fifty years,
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Jordan constitutes of various tribes that have migrated to the area over the years. More than 92% of Jordanians are Sunni Muslims, and about 6% are Christians who live mainly in Amman, Madaba, Kerak and Salt. Several small Shi’a and Druze population can also be found in Jordan. Others minorities, the Bedouins, Palestinians and Circassian. This is followed by a quick look on modern Jordan, Jordanian economy, industry, finance and investment, and finally culture and tourism.

In the third chapter, we have discussed tourism in Jordan, there is a lot to offer of special interest of domestic tourism as well as international tourism to Jordan. The MOTA is now building up tourism around Petra in coordination with Aqaba and Wadi Rum. This gives Jordan a resort area, the romance of Arabian desert and these are archaeological gems of Petra. There is also a lot of festivals, in Jordan the famous is Jerash festival in summer which could be of great interest to foreign visitors.

Jordan is also becoming an ideal center for regional conferences. It is very active at overseas trade fairs. Jordan is developing spa facilities, specially around Zarka ma’in, an area of hot springs in the mountain overlooking the Dead Sea. A detailed discussion is there on Jordanian tourism product and tourist destination and the importance of tourism in Jordan.

In the fourth chapter, we have been highlighted the importance of international tourism to Jordan. Of course the highest purpose of tourism is to become better acquainted with people in other countries, because this furthers the understanding and appreciations that builds a better world for all. Travel raises levels of the human experience, recognition, and achievements in many areas of learning, research, and artistic activities.

Tourism is one of Jordan’s major industry, and the sector has tremendous potential for future expansion. Tourists from within the region have traditionally accounted for most of Jordan’s tourism. With the advent of peace, however, the country is poised to begin developing untapped potential for international tourism. We have highlighted Jordan’s international tourism potential, and the most important tourism markets with the aim of promoting Jordan’s touristic products in these markets such as, Europe, United States, Japan and South-Eastern Asia, The Gulf Cooperation Council States (GCC). In the end we have overviewed the
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importance of international tourism problem of growth and development, global forecast, and global forecast for next decade, economic impact of tourism, special benefits of tourism in Jordan and finally the future prospects of tourism in Jordan.

In the fifth chapter we have discussed about planning and management of tourism sector in Jordan. The responsibility of management basically lies with MOTA. All the important seven areas which included management of MOTA itself, regulation and control, research, marketing, product development, human resource development and public awareness are covered in our study. These seven areas when taken together also represent the contents of integrated plan for tourism. After that an analysis has been done regarding the performance and management of tourism sector since 1991. SWOT analysis has also been discussed regarding tourism sector in Jordan.

In the last chapter main problems faced by the industry are discussed in details, deficiencies in the management of this sector are also highlighted. Some of the important stumbling block in the development of industry are that, the tourism law fails to grant MOTA the necessary specific power to carry out its responsibilities. Recognition of the fact as a service industry, the caliber of staff is a major determent of success. Our study shows that 90 percent of the staff working in MOTA is not having any specialized qualification and training in tourism. We 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. Tourism and hospitality industry in Jordan is dominated by small operations, 80 percent of Jordan hospitality business employ less than 10 people. There at least eight different organizations operating at the Petra sanctuary. Inadequate infrastructure is another problem faced by tourist industry. There has been little focus on developing tourism at Wadi Rum while preserving it environmentaly. 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. The archaeological, historical and cultural resources are not fully developed as a tourism product. Spectacular scenery is often neglected or not strongly highlighted as a tourist resource of great appeal. Many sites are currently presented in isolation without much effort to link other attractions and features.
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found nearby. Motels are also available but on a limited scale. Chalets are available in some touristic places. Tourism programs in Jordan usually lack camping activities. There is no internationally recognized museums in Jordan. Shops that sell and display handicrafts product are found in main cities or touristic areas. Few guides are capable of performing their duties efficiently. Basic services in tourism sector are offered by big companies. The Dead Sea area still needs many infrastructure facilities and basic services. Uncontrolled urban growth in Petra...etc. In the end suggestions are being given to improve the performance and management of tourism industry in Jordan. Suggestions are classified into three broad categories, namely, suggestions for improving tourism management in Jordan, specific suggestions for improving tourist product, and general suggestions for tourism development. These suggestions are important for sustainable tourism development in Jordan.

I, hereby, hope that this research will provide those who are interested in tourism management of Jordan a useful and appropriate information. Really, I feel very honor and proud to share and participate in providing modest solutions and suggestions for the sake of management and development of tourism sector in Jordan.