CHAPTER III

JORDAN AND THE TOURISM SECTOR: AN OVERVIEW
CHAPTER - III

Jordan and the Tourism Sector

Geography and history treated Jordan kindly. Mostly, arid, conquered by many, but it is only recently that Jordan has begun to offer a better life to its people. The leaderships of the country are working to develop it. How well they succeed will affect the fortunes of its people. The present chapter studies the tourism sector in Jordan, since this sector is completely related to study, here, the researcher feels to emphasize on it. It is divided into many sections, namely, section one deals with an introduction. The second section studies location of Jordan, land and its population. The third section talks about political structure of present Jordan, while section four presents the ancient history of Jordan. The fifth section gives a clear glance at economy of Jordan. And finally, the discussion is concerned with tourism in Jordan.

3.1 Introduction:
The Hashemite Kingdom of Jordan is a steeped land; it has been home to some of the mankind’s earliest villages settlements and relics of many of the world’s great civilizations still be seen today. As the crossroads of the middleast, the land of Jordan and Palestine have served as strategic nexus connecting the three oldest continents, that are, Africa, Asia and Europe. Thus, since the dawn of civilization, geography of Jordan gave an important role to play as a conduit for trade and communications, connecting east
and west, north and south, and still Jordan continues to play this role today. Because of its centralized location, the land of Jordan is a geographic prize, which has changed hands many times throughout antiquity. Parts of Jordan were included in the dominions of ancient Iraq, including the Sumerian, Akkadian, Babylonian, Assyrian and Mesopotamian Empires. From the west, Pharaonic Egypt extended its power and culture into Jordan, while the nomadic Nabateans built their empire in Jordan after migrating from the south of the Arabian Peninsula. Finally, Jordan was incorporated into the classical civilizations of Greek, Roman and Persian, the relics of which are scattered across the Jordanian landscape. Since the mid-seventh century, the land of Jordan has remained almost continuously in the hands of various Arab and Islamic dynasties.

The second geographical factor that has helped shape and history of Jordan is climate; only northern highlands and the Jordan Valley have received enough rainfall to support its inhabitants. Therefore, these areas have always been more settled by farmers, villagers and townspeople. Most of the urban civilizations of Jordan have been based in these fertile lands. To the south and east, meanwhile, there is very little rainfall and no rivers for irrigation. These desert areas, which comprise the majority of Jordan, have rarely supported large settled population. In some periods, there appears to have been no settled population at all. The lifestyle of the Bedouin inhabitants of these desert lands had remained similar in some respects to that of their Edomite or Nabatean predecessors. The contrast between the pastoral ‘desert’ and agriculturally fertile lands is particularly pronounced in Jordan, and
much of history of the area's can be linked to population shifts between large urban centres and more dispersed, nomadic tribal groups.

3.2 Location, land and population: ¹
The kingdom is located eastern bank of River with 26 km of coastline on the Gulf of Aqaba at the Red Sea and is situated on the southern western of Asia. It borders with Israel and the West Bank in the west, with Syria in the north, with Iraq in the northeast, and with Saudi Arabia in the east and south (See the Map). Jordan falls into two main geographical regions. Eastern Jordan, which encompasses about 92 per cent of the country's land area, is made up of a section (average elevation: 760 m) of the Arabian Plateau that in the northeast includes part of the Syrian Desert. In the western part of the plateau are the Jordanian Highlands, which include Jabal Ramm (1,734 m), Jordan's loftiest point. Extreme western Jordan is made up of a segment of the Great Rift Valley and includes the Jordan River, the Dead Sea, and the Arabah (a dry riverbed).
Amman is the country's capital and largest city. In addition to the capital, important cities include Zarqa, Petra, Irbid, Aqaba, and Salt. Jordan is a land steeped in history with an estimated area of about 89,342 sq km and landscape of 92,300 sq km, 6,198,677 persons inhabit the kingdom. The vast majority of the populations are Arabs. The inhabitants of Jordan are mostly of Arab descent, whereas the inhabitants of East Jordan (many of whom belong to Bedouin tribes) are of predominantly Arab ancestry. There are small minorities of Armenians and Caucasians. Virtually everyone
speaks Arabic, the official language. Many in the higher socio-economic groups also speak English. Over 95 per cent of the people are Muslims; about five per cent are Christians, most of whom are Greek Orthodox.

3.3 Political Structure of Present Jordan: 1-2
Jordan is a constitutional monarchy under the 1952 constitution as amended; the most powerful political and military figure in the country is the king. He appoints a cabinet and assisted by a prime minister who exercises executive power in his name, which is responsible to the bicameral parliament with two legislative houses, which are consisting of a 40-member senate (appointed by the king) and a 110-member house of representatives. The 1989 elections were the first in 22 years, and in 1993 political parties were again permitted to field candidates, resulting in Jordan's first multiparty elections in 37 years, the kingdom is divided into 12 administrative governorates.

The land that became Jordan forms part of the richly historical Fertile Crescent region. Its history began around 2000 B.C., when Semitic Amorites settled around the Jordan River in the area called Canaan. Subsequent invaders and settlers included Hittites, Egyptians, Israelites, Assyrians, Babylonians, Persians, Greeks, Romans, Arab Muslims, Christian Crusaders, Mameluks, Ottoman Turks, and, finally, the British. At the end of World War I, the territory now comprising Israel, Jordan, the West Bank, the Gaza Strip, and Jerusalem was awarded to the United Kingdom by the League of Nations as the mandate called 'Palestine Trans-Jordan'.

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In 1922, the British, with League approval under the terms of the Mandate, partitioned Palestine at the Jordan River and established the semi-autonomous Emirate of Trans-Jordan in those territories to the east. The British installed the Hashemite the late Prince Abdullah (the first) while continuing the administration of separate Palestine and Trans-Jordan (later shortened to "Jordan") under a common British High Commissioner. The mandate over Trans-Jordan ended on 22\textsuperscript{nd} May 1946; on 25\textsuperscript{th} May 1946, the country became the independent Hashemite Kingdom of Trans-Jordan. It ended its special defence treaty relationship with the United Kingdom in 1957.

Trans-Jordan was one of the Arab countries who had opposed to the second partition of Palestine and subsequently the creation of Israel state in May 1948. It participated in the war between the Arab states and the newly founded State of Israel (Arab-Israeli War, 1948). The armistice agreements of April 3, 1949 left Jordan in control of the West Bank and provided that the armistice demarcation lines were without prejudice to future territorial settlements or boundary lines. In 1950, the country was renamed as the Hashemite Kingdom of Jordan that includes those portions of Palestine annexed by the late King Abdullah. While recognizing Jordanian administration over the West Bank, the United States, other Western powers and the United Nations maintained the position that ultimate sovereignty was subject to future agreement.

Jordan signed a mutual defence pact in May 1967 with Egypt, and it participated in the June 1967 war between Israel and the Arab states of Syria, Egypt, and Iraq. During the war, Israel gained
control of the West Bank and all of Jerusalem. In 1988, Jordan renounced all claims to the West Bank but retained an administrative role pending a final settlement, and its 1994 treaty with Israel allowed for a continuing Jordanian role in Muslim holy places in Jerusalem. Government of the United State considers the West Bank to be an occupied by territory Israel and believes that its final status should be determined through direct negotiations among the parties concerned on the basis of United Nations Security Council Resolutions 242 and 338. No fighting occurred along the 1967 Jordan River cease-fire line during the October 1973 Arab-Israeli war, but Jordan sent a brigade to Syria to fight Israeli units on Syrian territory. Jordan did not participate in the Gulf War of 1990-1991. In the year 1991, Jordan agreed, along with Syria, Lebanon, and Palestinian representatives, to participate in direct peace negotiations with Israel sponsored by the United States and Russia. They negotiated an end to hostilities with Israel and signed a declaration to that effect on 25 July 1994 (Washington Declaration). As a result, an Israeli-Jordanian peace treaty was concluded on October 26, 1994. Following the outbreak of Israeli-Palestinian fighting in September 2000, the Jordanian government offered its good offices to both parties. Jordan has since sought to remain at peace with all of its neighbours.

3.4 Ancient History of Jordan: 3-4-5
The region of present-day Jordan roughly corresponds to the biblical lands of Ammon, Bashan, Edom, and Moab. The Seleucids in the fourth cent conquered the area and was part of the Nabatean empire, whose capital was Petra, from the first century B.C to the mid the first century A.D, when it was captured by the
Romans under Pompey. In the period between the sixth and seventh century, it was the scene of considerable fighting between the Byzantine Empire and Persia. In the early seventh century, the Muslim Arabs invaded the region, and after the Crusaders captured Jerusalem in 1099, it became part of the Latin Kingdom of Jerusalem. In the year 1516, the Ottoman Turks gained control of what is now Jordan, and it remained part of the Ottoman Empire until the 20th century.

3.4.1 Paleolithic Period:
During the Paleolithic period (500,000-17,000 BC), the inhabitants of Jordan hunted wild animals and foraged for wild plants, probably following the movement of animals seeking pasture and living near sources of water. The climate during this period was considerably better than today and therefore large areas of modern-day desert were open plains ideal for a hunting and gathering subsistence strategy. Evidence has also been found of Paleolithic inhabitation near a large expanse of water at Azraq. Paleolithic man in Jordan left no evidence of architecture, and no human skeleton from this period has yet been found. However, archaeologists have uncovered tools from this period such as flint and basalt hand-axes, knives and scraping implements. Ancient man also left clues to the nature of his existence beginning in Paleolithic times and continuing through the Neolithic and Chalcolithic eras.

3.4.2 Neolithic Period:
During the Neolithic period (8500-4500 BC), or New Stone Age, three great shifts took place in the land now known as Jordan. First, people settled down to community life in small villages. This
corresponded to the introduction of new food sources—such as cereal agriculture, domesticated peas and lentils, and the newly widespread practice of goat herding—into the diet of Neolithic man. The combination of settled life and "food security" prompted a rise in population, which reached, into the tens of thousands. The second basic shift in settlement patterns was prompted by the changing weather of the eastern desert. The area grew warmer and drier, gradually becoming virtually uninhabitable throughout much of the year. The most significant development of the late Neolithic period, from about 5500-4500 BC, was the making of pottery. Earlier attempts to fashion pottery from plaster have been discovered, but it was during the late Neolithic period that man began to systematically create vessels from clay. It is likely that pottery-making was introduced to the area from craftsmen arriving from the seminal civilizations developing to the northeast, in Mesopotamia.

The largest Neolithic site in Jordan is at Ein Ghazal in Amman. It consists of a large number of buildings, which were divided into three districts. The houses were rectangular with several rooms, and some of them had plastered floors. The stone tower and walls found at Jericho show that defence was a consideration for Neolithic villages, as well. It seems as though Neolithic man practiced ancestor veneration, as archaeologists have unearthed skulls covered with plaster and with bitumen in the eye sockets at sites throughout Jordan (Ein Ghazal and Beidha), Palestine and Syria. Recently, archaeologists finished restoring what may be one of the world's oldest statues. The relic, which was found at Ein Ghazal, is thought to be 8000 years old. The statue is just over
one meter high and is of a woman with huge eyes, skinny arms and carefully depicted toes.

3.4.3 Chalcolithic Period:
During the Chalcolithic period (4500-3200 BC), copper was smelted for the first time. It was put to use in making axes, arrowheads and hooks, although flint tools also continued to be used for a long time. Chalcolithic man relied less on hunting than in Neolithic times, instead focusing more on sheep and goat breeding and the cultivation of wheat, barley, dates, olives and lentils. In the desert areas, the lifestyle was probably very similar to that of modern Bedouins. Tuleitat Ghassul was a large Chalcolithic village in the Jordan Valley. Houses there were built of sun-dried mud bricks with roofs made of wood, reeds and mud. Some dwellings were based on stone foundations and many were planned around large courtyards. The inhabitants of Tuleitat Ghassul used the walls of their houses for artistic or ceremonial purposes, painting bright images of masked men, stars and geometric motifs, perhaps connected with religious beliefs.

3.4.4 The Old Testament Kingdoms of Jordan
The Iron Age (1200-332 BC) saw the development and consolidation of three new kingdoms in Jordan: Edom in the south, Moab in central Jordan, and Ammon in the northern mountain areas. To the north in Syria, the Aramaeans made their capital in Damascus. This period saw a shift in the level of power from individual "city-states" to larger kingdoms. One possible reason for the growth of these local kingdoms was the growing importance of the trade route from Arabia, which carried gold, spices and
precious metals through Amman and Damascus up to northern Syria. The bulk of the Biblical Old Testament took place during this period. There is little archaeological evidence to fully support the Biblical account of the Israelites’ occupation of Palestine. Although archaeologists have demonstrated that certain cities supposedly taken by the Israelites were indeed destroyed during this period, it is equally feasible that they may have been sacked by invading Egyptian armies. It is probable that the “conquest” occurred more gradually than in the Biblical narrative, with the process more akin to waves of ethnic migration than a conventional military campaign.

3.4.5 The Hellenistic Period
Although the influence of Greek culture had been felt in Jordan previously, Alexander the Great’s conquest of the Middle East and Central Asia firmly consolidated the influence of Hellenistic culture. The Greeks founded new cities in Jordan, such as Umm Qais (known as Gadara) and renamed others, such as Amman (renamed from Rabbath-Ammon to Philadelphia) and Jerash (renamed from Garshu to Antioch, and later to Gerasa). Many of the sites built during this period were later redesigned and reconstructed during the Roman, Byzantine and Islamic eras, so only fragments remain from the Hellenistic period. Greek was established as the official language, although Aramaic remained the primary spoken language of ordinary people. Alexander died soon after establishing his empire, and his generals subsequently struggled over control of the Near East for more than two decades. Eventually, the Ptolemies consolidated their power in Egypt and
ruled Jordan from 301-198 BC. The Seleucids, who were based in Syria, ruled Jordan from 198-63 BC.

3.4.6 The Mysterious Nabateans
Before Alexander’s conquest, a thriving new civilization had emerged in southern Jordan. It appears that a nomadic tribe known as the Nabateans began migrating gradually from Arabia during the sixth century BCE. Over time, they abandoned their nomadic ways and settled in a number of places in southern Jordan, the Naqab desert in Palestine, and in northern Arabia. Their capital city was the legendary Petra, Jordan’s most famous tourist attraction. Although Petra was inhabited by the Edomites before the arrival of the Nabateans, the latter carved grandiose buildings, temples and tombs out of solid sandstone rock. They also constructed a wall to fortify the city, although Petra was almost naturally defended by the surrounding sandstone mountains. Building an empire in the arid desert also forced the Nabateans to excel in water conservation. They were highly skilled water engineers, and irrigated their land with an extensive system of dams, canals and reservoirs.

3.5 Economy of Jordan: 6-7-8
Economy of Jordan is based largely on manufacturing and services, which is including tourism sector; exports include phosphate, potash, pharmaceuticals, fruits and vegetables, and fertilizers. In 2003, Jordan had an unemployment rate of almost 14.5 per cent. Poverty and a large foreign debt remained major problems. Less than five per cent of the country's land is arable, and farm output is further limited by the small size of most farms,
inefficient methods of tilling the soil, and inadequate irrigation. The principal crops are wheat, barley, lentils, tomatoes, eggplants, citrus fruits, olives, and grapes. Many Jordanians support themselves by raising sheep, goats, and poultry. Manufactures are largely limited to basic items such as foods, beverages, clothing, construction materials, especially cement, and other consumer goods. Nearly 50 per cent of the country's industry is based in Amman. Numerous artisans make items of leather, wood, and metal. Phosphate rock, fertilizers, and potash are produced in significant quantities. Oil was discovered in 1982, and a small oil industry that includes petroleum refining has been developed. During the 1970s and 80s aid from other Arab countries and remittances from Jordanian workers living abroad were important factors in the country's economy. A slowdown in both sources of income in the 1990s, as well as an influx of refugees, has slowed economic progress.

Jordan's transportation system is limited to a small network of all-weather roads and a narrow-gauge railroad that enters Jordan from Syria and runs through Amman and to Aqaba, the country's only seaport. A modern highway running from Aqaba to Iraq has made trade and transportation more efficient. The annual cost of Jordan's imports usually far exceeds its earnings from exports. The principal imports are crude oil, machinery, transport equipment, foodstuffs, and manufactured goods; the main exports are phosphates, potash, fertilizers, and agricultural products. Jordan's leading trade partners are the European Union nations, Iraq, India, Saudi Arabia, the United States, and Japan.
3.6 Tourism Sector:
Jordan, a land known for its ancient civilization and diverse environment, holy places and deserts, in addition to a huge amalgam of different ethnic and tribal population is extending a sincere open invitation to visitors and tourists. There are many sites, whose history dates back to 2000 BC. Temples, theatres and cafes which are restored and kept in good shape, stand witness to those early civilizations, which once prospered in Jordan and influenced large parts of West Asia and Arab countries. There is countless tourist attraction in Jordan, unmatched anywhere and one of them “Petra” is counted now one of the world’s wonders. There are the ancient civilizations sites, the arena, colourful cultural, ethnic and climatic diversities; the beautiful fauna and flora that include many spices, conservation parks and others, all are great attraction points for tourists, filmmakers and investors. A part from tourists, interested investors who wish to venture in this tourism sector have many alternatives. They can promote the infrastructure by building tourist camps, hotel and villages, establish fishing and diving centres on the red sea free zone Aqaba, provide services along the roads leading the major tourist areas. For filmmakers the scenery may be second to none, and for tourists, it is not only holy but also a paradise on the earth.

3.6.1 Classification of tourism: \(^9\text{-}^{10}\)
Based on the different motives for travel, tourism can be classified into two main categories, namely pleasure (leisure, visiting friends and relatives) and business tourism. Each category contains individuals who share many of the same characteristics and common needs. It is apparent that travel can take place as either
an individual or in-group. The two main categories and what each entails will be stated.

- Pleasure Tourism:
The most common type of tourist activity is pleasure tourism. It encompasses mainly leisure, holidays but also travel for the purpose of health and fitness, sport, religion, education or cultural tourism. Tourists has become better educated and more sophisticated in their life styles and so providers of tourism products have had to become more responsive to their needs, this has led to the development of a wide range of tourism opportunities on offer.

- Business Tourism:
Business tourism is recognized as being of vital economic importance to destinations where business travellers are not influenced by seasonality, since business conducted throughout the year. Business travel is mainly for the purpose of meeting, exhibitions, trade fairs, conferences and incentives travel.

MICE in tourism stand for meeting, incentives, conferences and events. The MICE industry is set to be a catalyst in the growth of business tourism to Jordan and has been acknowledged as one of the country’s major revenue earners.

According to experts, MICE tourism is growing between eight to ten per cent each year and accounted for 90$ billion of revenues generated by the international tourism industry in 1997. Due to a steady increase in the MICE sector of Jordan’s tourist industry, JITOA launched website (www.MICEjordan.com) to link local
tourism stakeholders with their international counterparts to generate business leads. The website is a posting tool, targeting all local tourism stakeholders, allowing tour operators and hoteliers to provide international businessmen and multinational companies by as much information as possible about the MICE services offer to them, to hold their event in Jordan.

3.6.2 TOURISM RESOURCES IN JORDAN: 4-11-12
Tourism resources in Jordan are so diverse although of being located within a small area, these resources can be classified into the following categories:-

- Natural resources, these include area of significant land/sea scapes (Aqaba, Wadi Rum) and reserves spreading in many regions.
- Cultural resources these include mainly archaeological/historical sites, shopping and galleries, event and hand crafts.
- Therapeutic resources, these are composed of the Dead Sea and some locations where waterfall and hot springs are found ancient citadel, towering above the city from jabal al - Qala, a good place to begin.

A brief description of some of these resources and cities are as follows:-

Amman:-
Amman is the capital of Jordan, gracing several fertile hills and valleys. The hills of Amman are an enchanting mixture of ancient and modern. Amman offers many noteworthy historical sites located in the down – town area. The ancient citadel, towering above the city from Jabal al- Qala, is a good place to begin a tour
of the city. It is the site of ancient rabbath-ammon, and excavations here have revealed numerous Roman, Byzantine and early Islamic remains. The Jordan Archaeological Museum is located on citadel hill. This small museum houses an excellent collection of antiquities, several jewellery inscription statuary and coin collections. The Jordan folklore museum is located in the right wing of the Roman Theatre and displays a collection of items showing the traditional life of local people (see some pictures below).

Figure 3.6.2.1 Amman City photo^30
Jerash and around:-

Jerash is one of the Decapolis cities and is considered as one of the most preserved Roman cities, if still keeps many features as its temples, theatres, streets, forums and tombs.

Figure 3.6.2.2 The Roman theatre (Amman) photo.30

Figure 3.6.2.3 Hadrian’s Arch (Jerash) photo.31 Figure 3.6.2.4 the main street of Gerasa (Jerash) photo.31
Um Qais is another Decapolic city in this region, and it is distinguished for its beautiful theatres buildings built of both basalt and limestone for the ottoman village located there.

The Dead Sea and Around:

Dead Sea is distinguished for being the lowest point on the surface of the earth (400M below sea level) and for its extensively salty water, which makes any plant or animal life impossible. The area
of the Dead Sea is warm and sunny all over the year. The Dead Sea is well known for its black mud moreover the water in the Dead Sea contains high levels of natural minerals.

Baptism site also known as Bethany, this is where Jesus entered the Jordan River, and was baptized by John the Baptist (see the picture below).
Aqaba:-

Jordan's aquatic playground, Aqaba offers the clear, warm water of the Red Sea for water sports as diving and snorkelling. It homes a great ecosystem of coral reefs and colourful fish.

Figure 3.6.2.11 Aqaba photos

Petra:-

The most famous tourist site in Jordan, Petra is the ancient capital of the Nabataeans who built their city by carving magnificent building and tombs from the red-sandstones, and it includes many features as the Sip, the Treasury, the Monastery and temples.

Figure 3.6.2.12 The Treasury (Petra) photo
Madaba and Mount Nebo:-

This lively town is home to St. Georg’s Church that houses the Madaba Map, a 6th century Byzantine mosaic map showing ancient Palestine, Egypt, Jerusalem and other holy sites.

Mount Nebo the most revered site in Jordan, the mount is presumed to be the site of Moses’ death and burial place. Mount Nebo offers breath-taking views of the Jordan Valley, Dead Sea and reef tops of Jerusalem and Bethlehem; atop Mount Nebo is a Francis cam church (see the picture) with beautiful fourth and 6th century mosaics.
In nutshell, Jordan is the most peaceful country of Middle East invite tourists with its legendary hospitality. The country offers archaeological ruins, palaces, forts and museums ranging over many centuries and spread over many empires. Jordan also offers many other activities for the tourists. It has one of the best diving spots in the world and many good areas for hiking, climbing and other activities.

3.6.3 The Role of Government in Tourism Development: 13-14

In an attempt to reduce government interference in managing the assets, government established partnership with private sector to fast development of tourism and promote tourism products in both domestic and international market. One of the key policies developed by the government concerns tourist investments and infrastructure development. It encourages the private sector to
undertake the development of hotels, beaches, restaurants, and all other tourism related services in Jordan.

The government is addressing a series of major projects that provide the infrastructure necessary, to sustain this rapidly developing industry. Meanwhile, to attract more tourists, the government has reduced the entrance fees to archaeological sites for non-Jordanian. The Ministry of Finance also introduced a tax refund scheme in 2004, which enables international visitors to reclaim the 16 per cent sales tax on all purchases over JD 50 upon leaving the country. Furthermore, the government of Jordan is "committed" to allocating Four per cent of national tourism receipts for international marketing, product development and human resources development.

Promoting Jordan as a holiday destination, government has great role by undertaking measures to develop, facilitate land and Air travel to the country, implement open sky policy, create tourist offices and visitor information centres in the international Airports to increase awareness and information regarding Jordan, prior to and upon arrival. In fact, government exerts all efforts in developing tourism to attract more flow of visitors to the country and expand the length of stay, which in return is an absolute raise in the country" s economy. As follows some of the main tourism development projects done by the governments:

i. Amman Down Town tourist zone development (financed by Japanese Bank JBIC).
ii. Raghadan Bus Terminal (Financed by Japanese Bank JBIC).


iv. Madaba Dead Sea Parkway (Financed by Japanese Bank JBIC).

v. Infrastructure: Roads, floods protection measures and environmental managements (financed by the World Bank).

vi. Petra entrance development (financed by the World Bank).

vii. Rehabilitation of traditional houses (financed by the World Bank).

viii. The lowest museum on earth.

3.6.4 JORDAN TOURISM BOARD: 12-14-15

The Jordan Tourism Board (JTB) was officially launched in March 1998 as a public-private sector partnership established to utilize marketing strategies to brand, position and promote the Jordan tourism product as the destination of choice in the international markets. The adopted strategies are designed to reflect the true image of the Jordan tourism product; being a cultural, natural, religious, and adventurous, leisure and MICE destination.

As the official body entrusted with promoting Jordan as a tourist destination, JTB produces various publications and promotional materials on Jordan that reaches countries across the world in different languages through all Medias. Hence, to achieve the desired result, JTB plans and executes an integrated program of
international promotional activities which is apart of its marketing strategies. The program includes the active participation in trade fairs, trade workshops, press trips, broachers and multimedia production, and media relations. Furthermore, JTB works hard to raise the kingdom's profile through its branches worldwide that build contact and maintains close relationships with tour operators and travel agents and conduct frequent trips for foreign media to enhance their exposure to the country.

In JTB's continuous efforts to keep up with growing dependency on the internet as a source of information, it has launched anew and advanced website (www.visitjordan.com) which is rich with facts, original photography, maps and broad information that could be of interest to a tourist. The website was designed as a marketing tool to attract and encourage its visitors to come to Jordan. In addition, the website offers the opportunity for new communication lines (On-line integration) between JTB and the tourism sector.

3.6.5 PROMOTIONAL CHANNELS USED BY JTB:
Media includes the travel section of mainstream newspapers, magazines, radio, television and other Medias, which are considered as promotional channels for tourism advertising. Through these Medias, paid public messages sent to customers to describe, praise or inform on a destination. Meanwhile, Public relations are an essential part of the communication mix and should also be an important part of the total marketing plan. It has in tourism important tools such as fairs, exhibitions, sales conferences, familiarization visits of tour-operators, travel agents
and journalists, destination travel films for television and many more which are very effective in promoting tourism abroad\textsuperscript{18}. Jordan Tourism Board uses fairs to present their goods and services to travel trade buyers and consumers. Fairs include leisure tourism and MICE. JTB has established and led marketing and promotional campaigns in international and regional markets, strengthening international co-operation and promoting domestic tourism.

Here follows some of the important work done by the JTB to boost Jordan tourism products abroad:

1. Participation in fairs, road show, incentives, workshops and many more events. Some of them are listed below:

- Expo Galicia- Galicia.
- Granada European Fair.
- ENVIE DE PARTIR- FIGARO.
- BEIN VIELLIR- Paris.
- RAPOLLO- Italy (Specialized in MICE).
- Adventure Travel Show- London.
- Holiday World Experience- Dublin.
- Faces of the Orient- Germany.
- Brussels Travel Expo- Broksel.
- Adventure Travel Conference- USA.
- The Incentive Show- USA.
- Trade Road Show- Canada.
- POSOLSKY DVOR Workshop- Novosibirsk.
2. Advertisement in Newspapers and magazines such as Tagesspiegel Newspaper- Germany, Wind Telegraph Newspaper- UK, Rose Newspaper- Austria.

3. Ads and Advertising campaign on different TV and satellite channels targeting potential visitors from all over the world. For example, CNN channel, MBC satellite channel, LA7 Italian channel.

4. Co-ordinate and host high quality press trips for journalists to Jordan.

5. JTB offices abroad co-operate with tour operators to present the kingdom as a tourism destination.

6. JTB launched a marketing plan for the GCC under the slogan “Marhabakom” (welcome) with the aim of promoting Jordan as a tourist destination in the GCC.

3.7 SOME MAIN INDICATORS OF TOURISM IN JORDAN: 4-16

Regarding the growth and progress of tourism in Jordan, some measurement 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, number of visitors to some main destinations and other indicators that will be discussed in this part.

This section of the chapter is devoted to interpret some descriptive statistical data just to give a glance about the progress of tourism sector in Jordan, which measures mainly the previously mentioned variables for the year 2007, with reference to other past years. The numbers has been taken from the data of the ministry of tourism.
and antiquities and it is not included in the methodology or findings. These measures can be listed as follow:
1. Revenue generated from tourism in Jordan.
2. Number of arrival and packaged tour.
3. Number of facilities and services locators.
4. Employees: Number and characteristics.
5. Accommodation sector in Jordan.

3.7.1 Revenue generated from Tourism in Jordan:

Tourism is the largest global industry, which has been growing to be 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 2006, it is the Kingdom’s largest export sector, its second largest private sector employer, and its 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).

Tourism had generated 1,638.9 millions JD in 2007 as an income, which is 12.2% more than the value of 2006, which was 1,440.8 million JD. About 34,455 jobs were offered as a direct employment by tourism sector in 2007, which is 10.9% more than the jobs offered in 2006 which was 31,063, all these numbers show the importance of tourism to the economy of Jordan.

Jordan’s national Tourism strategy 2004 - 2010 gives all outlines to the steps for doubling the kingdom’s tourist economy by 2020.
using an integrated, value-chain approach involving government facilitation and investment in partnership with the private sector.

There are main objectives stated by Jordan's national tourism strategy 2004 – 2010, these can be listed as follows

- Increase tourism receipts from JD 570 million in 2003 to 1.3 billion (US $ 1.84 billion).
- Increase tourism-supported (direct and indirect) jobs from 40,791 in 2003 to 91,719, thus creating over 51000 jobs.
- Achieve taxation yield to the government of more than JD 453 million (us $ 637 million)

In order to achieve such objectives, the Jordanian government is considering the allocation of four percent of the national tourism receipts in order to enhance the promotion for its tourist destination. Developing them and developing human resources. Meanwhile, there is a great effort to increase the co-operation between both government and private sector to strengthen the industry's institutional and regulatory framework.

All this implication will help in achieving the above mentioned objectives set out in the national tourism strategy.

3.7.2 Number of arrivals and packaged tours:

The number of tourists arrivals in Jordan has reached (6,528,626) tourists, which means a decrease in this indicator with 2.7% if compared to the number of year 2006, which was 6,712,804 tourists. (See appendix- C)
For the arrivals of 2007, about 3,430,960 tourists were overnight visitors while 3,097,666 are considered as same day visitors. According to the records of 2007, most of the overnight visitor and some day visitors were either from Arab countries, Jordanian residing abroad or from European countries. There is an increase in tourism income 12.2%.

From the numbers in (appendix-D), it can be said that some nations tended to increase the length of their stay, for example Europe countries tourists were 643528 individuals in 2006, to become 869117 tourists in 2007, which is 35.1 % increase. The same can be said about American tourists, who had a total of 199120 tourists in 2006, a number that has changed in 2007 to be 208378 tourists, which is increased by 4.6%. An increase is also to be seen regarding the overnight tourists from Asia pacific countries, their number jumped from 115457 tourists in 2006 to 131006 tourists, a difference percentage of 13.5%. A slight decrease can be noticed by the rest of the countries.
3.7.3 **Number of facilities and services location:**

The data of year (2002 – 2007) shows a growth in the number of establishment providing service to tourist, except for a slight change in 2003 and 2007. This part gives a general description for them (see appendix- E), it includes classified and unclassified hotels, travel agencies, tourists restaurant, rental car companies, tourists shops, tourists guides, horses guides, tourists transportation companies, diving centres, water sports, and different transportations means used by tourist. These are explained as follows:

Classified and unclassified hotels have reached 470 hotels in 2007, which is only 1.3 less than the number of 2006 (476 hotels). In 2007, there were 21587 rooms in hotels with 42,140 beds.

An increase can be observed for travel agencies from 441 in 2006 to become 537 in 2007, a change of 21.5%. Tourist restaurants increased from 602 in 2006 to 675 in 2007 a change of 12.1%, where also an increase can be noticed for rental car companies from 207 in 2006 to become 225 in 2007, a percentage of 8.7% increase.

Tourists shop have been flourishing in 2005 and 2006, where in 2005 the number of shops reach 236 from 185 ones and again 274 in 2006, a change of 16.1%. Again an increase in 2007 where, it reached 283.

A noticeable increase in the number of guides working in tourist destinations, from 570 in 2002 to 646 in 2006, where, an increase
in the number from 646 in 2006 to become 686 in 2007. Further more; there is no change in horses guides who were 613 in 2006 and the same in 2007. In 2007, there were 9 diving centres, 3 water sport centres and 80 boats used by tourist.

Regarding transportation, there is a decrease of 1.7% in tourists' cars in 2007 to become 5761 cars; buses had a number of 429 in 2006, which reached a total of 554 buses (29.1% differences).

3.7.4 EMPLOYEES: Number of Characteristics

By looking of the Ministry of Tourism and Antiquities (MOTA) statistical data regarding number of employees in different tourism activity (See appendix-F), it has been found that 34,455 individuals were recorded for the year 2007, which is 10.9% higher than the value taken for 2006, and that is 31,063 individuals.

It appears that a great segment of these employees is under the group of hotels and tourism restaurants. By the end of 2007, about 13193 individuals and 13472 other ones were counted as employees in these two sectors respectively. Travel agencies and rental car offices were to take the second place after hotels and tourism restaurants, travel agencies included 3,408 employees in their staff, while 1417 employees were recorded in rental car offices.

About guides, 686 tourists' guides and 613 horse's guides were recorded in different locations for 2007. Tourist shops had a total
of 556 employees. The least number of employees were actually in diving centres (45 employees) and water sports (120 employees). Local are employed in all of these sectors, which gives a positive aspects in terms of integrating the community in tourism development. In 2007, there were 28508 Jordanian employees and 5947 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 (1240 employees) and tourism restaurants (4557 employees). Non-Jordanian employees have low numbers in some services, this can be noticed in travel agencies (90 employees) rental car offices (16 employees), diving centres (14 employees), water sports (6 employees) and tourist transportation companies (24 employees). Non-Jordanian employees are not found at all in some services, such as in the case of tourist shops, tour guiding and horse guides.

Tourism sector has given grate opportunity for females to work, where, females mainly work at hotels (1080 employees), tourists restaurants (1319 employees), travel agencies (861 employees), rental car offices (26 employees), tourist shops (94 employees), tourist guides (29 employees) and very low numbers in tourist transportation companies, diving centres and water sports.

Thus, all details, which are given in the table, emphasize the improvement of the tourism sector in Jordan where the number of employees is increasing year after another.
3.7.5 Accommodation sector in Jordan:

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.

Appendix-G has shown the number of nights spent in these hotels; these were put in groups according to classification of hotels, location and category weather the clients were residents or non-residents. A comparison between 2006 and 2007 shows a general increase.

This increase applies to the case of classified hotels, except night spent by resident where it shows a slight decrease. In case of hotels apartment, a noticed decrease in number of rooms occupied and night spent by residents. Number of arrivals increased by 1.2%.

Regarding location, there is a general increase in the number of night spent in Amman, Aqaba, Petra, Madaba, Ma'in SPA and the dead sea. A very high increase in Aqaba by 66.3%, Where, Irbid and Jerash registered a decrease by 24% and 11.7% respectively. Number of night spent by category shows an increase of number of night spent in five star, three star, and two star hotels, where a noticed decrease can be seen in four star and one star hotels.

For the number of accommodation types recorded in 2007, classified hotels reached a total of 197 hotels, these were distributed as follow: 23 five stars hotels, 21 four star hotels, 45 three star hotels, 53 two star hotels and 55 one star hotel. Hotel apartments and suits had a total of 133 units; the unclassified
hotels have ended with a total 125, 2 hostels, 1 motel and 9 camping areas. All these accommodations types 470 units with 21,587 rooms (See appendix- H).

According to MOTA, the occupancy rate in the country in 2004 was 45.2% for rooms and 37.2% for beds. An increase took place in both rooms and beds occupancy to reach 48% and 39.4% in 2005, where as in 2006, a sudden decrease in both rooms and beds occupancy touched down to 41.6% for rooms and 33.7% for beds. An increase occurred in 2007 where occupancy reached 47.1% for rooms and 37.3 for beds.

3.7.5.1 Hotels: \(^{17-18-19}\)

Hotels emerged from taverns by the simple expedient of a change in name. By about 1800, the terms ‘Tavern hotels’ and ‘coffee house’ were used to describe the same thing. By the year 1820, ‘Hotel’ became the accepted term to describe a place where people stayed for the night and took their meals on payment. Hotels provide accommodation, meals and refreshments for irregular periods. The dictionaries define Hotel in various ways: ‘a place which supplies board and lodging’, a place for the entertainment of the travellers, and ‘a public building’. The Hotels serves a different purpose than the resort, where, usually hotels located in the city centre which meet all needs of the travelling public for business or leisure reasons. These hotels could be luxury, mid-scale, business, suites, economy, or residential. They offer arrange of accommodation and services.
International Hotels:

International Hotels are the modern hotels seen in main and large cities as well as principal tourist centres. These are considered luxury hotels and are classified according to widely accepted international system of classification. These hotels are placed in various star categories. Categories are ranging from one star to five stars depending on the type of facilities and services provided. In addition to accommodation these hotel provide some other extra facilities, which make the stay of the visitor much more comfortable and interesting.

Five star hotels are the top ranging categories amongst them, *that it offers the highest level of accommodation and service. The prosperities offer a high degree of personal service. Although most five star hotels are large prosperities, sometimes the small independent offers an elegant intimacy that cannot be achieved in the large salting. The hotel locations can vary from the very exclusive location of a sub urban area to the heart of down town. The hotel lobbies are sumptuous, the rooms complete with stylish furnishing any quality lines. The amentias offer include VCRS, CD stereos, garden tubs, or Jacuzzis, in-room video library, heated pool and more. The hotels feather up to three restaurants all which exquisite menus. Room service is usually available twenty-four hours a day. Fitness centres and valet and/or garage parking are typically available. A concierge is also available to assist you.*

Jordan Hotel Association:

Jordan hotel association is a non-profit association representing over 400 hotel (classified & unclassified) throughout Jordan. The
association was formed in 1969 and seeks to promote cooperation and good relation among proprietors of the hospitality industry, in addition to assisting members in maintaining a high standard for their establishments to meet international standards. JHA bring together hoteliers, commercial concerns and all other businesses with an interest in the tourism industry. JHA is a member of the international hotel & restaurant association (IH&RA); The Arab & Tourism Association (AHTA) is the main supporter of the Jordan Tourism Board (JTB) in its activities and projects.

JHA objectives:-

- Protect the hotel industry interests, which is the main pillar of tourism industry in Jordan.
- Setting and monitoring the industry standards.
- Enhance and develop the hotel industry in cooperation with relevant organization bodies, government or privet.
- Gather information compile statistics, prepare studies and research worth related to the hospitality industry.
- Organize local and international conferences and conventions related to the hotel industry.
- Cooperate with similar Arab and international hotel and Restaurant Associations.

Jordan hotels cover the spectrum of quality with hotels in Jordan ranging from 5star hotels, 4star hotels and for the budget traveller three star hotels and below, hotels in Jordan are located mainly in four areas of the country.

Hotels in Amman include international brands and locally products. The Amman hotels are business orientated and are generally all
conveniently located for the business districts and city centre. They are about a thirty-minute taxi ride from Amman’s Queen Alia International Airport, outside of Amman are the Dead Sea hotels, which are located on the lowest point on the plant and are typically resort hotels with a fall spa and range of restaurants. The Dead Sea hotels have a number of award winner spa’s and offer specialist Dead Sea treatments. The most well known are the Moevenpick dead sea resort and the Jordan valley Marriott. The historic city of Petra also has its own Petra hotels. All the hotels are located near or a relatively short drive from the entrance to the Nabatean city.

Figure 3.7.5.1.1 Le Royal hotel photo\textsuperscript{39}
Lastly, Aqaba, which is located on the Red sea, has a couple resort hotels. The Aqaba hotels include the Moevenpick Aqaba hotel and the intercontinental Aqaba hotel. Aqaba is currently
being developed into a leisure resort with golf courses and residential developments as well as additional Aqaba hotels.

**Resort hotels:**

Resort came of age with the advent of rail travel. Increasingly, crowded city dweller had the urge to vacation in locations they found appealing. People find travelling to these locations is a pleasure experience. Resorts usually provide all kinds of pleasure to their guests, but some resort focuses on major things like sporting activities such as golf, fishing or skiing; while others offer family vacations. Now a days resort managers are trying to satisfy different kind of tastes and needs of a visitor who like to have a quiet ambiance, opposite to that young guests who preferred most informal atmosphere. For example, some resorts allow no children in the high season because they would interfere with the guest's quiet ambiance. Other resorts encourage family vacation where they organize program consisting of variety of activities for children in such away that the quiet ambiance to the guests will remain quiet and in the same time, there is a great opportunity for the parents to join their children in their free time.

Resort not like other hotels, many guests travel to resort tends to stay longer than at transient hotels. A high responsibility will be on the manager’s shoulder because guests expect to be pampered. For such reason it is a challenge to the resort managers to attract guests and to turn those guests into repeat business. Resorts have an operating challenge, which concerns seasonality; some resorts either do not operate year-round or have a period of very low
occupancy. Thus, resort managers have to have a unique operating creativity where they can create a good climate through over the year to the guests and obviously increase the occupancy rate in even off seasons.

Jordan is one of the fabulous destinations in the whole world. Where, most of the international hotels and resorts are established. Resorts are spreaded in many areas of the country as mentioned earlier.

3.7.5.2 Hotel services: 21

Hotel services are considered as a combination of mix elements such as accommodation, food and beverage and emotional elements which also divided into two parts: perspective image or the way hotel introduces itself to the existing or potential customers. The second part is the general atmosphere of the hotel. It is very difficult to separate the physical and emotional elements of hotel services where any change in one element affect the other elements.

Hotels are a huge market for goods and services. Mainly providing goods in hotels consist of food & beverage to meet customers' needs. The hotel also can be considered as a wholesale trade where a large quantity of beverage, handicrafts and gifts are sold to customers, yet the main role of hotel is to provide services and not goods such as renting hotel rooms, lounges, swimming pools etc.

As mentioned above hotel services are intangible in nature and important services provided to customers like accommodation,
reception, information, entertainment, conference and party halls, exhibition halls and many other services cannot be promoted without a good and comprehensive marketing program. Thanks to technology, Internet is the perfect media to make the services industry dream comes true where tangibilizing of services is no more a big headache for any service company.

**Services:**

Definition of services according to Philip Kotler, services is an action or an activity which can be offered by a party to another party, which is basically intangible and cannot affect any ownership. In addition, Philip Kotler and Armstrong (1996) explains definition of services as an activity or an advantage which is given by one party to another party which basically intangible and cannot affect any ownership.

The important characteristic of service is that, it is produced and consumed at the same time. Therefore, customer’s satisfaction on service depends on interaction process which can be done through different channels with the help of IMC tools.

Marketing communication forms a key aspect of the delivery of tourism and hospitality services. This sector is heavily dependent on marketing because of the industries special characteristics as services. However, marketing communications is a great deal more than simply about advertising.
In the context of the marketing literature, tourism and hospitality fall into the field of services marketing. Tourism and hospitality share many important services marketing characteristics which have an impact on the ways in which they are marketed to potential consumers. This is important because marketing communications for this sector is affected by these particular features. ibid

The service has several characteristics, which are intangibility, inseparability, heterogeneity and perishability. Here after a definition of each characteristic at glance.

Characteristics of services:
Fundamentally services differ from products in term of how they are produced, consumed, and evaluated. Some of the key characteristics unique to service are:

Intangibility:
Service such as tourism can be described as intangible. The intangible nature of services also presents a problem for customers. When buying a product, the customer is not able to see it, feel it and test its performance before purchase. This increases the complexity for potential tourists of acquiring product knowledge in advance of purchase, as its possible with tangible product. For a service, however, the customer must rely on the reputation of the service firm.
Inseparability:
In the case of manufacturing industry, products are manufactured, sold and then consumed over a number of years, unlike tourism offerings which are sold first and then produced and consumed simultaneously. Inseparability is taken to reflect the simultaneous delivery and consumption of services and it is believed to enable consumers to affect or shape the performance and quality of the service.

Perishability:
A service is a perishable commodity. Consider an unoccupied hospital or hotel room in each case, a lost opportunity has occurred it is lost forever when not used. Services can not be stored and carried forward to a future time period.

Heterogeneity:
Services especially those with high labour content are heterogeneous. Their performance often varies from producer to producer, customer to customer and from day to day. The quality of interactions that reception employee in a hotel, flight attendant have with customer can rarely be standardized to ensure uniformity the way quality of goods produced in a manufacturing plant can.

3.8 Distribution channels of service (intermediaries) and the internet:
A distribution system uses a variety of channels/intermediaries to not only raise product/service profile but also extend the points of sale, so that purchases can be made in locations other than the
actual point of operation. An efficient product/service distribution strategy should facilitate product sales in advance of their actual use. This is significant if your target audiences include international visitors travelling on a structured prepaid itinerary; or domestic travellers who prefer to confirm their itineraries prior to travel.

Distribution channels are dependent on target markets. Your options may include working with intermediaries like wholesalers; or more simply, using promotional material to not only spread the word about your product/service but to serve as a sales tool. Bear in mind that as you grow, the use of intermediaries as opposed to direct sales between you and your customers.

Distribution channels defined as "a set of independent organizations (intermediaries) involved in the process of making a product or service available for use or consumption by the consumer or business user." 25

An intermediary is an economic agent who helps a supplier/seller and a buyer/consumer to meet and to carry out a particular transaction, either by buying to the supplier in order to resell to the purchaser, or by simply helping these two protagonists to find each other. The use of intermediaries results from their greater efficiency in making goods available to target markets and also offer the firm more than it can achieve on its own through the intermediaries contact, experience and specialization.

Intermediaries typically perform three main functions. First, they adjust the discrepancy of assortment through the process of sorting, accumulation, allocation and assorting. Second they
minimize distribution costs through routinising and standardizing transactions, which makes the exchange more efficient and effective. Finally, intermediaries facilitate the searching process of both buyers and sellers by structuring the information essential for both parties. 43

With the development of ICT and more specifically the Internet, the traditional intermediary enters reluctantly in direct competition with decentralized electronic exchanges where consumers and producers meet in order to negotiate directly the final prices and the transaction terms. Internet is thus perceived as a virtual means that establishes direct relations between suppliers and consumers which may affect intermediaries.26

Information and communication technologies are of special value in the tourism sector due to the widespread use of traditional distribution channels involving relationships between the lodging industry and the tour operators and travel agencies that may improve with the information and communication technologies use.26 Its use may also improve the relationships of the lodging industry with the remaining external agents such as public administration or final consumers.

The Internet offers tourism operators and hotels an additional way to promote their product/service, provide information to potential tourists and sell their product/service.
Tour Operators: \textsuperscript{10\textordmasculine}-27-28

Tour operator functions as intermediaries in the tourism distribution system linking producers and consumer to each other. The term intermediaries can be defined as any dealer who acts as a link in the chain of distribution between the company and its customers. In the tourism industry, travel agents and tour operators are considered the intermediaries. Their main task is to bring buyers, sellers in the field together, reduce transaction, and supply/ownership costs between buyer and seller.

Tour operators handle the details of foreign travel, for example, air ticket purchase, accommodation arrangements etc. Tour operator is known as a company or person that purchases the different items that make up an inclusive holiday in bulk, combines them together to produce package holidays and the sells the final products to the public directly or through travel agencies. The price of the package is usually lower than when the customer would have purchased the individual components directly from the supplier. In chain of distribution, tour operator can therefore be seen as the wholesaler of the travel industry, buying from its principles and reselling through its retailers, the travel agencies.

There is often confusion about the difference between tour operators and travel agents. The difference can brief be explained by referring to tour operators as wholesalers in the tourism distribution channel and to travel agents as travel retailers. The tour operators considered as wholesale businesses in the travel market and the travel agencies provide a retail service. Usually, a wholesaler does not sell products to the general public where the
package vacations will be assembled and offered to retail travel agents to sell it to the public, but some packages are sold to public who wish to travel independently.

The ability of tour operators create a package and offer it to customers directly or indirectly, at prices generally lower than would normally be available to individuals, provides travel economy.

One of the first organizers of tours has been Thomas cook, who is an entrepreneur in tourism, pointed the way towards the industrialization of tourism. By packaging the tourist experience, that is offering a combination of accommodation, transportation and entertainment pre-booked at one fee per person, he recognized the complexity of assembling the diverse components of tourism, which include accommodation, transport, meals and excursions. To ensure that tourism components are put together in a structured fashion, tour operators evolved to do just that.

In short, tour operators play an important role in the marketing and selling off a tourist product, their work is to purchase separate elements of transport, accommodation and other services and putting them together in one package for subsequent sale to travel agents or customers directly.

**Jordan Inbound Tour Operators Association (JITOA):**

For the purpose of raising the standards of practice in inbound tourism to Jordan, there was a need to establish an association to satisfy the need, therefore, in 2003 JITOA came to existence. JITOA was set up also to enhance the professionalism and
profitability of its members through effective representation in industry and government affairs, education and training, and by identifying and meeting the needs of inbound tourism. In cooperation of the Ministry of Tourism and Antiquities, the Jordan Tourism Board and major tourism stakeholders, it was created to empower this important segment of the industry and assist inbound tour operators in their role as leaders in the promotion of Jordan.

JITOAs members are seasoned tourism practitioners with solid track records in building successful businesses in the Jordanian private sector. JITOAs established to help members enhance credibility and recognition in the international marketplace and improve the quality of Jordans tourist services, which enables the local economy to grow through increased receipts and hard currency.
3.9 Medical Health care:  
Health services in Jordan are provided through complex amalgam providers. The main sector is accounted for by public sector, which includes the Ministry of Health, The Royal Medical services and the two university Hospitals. (JUH and KAH). Network of health centres, hospital distributed by MOH throughout the country, which provides primary, secondary and Tertiary services. Ministry of health runs 29 hospitals distributed in every part of the country. The second important sector in providing health care is the private sector, which provides also the same facilities provided by the public sector. The private sectors has 54 hospitals, the majority of the hospitals as well as private clinics are located in the capital. Furthermore, there are 23 primary health care provided by UNRWA to the Palestinian refugees.

Jordan’s health care system has gained good reputation that is because of the country’s high quality medical infrastructure and supporting medical skills. Due to the high quality of medical services provided, a huge number of Arab Patients has targeted Jordan and due to that in 1998, the ministry of health established an office at Queen Alia Airport to facilitate the entry of foreign patients.
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