
CHAPTER - 3

TOURISM RESOURCES, SERVICES AND ORGANIZATIONAL FACILITIES IN JORDAN

3.A RESOURCES

3.A.1 Introduction

Identification of tourism resources and their potential is an essential step in defining marketable tourism in both region and world markets. The abundance of tourism resources in Jordan is a guarantee of the promising opportunities that lie in the development of highly attractive tourism products. The concept of the business product covers a wide range of historical, cultural, natural and recreational activities. It also includes special type of attraction and activities that are at times created artificially and on temporary basis. In the case of Jordan, the iconic nature of its major heritage and natural landscape products to a great extent have established strong images and attractions. They are not doubt potential motivators for key growth segments.¹

A comprehensive survey carried out by Japan International Corporation Agency (JICA) revealed 45% of tourists indicated that their visits to Jordan were oriented towards historical and archaeological sites. Religious visits were listed by about 21%. According to survey about 18% of tourists go to Jordan for scenic attraction, recreational, and beach activities; health spas and therapeutic aims and interests by about 13%.

According to survey historical and archaeological places are the most attractive sites of attraction, followed by Religious and scenic attraction and other reasons. It may be said that historical, archaeological, religious and scenic attractions are the key tourism attractions in Jordan. These tourism attractions may be considered as the key pillars in Jordan tourism industry:²

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1. Abdul Elah Abu Ayash, "*Tourism in Jordan*", *Economic and Social Commission for Western Asia*, p.48. United Nations, (New York, 2001)
 2. Marjorie Kelly, "*Jordan: Potential Tourism Development*", *Annals of Tourism Research*, Vol.25. No.4, pp.904-905. (Britain, 1998)

KEY TOURISM ATTRACTION IN JORDAN

Historical and Archaeological

- Sites include remains from the Greek, Nabatean, Roman, and Byzantine as well as Islamic civilization.
- Over 186,000 registered sites and monuments are located in Jordan. (Maps: 2.07, 2.42, 2.43 and 2.45)

Religions

- Land around the *Jordan River valley* (Map: 2.28) and the *Dead Sea* plain is revered by Muslims, Christians and Jewish.
- Numerous sites in Jordan are home to major events in the history of the three religions. (Maps: 2.05 to 2.09, 2.48, 2.49, 2.51 and 2.54)

Scenic attraction, recreational

- Varied landscapes including vast stretches of deserts and Wadies (*Valleys*), mountains, pine and oak forests as well as sub-tropical landscapes,
- Unique environment of *Dead Sea*,
- Unspoilt *Red Sea* coast live with coral reefs and rich fauna.

The heart and roots of the people of Jordan are in its natural landscapes. They are dominant, stable and enduring in a changing world. (Maps: 2.55 to 2.57)

Hospitality in Jordan is a matter of great importance. Visitors are made to feel very comfortable wherever they go in Jordan. People of Jordan are helpful and courteous and always happy to act as hosts and guides. Like all Arab cultures in the region, Islam plays an important role in society. The most safety conscious traveller will be aware of the

genuine and friendly welcome, safe and clean streets everywhere in Jordan because of the very strict preventive measures designed by the government, and awareness of the public, crime rate is very low by international standard.

3.A.2 Socio-Cultural Mosaic

Socio-cultural mosaic of the country is the most essential and paramount resource of the tourist attraction. Its impacts on tourism industry are far reaching. Socio-cultural mosaic, in fact, stimulates the tourist flow by creating interests of the tourists in local social customs and cultural values. Socio-cultural mosaic contains several related elements, all of which may contribute to the tourist attractiveness of a destination. Tourism in Jordan has developed on the basis of the rich cultural and religious heritage. The archaeological sites in Jordan have constituted the attractions for foreigners for decades. However, these sites clearly have finite carrying capacities. The tourist authorities in Jordan strictly limit the expansion of new hotel in the ancient hidden city of *Petra* because of concerns that consequent large increases in tourist numbers will cause irreparable damage to the antiquities.

Jordan is a country of many cultures living in harmony. The majority of the people are Arabic-speaking. There are various dialects with local inflections and accounts. The *Qaysi-Yemeni* dichotomy – a pre-Islamic split that was introduced to the area with the Arab conquests and that cut across religious and ecological lives – was at one time an important broad social division. Both Muslim and Christian in Jordan considered themselves descendants of the north Arabian *Qaysi* tribes or of the south Arabian *Yemeni* tribes. Ethnically, the people of Jordan are similar to the desert people of Syria and Saudi Arabia, while the Palestinians of *Jordan valley* and the West Bank are ethnically different, often being a little taller and more heavily built. It has been suggested that they may have been descendants of the Canaanites. The vast majority, over 90 percent, of the people are *sunni*

Muslim, and a small percentage, approximately 5 percent are Christian. Of the total Muslim population some 60 percent are Palestinian refugees who migrated to Jordan following the 1948 and 1967 war against Israel and the 1991 Gulf War.

Muslim in Jordan are extremely *Sunni* with small percentage of *Ismaili Shia's* offshoot called *Druze*.

The Non-Arab Muslims are *Shishan* (Chechen) and *cherkess* (Circassian), all of them are *sunni* Muslims.

Among Christian, Greek orthodox and catholic form the majority. They tend to live in *Amman, Karak, Madaba, Salt, Irbid*, and *Aqaba*, and their Liturgical language are Arabic and small portion in Greek.

The majority of Arab Christians are orthodox rite. Catholic are divided into two denominations western Catholic (Latin) and Eastern Catholic like Malachite and Syrian Catholic. There are several protestant denominations representing relatively recently formed communities whose converts came almost entirely from other Christian sects.

Most Non-Arab Christians are Armenians they divided into two denominations Orthodox Church and Catholic Church.

The Non-Arab the ethnic groups in Jordan are *cherkess* (Circassian) and *Shishan*, who are descended from 19th century immigrants from Russia,

Armenians descended from 20th Century from Armenia.

The *Bedouin* (Nomads) and the *Fellaheen* (farmers) are the backbone of the Jordan society, enriching it with their special customs and foods. City life and rural life are still far apart, but the people are so much alike, the common thread being the strong family unit.

The farmer *Fellaheen* are the village dwellers who live in farming communities cultivating a combination of fruit, olive trees field crops and vineyards. In addition they also depend on livestock and poultry. The *Bedouins* people are the original desert inhabitants whose economies depend on livestock and seasonal cultivation. They move along with their herds and stock from one area to another in search of green pasture so as to avoid seasonal climatic extremes. Most of Jordan's *Bedouin* live in the vast wasteland that extends east from the Desert Highway. All throughout the south and east of the country, their communities are marked by characteristic black goat-hair tents. These are known as *beit al-sha'ar* or "house of hair". Bedouin continue to wear the traditional Bedouin robe known as a *thop*, as well as dagger-symbol of a man's dignity and their women tend to dress in more colourful grab and rarely veil their tattooed faces. Many of them have now settled and the number of nomadic *Bedouins* is decreasing. Many are now semi-nomadic, with a fixed base where much of the tribe stays, while only a small group, usually the young men, go off into the desert with the camels in search of grazing. (Plates: 3.00-a to 3.00-f)

The true nomadic life in desert is full of adventure and gradually becoming the source of adventure tourism. The truly nomadic *Bedouins*, however, will break camp soon after dawn with a herd of say 60 camels, four of which are used to carry the baggage and belongings. They will travel approximately 20km before setting up camp again in the evening. It is normal to stay at the encampment a few days, moving on once the grazing around it has expired.

Camel Treks is one of the fastest developing adventurous tourism activities in the desert. Treks are organized offering the adventurous traveller 3-5 days on camel back through trackless mountain desert. They are led by colourfully dressed members of the Desert Camel Corps, with their red *Koffiyeh*, or *Shma'gh* (scarf like headdress) red lined capes and Arab daggers. Treks begin and end at *Quweira* on the Desert Highway. Travel during the day is rugged, but

trucks precede the caravans to set up overnight camps, with tents, beds, water, showers and toilets, hearty meals are served. These unique treks into Arabia Deserts are operated to the fascinating region of *Wadi Rum* in the South of Jordan.

Most social aspects of life were inherent in Arab culture long before Islam. So city was composed of relatively independent tribes sub divided into separate clans and families. Islam served to wed religious Laws with the existing tribal structure. City life only modified this traditional system. Despite many changes are taking place in customs, life in Jordan still centres around the family. The society is patriarchal and families often live together or in adjoining housing units. This perpetuates such customs and practices as arranged marriages, marriage between cousins and the extended family sharing all aspects of daily life.

In Jordan family is central to the function of the society. As a result importance of family or home is always enjoys a prominent place in all cultural activities. Home is the epitome of Arab hospitality and entertainment.

Mansaf is the national dish of Jordan. It is food of the *Bedouins*, and is the traditional meal served on special occasions. It is prepared from rice and mixed with chunks of boiled lamb. Huge mounds of cooked rice are arranged in a circular tray and tailed lamb pieces are arranged closely together over the mound of rice in such a way that rice is barely seen. At the top of the mound cooked lamb's head is placed which is the delicacy of the dish. Sprinkled over all this will be chopped meat, pine nuts, and blanched almonds. A huge container of specially prepared yoghurt sauce will be placed nearby and ladled over the rice mound as dinner starts. *Karak* city is widely accepted as the capital of Jordan's National dish *Mansaf* especially with dry yoghurt *Jameed Karaki*. Two more traditional dishes are *Makloub* and *Musakhan*. *Makloub* is a rice dish cooked with meat or chicken,

cauliflower or eggplant, and is full of the flavour of local spices and herbs. *Musakhan* is boiled chicken smothered in highly browned chopped onion, olive oil and Sumac and is served on a several loaf of flat bread called *khuboz* or *Shraak*. There is also Roasted Meat Sandwich *Shawerma*, *Mazza* or appetizers etc. There are endless food treats in Jordan.

The serving of coffee (*Kahwa*) is a great ritual. There are two main types of local coffee, Turkish and Arabic. Turkish coffee is offered many times a day and traditionally signals the end of a visit to an Arab home. It is served in an espresso size cup and is sweet in taste. Arabic type coffee is bitter in taste, flavoured with cardamom, served at times of feasts, celebrations, and mourning. This coffee involves its own ritual, being poured from a brass coffee pot into small handle less cups which are offered from a stack. Sheep and goats milk is an essential part of the diet, and the women make butter and cheese from it, curdled in a sheep and goats leather bag. Meat is generally eaten on special occasion like wedding and feast days. Families lived on a diet of yoghurt and butter, *houmous* (chick peas), Figs, tomatoes, bread and meat.

There are basically two types of occasions for visiting family and friends, religious holidays and social- events. A religious holiday is called *Eid* or feast. Sweets and coffee or a meal are offered on the occasion of *Eid* or feast. It is celebrated with exchange of visits and special sweets are often made for each particular feast and are eagerly anticipated each year. Special dishes namely *Qatayif*, *Ma'moul* and *Ka'kbi-ajway* are prepared during Muslim and Christian feasts. *Qatayif*, a pancake turnover stuffed with chopped, special walnuts or sweet cheese and smothered in syrup is especially made during the month of Ramadan and adds to the festive mood. 'Ma'moul,' little tea cakes made with semolina flour, stuffed with chopped walnuts and covered with powdered sugar. 'Ka'kbi-ajway', small doughnut shaped cookies

stuffed with dates are always served during Muslim and Christian feasts.

Social events in Jordan are celebrated with usual customs and traditions. Graduation, engagements, weddings, births and achievements are considered as the aspects of a true social event. Graduations are cause for great celebration because Jordanians place education at the top of their list of important achievements. A gift for the graduate is definitely acceptable; however, one is seldom given for an engagement. Engagement parties officially signal the right of the couple to date and get to know one another. Gift is not necessary or expected during wedding party, it is given later to couple in their new home. Baby gifts are given to child at the time of visit at home. At any of these social events one may experience the traditional custom of public separation of men and women into two areas where the music, food and merriment fill each place simultaneously. (Plates: 3.00-g to 3.00-n)

Jordan is a Muslim- country and during fast '*Ramadan*' the devout observe total abstinence from sunrise to sunset. Many restaurants do not serve food before the evening meal *Iftar*. Muslim does not drink beer or liquor neither do they eat foods prepared with wines or neither spirit nor even medicines with an alcoholic base are taken. Pork is prohibited in Islam.

Islam is the predominant religion in Jordan. A monotheistic religion, Islam's holy book is the *Quran*, and Friday is its Sabbath day. Every day, five times a day, Muslims are called to prayers from the *minarets* of mosques (*masjid*). Islam derives from the same monotheistic roots as Judaism and Christianity, and Muslims generally regard Christians and Jews with respect. In Islam, Jesus (PBUH) is regarded as one of the prophets of *Allah*, and Jews and Christians are considered fellow (*Ahle Al-Kitab*) "people of the Book". *Mohammad* (PBUH) was the last prophet, and it was to him (PBUH) that *Allah*

dictated the Holy *Quran*. Most people of the Jordan are Muslims, including the non-Arab Circassian, belong to the *Sunni* sect of Islam. The circassian- as well as the other Jordanian minority, the Chechens – were originally from the Caucasus area of Russia.

Life in the desert without a camel is inconceivable. They enter every aspect of daily life. Enormous care is taken of the camels. *Ata'Allah* (the gift of God) is how they often referred to. A medieval Arabic proverb runs: 'Better than beauty is a camel'. Hunting with hawks continues to be a favourite sport, though hawks are becoming scares and therefore more expensive. The female hawk is generally preferred as it is easier to train. The people of Jordan are an innately helpful and friendly people and enjoy having guests and visitors in their homes and in their country.

3.A.3 Festivals and Cultural Events

Festivals and cultural events are the most important sources of tourism and attract many visitors to the country. These events provide significant cultural sporting and recreational opportunities for locals and help in boosting tourism. Realizing the importance of art and culture, Jordan offers a variety of cultural, folkloric, and pop festivals and other events around the year. One of the most important annual festivals is the *Jerash Festival* (was replaced by *Jordan Festival* in 2008) for culture and Arts, founded in 1981 by her Majesty Queen *Noor Al Hussein* to promote the culture of Jordan, Arab and international culture and artistic interaction *Jerash Festival*. The festival showcases a wide array of signers, musical and folklore troupes, poetry's, symphony, orchestras, ballet companies, and Shakespearean and other theatres. It also includes handicrafts and is shows. In 2002, UNESCO designated *Amman* as the 2002 Arab Cultural Capital. The Greater *Amman* Municipality created King *Hussein* cultural centre to enhance cultural awareness and create an appropriate environment for international intellectual interaction and

for fostering creativity. In 2000, the *Souk Ukaz* (Ukas Bazaar) festival was established under the patronage of Her Majesty Queen *Rania Al Abdullah*. This festival is an international cultural market and art exhibition in the form of a *Souk*. (Plates: 3.01-a to 3.01-c)

3.A.4 Sports and Adventures

The sports travel market consists of two distinct components. One is travel for active participation in a sport or event, the other is travel to view an event. Jordan currently has a number of sites and activities that cater to the sports tourist. *Amman*, *Aqaba* and wildlife Reserve are important destinations in Jordan for sport activities. *Amman* offer golf, *Aqaba* offers scuba diving, and the *Mujib* wildlife Reserve offers mountain biking. Jordan hosts the annual *Dead Sea* ultra Marathon, as well as the Jordan International Rally, a desert onto race. The 2004 world championships for fencing and snooker were held in *Aqaba*. This segment has space to grow in Jordan with respect to both the passive (viewers) market and the active participants market. Jordan's relative stability provides excellent venues for sporting events in the underutilized west Asian market.

Aqaba retains its charms and attributes as a city where one can relax in the constant sunshine on quiet beaches, or indulge in exhilarating sea sports ringed by a chain of purple mountains and groves of palm trees. Marine recreation activities are avoidable at *Aqaba* beach: water skiing, snorkelling, diving, glass boating etc.

Two diving centres at *Aqaba* viz. (i) the Aquamarine Club and (ii) the *Aqaba* Diving Centre, offer two dives daily six days per week. Snorkelling, with equipment and transport, costs about \$ 7 per hour. The clarity of water at *Aqaba* makes under water photography a particularly exciting and rewarding experience. For those who want to see and enjoy *Aqaba's* under water treasures without dive or snorkels, the glass – bottomed boats are the perfect means. There are special

facilities for swimmer and snorkelers at *Aqaba's* beach. Paddle boats are also stationed at the hotels, and can be hired for \$ 5.5 per hours. All the hotels can arrange water sports facilities upon request. Wind surfing rent for \$ 7 per hour, \$ 27 per day, \$ 15 for two hour with an instructor. Water skiing is available at \$ 7 for a ten minutes circuit around the head of Gulf and at \$ 14 with an instructor. Small fishing boats can be hired for \$ 12 per hour, while larger charter boats are available for full day fishing or cruising trips for about \$ 265. (Plates: 3.02-a to 3.02-x)

3.A.5 Filming and Photography

Filming and photography present tremendous opportunities in creating interest for visitors at tourist's destination. These are progressive industries that are always in search of new places and creative ideas. They can produce a huge positive impact on the tourism industry by helping to position and market the country. In July 2003 the Royal Film Commission of Jordan was established with the goal of helping professionals and institutions working within the realm of physical or digital production, international institutions promoting intercultural global understanding through audiovisual arts, young artists and aspiring filmmakers. The commission aims to provide a one-stop source of information for the global production community of all types of productions in Jordan, including features, documentaries, animation, 3D-designs, photo-shots, independents and others. The commission also promotes cross cultural interaction and global understanding by supporting the development of a Jordanian film industry, as well as encouraging foreign productions to film in the kingdom. Jordan has a wide variety of landscapes and weather as well as infrastructure, well trained and educated individuals, and state of the art technologies. It also offers unique historical and cultural attractions that can be of use in themed films, documentaries, or digital media productions. Apart from many local and regional movies and series produced in Jordan, ten international films were produced in Jordan since the 1960s, of which best known are probably "Lawrence of

Arabia” in 1962, “Indiana Jones and the Last Crusades” in 1989, “Son of the Pink Panther” in 1993, and “The Mummy Returns” in 2001. Jordan has also been featured in numerous documentaries and advertisements. (Plates: 3.03-a and 3.03-b)

3.A.6 Music and Dance

Traditional Jordanian folk music encompasses all aspects of life, ranging from the ordinary, such as songs that accompany the grinding of coffee beans, to special occasions, such as songs that mark births or weddings. The traditional dance of Jordan is the *Dabkeh* (also transliterated from the Arabic as *debke* and *dabkeh*) is the traditional folk dance of the Levant, going back generations in the Middle East. It can be danced by men, women, or both, with different steps and rhythms. *Dabkeh* is a dance of community, often performed at weddings and other joyous occasions. Like other folk dances of Turkey, Greece, Armenia, and Eastern Europe, *dabkeh* is a line dance, similar to the *hora* and *Ashkenazic freilekhs*.

However, it is also a dance of solidarity and a way of expressing nationalism and the age-old presence of art and culture in a positive way. The *dabkeh* leader is supposed to be like a tree, with arms in the air, a proud and upright trunk, and feet that stomp the ground in rhythm, emphasizing their connection to their land. Its meaning in Arabic is "stomping of the feet," and stomping, as well as jumping and kicking, are moves that characterize the *dabkeh* in a unique manner. The leader, is allowed to improvise on the type of *dabkeh* being danced, and he or she would also be twirling a handkerchief or string of beads known as a *masbha*, while the rest of the dancers keep the rhythm. The *Bedouins* have special dance called the *Sahjeh*, which represents heroic stories of the past. With *Bedouins* headdresses *Aqal* and *Koffiyeh* or *shmagh* and perform the traditional villages dances – the *Dabkah*, *Samar*, *Jofieh* and *Dahieh* – to the music of the lute “*Ou’d*” and flute (which it has many Arabic names like *Naay* and

Shabbabah). And *tablah* (Drum) also the *Bedouins* have musical string instrument called (*Rababah*). The music institute, the National Music Conservatory and several private music institutions teach and train musicians. Radio Jordan has a musical orchestra. Numerous private groups perform both eastern and western style music. Two groups who regularly perform traditional Jordanian dance on an international scale are the Royal Folklore Troupe and the *fuhaes* Groups for revival of heritage. Musical awareness and interest among people of Jordan is increasing. In 2003 approximately 256 musical centres big and small were held in Jordan. This attests the growing popularity of musical concerts in Jordan. There is not much sign of traditional Arabic music in Jordan, but one will find an interesting hybrid off Arab-style singers backed up by orchestras of western and traditional instruments everywhere. The *Bedouins* are still hanging on to their musical traditions, with groups of men singing trance-like chants to accompany a lone belly dancer. (Plates: 3.04-a to 3.04-c)

3.A.7 Painting and Sculpture

Individual efforts at painting and sculpture have long existed in Jordan, but the first organised exhibition of contemporary the art of Jordan was held in the early 1950s. Soon after, a Jordan Art Association and a Sculpture Association were formed, followed by the establishment of the Royal Society of Fine Arts. The aim of Royal Society of Fine Arts was to promote Jordanian contemporary art, arrange cultural exchanges with artists of other countries and support young Jordanian artists. There are three categories of artists in Jordan, (i) An older generation of artists comprising people born after World War I.

(ii) Artists who travelled abroad and were influenced by western art movements.

(iii) A growing group of artists of all ages searching for a cultural, identity, each using different media, styles and techniques. Today Jordan has six permanent art galleries. Of these Jordan National Gallery of Fine Arts is the most significant and contains good collections of painting and sculpture. The art galleries organized host exhibition of painting and sculpture regularly and in 2003 about 368 arts exhibitions were held in various cities of Jordan. Islamic styled calligraphy is most popular in Jordan, and practiced and taught throughout the country.³ (Plates: 3.05-a to 3.05-f)

3.A.8 Architecture

Architecture is predominant visual art in the Arab world, partly because Islam forbids the depiction of living things. Throughout Jordan spectacular mosques, ancient ruins from the Roman Empire and earlier and magnificent mosaics exist. The *Qasr Amra* is notable for its frescoes, one of which shows a nude woman bathing – an unusual art from this part of the world. The *Quran* is one of the finest examples of classical Arabic writing, while the *Al-Muallaqat* is an even older collection of Arab poetry. One of the best known works of Arab literature is A thousand and one Nights (*Alf Layla wa Layla*) a collection of tales from several centuries and countries. *Bedouins* art works include silver jewellery, colourful textiles and a wide range of knives. (Plates: 3.06-a and 3.06-b)

3.A.9 Museums

Museums in Jordan are usually places where some antiquities and folklore products can be sold and some of the museums in Jordan display archaeological or folklore artefacts. Hence, there is no an internationally recognized museum in Jordan. It has potential to maintain a national museum. There are, in fact, many historical and archaeological sites which are good to accommodate a national

3. Ministry of Tourism, *Jordan National Tourism Strategy*, (Amman, 2004-2010), p.31.

museum. There are about Twenty one museums in many places in Jordan, but they all lack the required basic services, efficient display techniques, and the qualified staff. Improvement in these areas is essential to meet the expectations of visitors.

The rich heritage of Jordan's past civilisations and the variety of its contemporary culture can both be appreciated by visiting the museums and craft centres of *Amman*. Following are the important museums located in *Amman*.

- (i) The *Amman* Archaeological Museum, which is small, but well arranged, and has a rich collection of artefacts from the earlier period in human history.
- (ii) Jordan museum of popular traditions, located in the east vaults of the Roman theatre, consist a full exhibition of traditional Jordanian costumes, jewellery, rugs, and every day utensils and implements.
- (iii) *Amman* Folklore museum, located in the west vaults of the theatre, takes the visitor into the colourful world of the desert dwelling *Bedouins* and the villagers of Jordan.
- (iv) Jordan Craft Centre located near *Jabal Amman* exhibits and sells the most complete collection of traditional and authentic Jordanian crafts.
- (v) Jordan National Gallery, located in *Jabal Luweibdeh*, next to the public gardens, includes a permanent collection of contemporary art and ceramics from Jordan and the Arab, and Islamic world.
- (vi) Martyrs Monument, and inhibitory museum, housed in a distinctive square building on a hill over looking the Hussein Sports

City, includes a fine permanent exhibition of Jordan's military history.⁴
(Plates: 3.07-a to 3.07-d)

3.A.10 Aquarium (Aqaba)

The *Aqaba* Marine Science Station Aquarium is an important source for tourist attraction. It is the significant education and research site of the marine life in the Red Sea. However the existing aquarium is small and very few species of fish are preserved. It requires improvement and there is a need to promote it as more appealing tourist attracting and educational source for students. (Plates: 3.08-a to 3.08-e)

3.B SERVICES

3.B.1 Handicraft Shops

Shops that sell and display handicraft products are found in main cities and touristic areas such as *Amman*, *Jerash*, *Aqaba*, and *Petra*. The 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 should be taken into consideration. The value added approach can also activate the industry and attract more buyers. In *Amman* most handicraft 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. Therefore, similar shops must be opened in the new districts of the city. Handicraft shops are widely scattered throughout the Kingdom. The wide range of crafts combines traditional designs with modern flair. For those seeking souvenir in the atmosphere of the old city, it is best to venture down town – the choices are endless. Things to buy in Jordan are: *Dead Sea* products, *Madaba* rugs

4. El-Roudan Obaid, *Tourism Economics in Jordan: Essential Facilities and Marketing*, pp.27. (Amman, 2000)

(*Mafrash*), cross stitch embroidery items, ceramics, Hebron glass, mother-of-pearl boxes, jewelled rosaries and worry beads, nativity sets made of olive wood, leather hassocks, sand bottles, old and new brass and copper items hand-embroidered with silver and gold thread. (Plates: 3.09-a to 3.09-h)

3.B.2 Restaurant and Rest Houses

All important tourist places such as *Jerash*, *Amman*, and *Petra* are rich with restaurants and rest houses. But there is still a need for touristic restaurants that can offer distinguished services and typical oriental food. They present a new opportunity for value-added tourist revenue. In addition, the services available in some of the restaurants do not satisfy the various tastes of tourists, nor do they reflect Jordan's cultural heritage. Restaurants and rest houses should upgrade their services to suit the tourist: needs and demands. Dining and winning in *Amman* is blend of elegance, ease and fun the night life is mostly active in west *Amman*. It almost the same as any cosmopolitan city in the world and continues to evolve with new restaurants, cinemas, theatres and many casual places. A good variety of restaurants offer visitors, Arabic, European, Asian and other international cuisines. The hospitable atmosphere is charming and the service is of the highest standard. There are many international and local fast food restaurants offering fast food in Jordan such as, *Burger King*, *McDonalds*, *Kentucky Fried Chicken* (KFC) and *Pizza Hut*. For those interested in local fast food, *Falafel* and chicken or Roasted Meat sandwich *Shawerma* are very popular fast food meals in Jordan. Jordan is one of the West Asian countries that enjoy a rich cuisine. The Arabic menu always include *Mazza* appetizers, a variety of traditionally large assortment of healthy old and hot appetizers such as *Tabouleh*, *Houmous* (chick peas) and stuffed pine leaves. Arabic unleavened bread or *Khubz*, is eaten with almost everything. The other staples are fava beans, garlic and lemon.

3.B.3 Guides

A guide who accompanies tourists can play an important role in making the trip very interesting and lively through providing them with accurate and adequate information about the touristic sites they visit. In addition, the guide should be flexible as to the schedule of the trip and the group's proposals and demands. Field interviews showed that only few guides are capable of performing their duties efficiently due to the following reasons.

- (1) Most guides are not educated enough, and lack the required knowledge about basic issues of their work.
- (2) Many incapable people have intruded into the job in the wake of the surge in tourism activities in 1994 and 1995.
- (3) The practices by some guide that exploiting the tourists through illegal deals with restaurants and rest houses for commission.
- (4) The absence of control on information's given by guides concerning the history and geography of touristic places, and, sometimes, the lack of knowledge about these places at all.
- (5) The recently endorsed law which governs the works of the guides should be invoked in order to promote the profession.

3.B.4 Lodging

The availability of a wide array of accommodation arrangements is a very important aspect of tourism. There has been desperate need to increase lodging facilities at various tourist sites in Jordan as a result of a growing demand. Accordingly, the number of classified hotels in Jordan has been growing over the post few years reaching 314 hotels in 2003 compared to 247 hotels back in 1999. Consequently, the number of hotel rooms jumped from 13,781 in 1999 to 17,808 room by the end of 2003 (Table: 3.00; Plates: 2.00-c and 3.10-a to 3.10-d)

Table: 3.00

Hotels Available in Jordan

2003

Classification	Number	Room	Bed
5 Stars	19	4,757	7,915
4 Stars	20	2,527	4,917
3 Stars	40	2,852	5,675
2 Stars	51	2,083	3,995
1 Star	65	1,529	3,089
Apt. & Suites	115	3,845	7,444
Motels & Suites	1	12	12
Camping	3	203	428
Unclassified	144	1,890	4,384

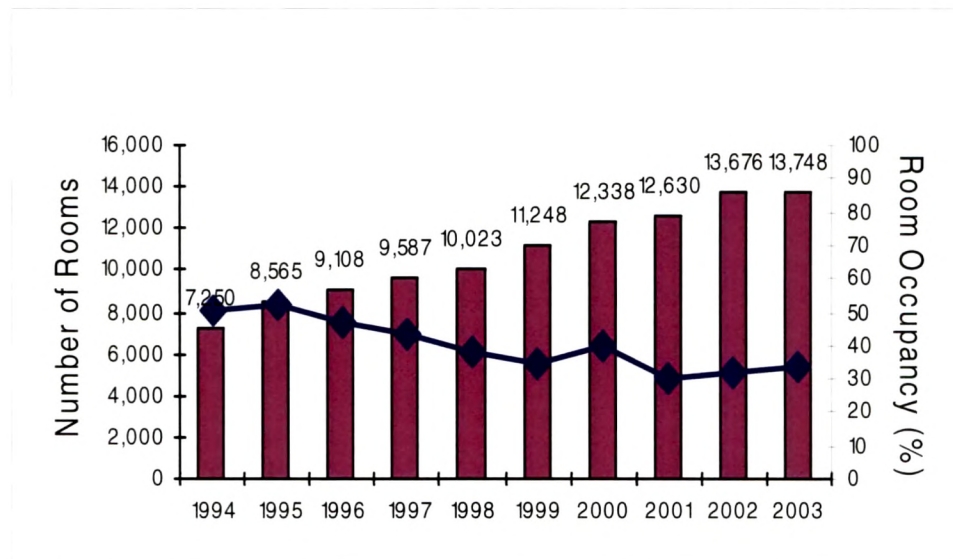
Source: Ministry of Tourism and Antiquities. (Amman, 2003)

Amman enjoys the lion's share in lodging facilities; approximately 68% of the total number of beds is in *Amman*. In 2003, Jordan had a total of nineteen 5-star, twenty 4-stars, forty 3-star, fifty one 2-star hotels and 65 one star hotels. Hotel room supply has doubled over the past 10 years in Jordan, despite low room occupancy rate reaching 34% in 2003.

Figure: 3.00

Hotels Room Supply and Occupancy in Jordan

1994-2003



Source: Ministry of Tourism, (Amman, 2003)

The capital *Amman* has 60% of the total hotels in Jordan, while 18% of them are in *Aqaba*, 12.6% in *Petra*, and 3.6% in *Irbid*. The rest are distributed in various parts of the Kingdom including *Karak*, *Ajloun*, *Azraq*, and the *Dead Sea*.

One can also notice that Jordan lacks hotels which can provided high quality services, in addition to the required personal services and tourist programmes which better satisfy the tourists needs more than big hotels. Such hotels are mostly needed in areas of attractive natural beauty or where there is a potential for Eco-Tourism.

The occupancy rates in Jordan are not very encouraging. It needs adequate attention and proper strategy. The occupancy rates are low in 3-star hotels and lower classes. This is due to the weak tourism promotion currently adopted, the very few nights an average tourist

stays in the country, and the week touristic programmes and activities which can attract tourists to extend their stay in the country.

Motels are also available but on a limited scale. There are about 18 motels in the Kingdom with 350 rooms. Ten of them are in *Amman* and eight in *Petra*. 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 that usually come with their families for treatment, education or recreational purposes. Occupancy rate are also high in motels and reach a high percentage of 85% during season.

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 375 rooms. But, in fact, the supply is on the increase, especially in summer time. Therefore, accurate statistic in this regard is not available, and an investment in such services needs a field survey of what is available especially in *Amman*.

Chalets are available in some tourist's places in Jordan. However, demand of chalets is still very limited due to the lack of back up services, such as restaurants, recreation centres and transportation.

Tourism programmes in Jordan usually lack camping activities which are important to acquaint tourists with the beautiful nature in many places such as *Dana*, *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.

All important tourist places such as *Jerash*, *Amman*, and *Petra* are rich with restaurants and rest houses. But there is still a need for touristic restaurants that can offer distinguished services and typical oriental food. In addition, the services available in some of the restaurants do not satisfy the various tastes of tourists, nor do they

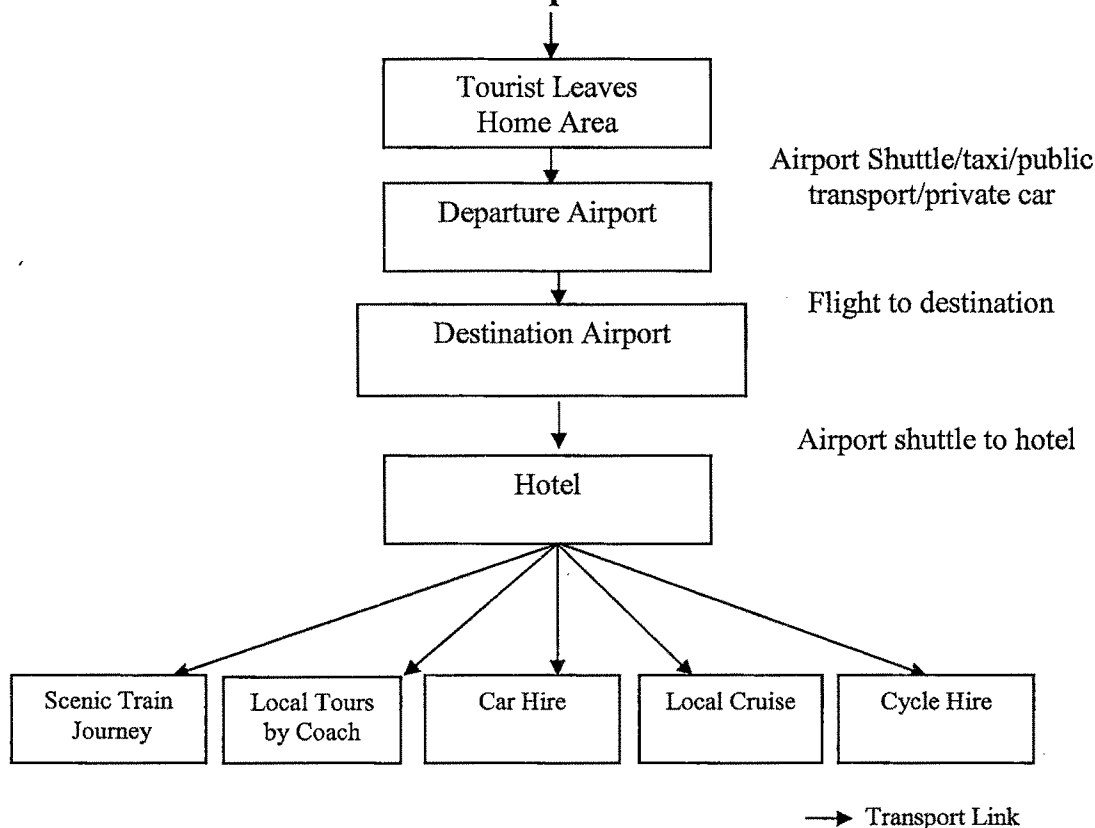
reflect our cultural heritage. Restaurants and rest houses should upgrade their services to suit the tourists' needs and demands.

3.B.5 Transport

Transport, which makes travel possible, is therefore an integral part of tourism. Transport is pivotal not only to tourism but it is also vital to the economy and indeed to society. Although transport accounts for only a part of the tourism business, it is essential to the growth and development of tourism. Mass forms of tourism depend only with the development of efficient and affordable systems of transportation.

Historically, the development of tourism has been closely associated with advances in transport technology. Improvements in transport and communications have decreased the friction of distance and made the greater part of the global accessible. The advent of long-distance, large-capacity aircraft has made mass tourism a reality at the international scale, and with it the capacity to make or break intermediate points on air routes. The early development of spas and seaside resorts depended largely on the development of the railways. In the post war period, the rapid rise in automobile ownership has been responsible for the vast increase in domestic tourism in western societies and improved aircraft technology has led to a boom in international travel. However, in addition to increasing the volume of tourist traffic, these advances in transportation have also modified the pattern of tourist flows and hence the patterns of development.

Chart: 3.00
The Role of Transport in Tourist Travel



Source: Stephen J. Page, *Tourism Management: Managing for change*, p. 90 (Oxford, 2003)

Tourism Sector to a large extent depends upon efficient and smooth transport system. It helps in promoting the growth and development of both domestic and international Tourism. Transport simply appears to establish links the tourist from the origin area with the destination area. However, it links the supply chain together for the traveler who consumes the products and experiences they have purchased. Above Chart:3.00 illustrates the involvement and the role of transport in facilitating the tourist journey at the destination and also empowering tourist movement within the destination.

The government of Jordan has successfully planned and implemented a comprehensive network of infrastructure and services throughout the kingdom. To enable Jordan to participate actively in the new regional developments and to sustain the anticipated growth in the

economy, further expansion to the infrastructure is planned for the short term and the medium term. Accordingly, the government of Jordan is paying special attention to upgrade its transportation sector, aiming at providing an integrated transportation system to serve the region more effectively. (Map: 3.00)

Jordan is well served by international and regional airline along with internal ones. The Kingdom's national carrier, Royal Jordanian

(R.J), flies between *Amman* and numerous destinations throughout west Asia, Europe and the world. It was registered as a Public share holding company in 2001 with a paid up capital of 40 million JD. Royal Wings (R.W), a subsidiary of Royal Jordanian, offers a wide range of discount services between *Amman* and *Aqaba* and links up with regional centres. It also runs regular flights between *Amman* and *Tel Aviv* in Israel, and *Amman* and *Ghardaqa* in Egypt. The main purpose of these flights is to promote tourism into the country. Royal Jordanian and royal Wings are required to expand their activities. This can be achieved through utilising Royal Jordan's Offices throughout the world and restructuring them to be able to contribute to the promotion of tourism and attracting more tourists to Jordan. It is note worthy to mention that privatisation of the Royal Jordanian will enhance its ability to compete with international companies, and reduce its prices which are currently high compared with others in the region. The Queen *Alia* Airport in *Amman* is the main entry point of Jordan. It needs further work and up gradation to become a more attraction "Gateway". (Plates: 3.11-a to 3.11-g)

The Jordanian Civil Aviation Authority (JCAA), currently regulates and operates all airports, and handles all passenger services in airports. The JCAA is undergoing three year transition period to prepare for sector deregulation. Open-skies policy and privatisation of Royal Jordanian, currently not expected before 2007, will have a positive impact on tourism. Royal Jordanian currently handles 69 per

cent of airline passenger traffic in Jordan. On 1st May 2003, the *Aqaba* Special Economic Zone (ASEZ) announced having an open skies policy with regular and charter flights passing through King *Hussain* International Airport (Table: 3.01; Plates: 2.00-c and 3.10-a to 3.10-d).

Table: 3.01

Number of Aircrafts over Flying Jordan

1993-2003

Year	No. of Aircrafts
1993	44881
1994	53583
1995	55758
1996	57224
1997	56198
1998	60212
1999	60384
2000	67505
2001	72290
2002	67047
2003	54347

Source: Civil Aviation Authority. (Amman, 2003)

Queen *Alia* International Airport is the main destination for departure and arrival of tourists and passengers. It is the main entry point in Jordan and located about 30km south of *Amman*. It is a relatively modern airport designed to serve the increasing number of planes and passengers. It has two terminals and modern facilities to offer a diversity of services to tourists. Tour operators and Tourists still find difficulty in reaching some places or getting some services in it due to the interior design, and the lack of guiding signs. The airport is equipped with the required technical and safety facilities for handling international freight and passengers with a capacity of up to three million passengers yearly. It is served by twenty four international airlines in addition to Royal Jordanian.

The second airport, *Amman* Civil Airport, has a limited passenger capacity. It also provides similar services, but only on a very limited scale, particularly for short and internal flights run by the royal Wings. It lacks the backup services needed for tourists, and equipped lounges to receive passenger. It is currently serving VIP visitors and official visits.

Aqaba Airport or King *Hussain* International Airport is a civilian airport located 15 km from the town of *Aqaba*. It was commissioned in 1972, and it has one north-south oriented runway, 3000 meters long and 67 meters wide. The airport's capacity is one million passengers per year. As a result of development in the region, the southern area of Jordan is expected to witness a significant increase in air traffic from tourist and business activity, which in turn will be a major source of future foreign exchange earnings. The government of Jordan has assumed as one of its priorities the expansion and upgrading of *Aqaba* airport (Table: 3.02). *Aqaba's* strategic location can make this airport a regional hub airport that handles the national, regional and international movement of people and goods. There are plans to rehabilitate the airport so that it will serve as a regional centre for regional tourism activities in Jordan, Egypt and Israel. The airport now

lacks many basic services including a tourist centre, a restaurant, a bank, a taxi office and some other services. (Map: 3.00)

Table: 3.02

Aircrafts Movement at Jordanian Airports

1999 - 2004.

Particulars	1999	2000	2001	2002	2003	2004
Queen <i>Alia</i> International Airport						
Aircrafts Movement						
Arrivals	12,657	13,452	13,251	12,633	12,380	15,044
Departures	12,447	13,347	13,221	12,609	12,371	15,060
Amman Airport (Marka Airport)						
Aircrafts Movement						
Arrival	2,250	1,923	1,656	2,019	3,565,	4,548
Departures	2,252	1,912	1,651	2,019	3,495	4,541
Aqaba International Airport						
Aircrafts Movement						
Arrivals	1,934	1,771	957	1,215	1,375,	1,740
Departures	1,938	1,776	955	1,227	1,360	1,741

Source: Civil Aviation Authority. (Amman, 2004)

There are four tourist transportation companies in the Kingdom operating three hundred forty five buses. These companies provide transportation services to tourists from their stay places to the various tourists sites. The buses are relatively of modern models. Jordan Express Travel and Tourism (JETT), *Petra* Tourist Transport Company and *Alpha* Tourist Bus Company transport tourist to various sites i.e. *Um Qais*, *Petra*, *Jerash* and *Wadi Rum*. These three companies have joined up their point of sale through the Reservation office “JETT, *Alpha*, *Petra*” for transportation. The fourth company, “Trust International Transport Company (TITC)” operates seven regular daily trips from *Amman* to *Aqaba* and vice versa along with regular trips from *Irbid* to *Aqaba*.

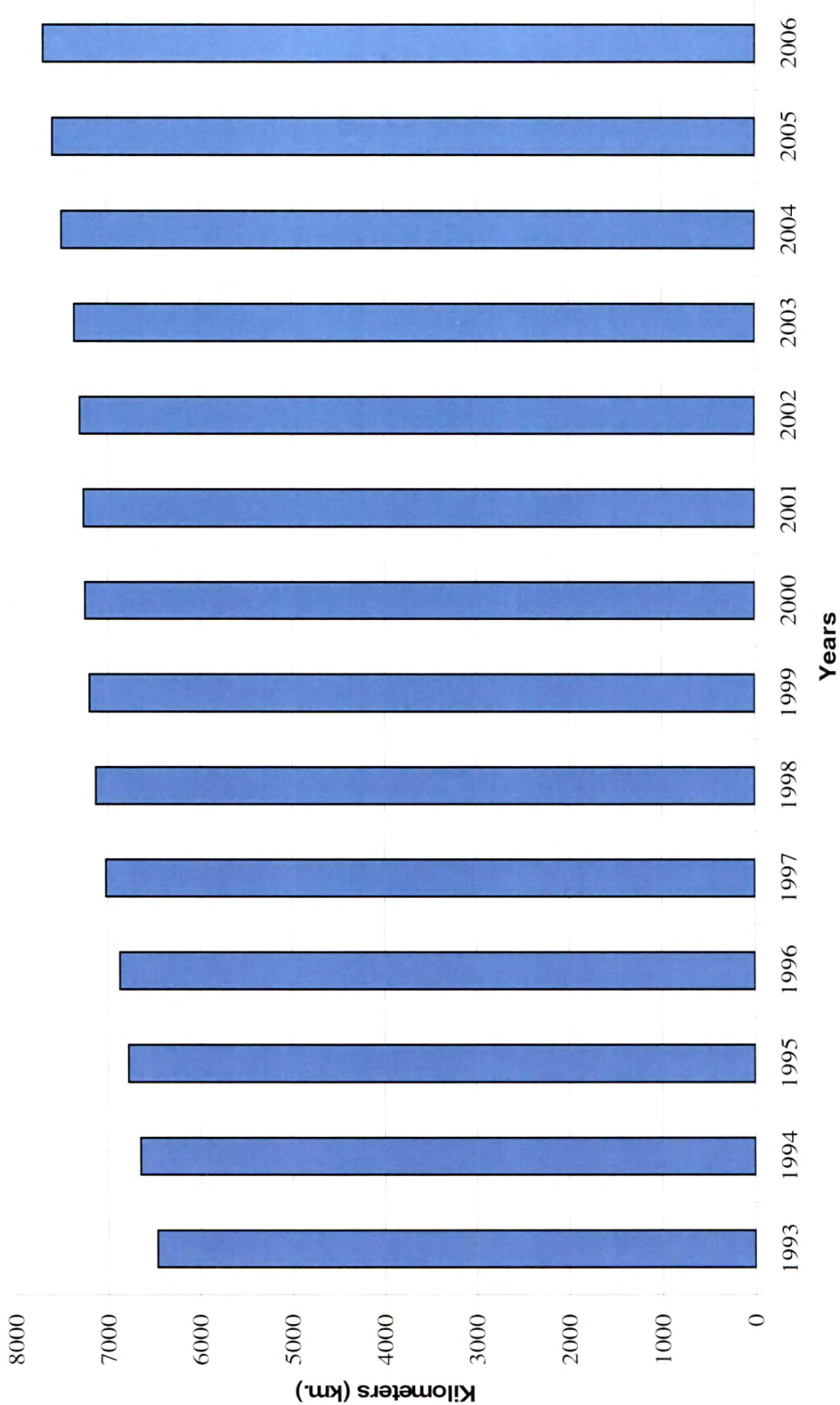
Jordan has a modern network of main and secondary roads which provide an efficient linkage between the main cities throughout the Kingdom and to its international borders (Map: 3.00). New road projects are currently being implemented, especially to link the port of *Aqaba* with main trade and tourist centres. (Table: 3.03)

Table: 3.03**Length of Road Networks by Type of Road****1993-2006**

Year	Rural Roads	Secondary Roads	Highways	Total (km)	Road Density (km²)
1993	1875	1835	2758	6468	0.072
1994	1994	1873	2783	6650	0.074
1995	2021	1941	2818	6780	0.076
1996	2072	1937	2863	6872	0.077
1997	2144	1984	2894	7022	0.078
1998	2227	2000	2906	7133	0.080
1999	2261	2029	2911	7201	0.080
2000	2275	2059	2911	7245	0.081
2001	2288	2060	2911	7259	0.081
2002	2288	2060	2954	7302	0.082
2003	2318	2071	2972	7361	0.082
2004	2365	2078	3057	7500	0.084
2005	2387	2101	3108	7596	0.085
2006	2395	2112	3187	7694	0.086

Source: Ministry of Public Works and Housing. (Amman, 2006)

Figure: 3.01
Total Length of Roads Networks in Jordan
1993-2006



Further pressure on the transportation system is anticipated because of the growth in tourism industry and additional trade activities. New projects to upgrade the road network serving main tourist centres such as *Petra* are under various phases of implementation. The roadway system by and large is in good condition and hard surfaced. At present there are four highways that connect the various tourist sites of Jordan. The *Amman – Jerash-ar-Ramtha* highway links Jordan with Syria to the north. The route from *Amman* via *Ma'an* to the port of *Aqaba* is the principal route to the sea. The third is “Desert highway” which starts from *Ma'an* passes through south eastern desert via *Al-Mudawwarah*, linking Jordan with Saudi Arabia. The fourth highway is the *Amman-Jerusalem* highway, passing through *Naur* is a major tourist highway. The following Table:3.04 shows the distances of important places in Jordan.

In Jordan train is not main medium of transportation. Trains are only used on a very limited scale by people. Consequently, role of railways in promoting tourism in Jordan is very limited. The current railway service in Jordan is primarily to transport raw phosphate from the mines to the port of *Aqaba*, through the existing *Al-Hijaz* metric rail network. The *Hijaz* railway extends from *Dar'a* in the north via *Amman* to *Ma'an* in south. An extension of this line, to *Medina* in Saudi Arabia, is being constructed. Studies are ongoing to provide additional surface links between main urban areas in the central region, such as the utilization of train services for commuters and for passengers between the main cities of *Amman*, *Zarqa* and *Irbid*.

3.C ORGANIZATIONAL FACILITIES

3.C.1 Information Centres

Information is offered to tourists and visitors by the Ministry of Tourism offices existing in many parts of the country. It is offered by the ministry's officers or in the form of brochures and publications available in these offices. Recently, the ministry got a website on the internet where information can be also obtained about tourism and touristic places in Jordan. This website must be always updated with information, and promoted on the first pages of the Internet. (Map: 3.01)

3.C.2 The Ministry of Tourism's Visitors Centres

These centres have been established in *Jerash* and *Petra*. They offer services to tourists including tickets to enter the touristic place, brochures, phone calls, banking and money exchange, and a presentation had to brief the tourists about the place. However, we believe that these centres are neither built in the right location at the touristic site, nor in a suitable architectural style compatible with the history of the place.

3.C.3 Information Offices

These are available at border crossing points in *Ramtha*, *Jaber*, and the north and south crossing points between Jordan and Occupied Palestine, and the Palestinian self-rule areas. Their work is restricted to

providing information for Tourists, and collecting information about those who arrive into and depart from the country. (Map: 3.01)

3.C.4 Ministry of Tourism Regional Offices

These are found in the governorates centres of *Irbid, Ajloun, Salt, Amman, Madaba, Karak, Tafilah, Ma'an* and *Aqaba*. These offices are mandated to supervise the tourist's sites existing within their respective governorate, and monitor the tourism movement in that governorate. (Map: 3.01)

3.C.5 Ministry of Tourism and Antiquities (MOTA)

The Ministry of Tourism and Antiquities (MOTA) with its affiliated Department of Antiquities (DOA) is one of several ministries that play a vital role in the government administration chart of Jordan as well as in the economy of the country. MOTA has direct and indirect links with the rest of the ministries, central departments, and public corporations of the government because tourism is widely influenced by various natural and social and economic conditions. For example, other ministers primarily administrate access roads and related infrastructure, immigration, visas and security, health controls, cash flow and services, and few more activities, though very vital and important for tourism. Such a situation demands high coordination among the different government organizations at different levels and to cross over the thresholds that separate these departments. Ministers and Directors of those government organizations are participating members in the Higher Council of Tourism and they meet regularly and coordinate among the different parties or organizations. The duties, task and responsibilities of MOTA are to carry out the follow:

1. Preservation and development of tourist sites.
2. Licensing and classifying tourist sites.
3. Policy making and regulation of tourism sector.
4. Enhancing tourist related procedures.
5. Marketing and promotion tourism.
6. Encouraging, organizing and sponsoring inner tourism business related investment.

7. Improving and encouraging the labour force and the required technical capabilities to raise the performance of the tourism in industry.
8. Preparing studies and specialized research for the development and growth of tourism.
9. The establishment of colleges and institutes concerning tourism.⁵

Monitoring is one of the tasks of MOTA. It is practiced by several directorates within MOTA, which perform a sort of monitoring on the sites. Following are the various directorates.

1. The investment directorate – It is the main monitoring body on the involvement of the private sector in the sites.
2. Tourism sites development directorate – It monitors the period of the implementing any development project at the sites.
3. Internet tourism directorate their role in the management of visitors' centres and other tourism related facilities and activities.
4. The technical directorate—Its major role is to coordinate monitoring activities between directorates.
5. Department of Antiquities – It represents the most powerful monitoring party at archaeological sites. This department closely monitor any private intervention in the sites.

MOTA is planning to include the requirements of an effective monitoring function within the proposed Technical Development Department (TDD), as responsibility of sites management unit.⁶

3.C.6 Jordan Tourism Board (JTB)

This is an important organization and solely engaged in marketing and promotion. The purpose of this organization is to promote Jordan internationally as a cultural, natural, religious, and MICE destination (meeting, incentive, conferences and events). JTB was established

5. El-Roudan Obaid, *Tourism Economics in Jordan: Essential Facilities and Marketing*, pp.79-80. (Amman, 2000)

6. Ministry of Tourism and Antiquities, *Report on Tourism*, prepared by Consortium, Ruqn al-Handasa, Dajani Consulting, al-Wazani Law Office, pp.29-30. (Amman ,November 2004)

officially in March 1998 as an independent public-private sector partnership. The JTB consists of thirteen members of which ten come from the private sector and three – including Ministry of Tourism (MOT) who chairs the board – from public sector. It receives 90% of its budget from the government and 10% from the private sector. JTB is responsible to identify and target potential new markets, coordinate the marketing of Jordan at international tourism fairs, commission and produce a wide range of brochures and other published promotional material. The Board also acts as an advisory body on a whole range of tourism related issues.

3.C.7 Royal Society for the Conservation of Nature (RSCN)

These offices are found in *Dana* and *Shaumari* natural reserves. They offer limited services such as information about animals, birds, and plants available in these zones, in addition to their original work of protecting and preserving them. These centres lack some basic services such as communication facilities, electricity, and potable water. The Royal Society for Conservation of Nature has played a pre-eminent role in environmental management in Jordan since its establishment in 1966. It has particular concerns with the establishment and management of wildlife Reserves, using authority delegated from the Ministry of Agriculture (MOA) to supervise, reserves and enforce hunting regulations. It is also active in raising environmental awareness and has an international standing reinforced by its strong links to agencies such as the International Union for the Conservation of Nature (IUCN). (Map: 3.01)

3.C.8 Institutional Framework

Tourism is primarily the domain of the Private sector, but it cannot succeed without the leadership and support of Government and Public Sector. Even in the most developed economies with strong Private Sectors, public funds are still required and are fully justified for the support of tourism development. It is important for Jordan Tourism Board to be able to work with an empowering institutional framework. Selling and promoting Jordan's product abroad requires a networked and integrated

approach, with reach and presence in international markets. It should include sectors, such as medical services, wellness, higher education, eco-tourism and others that have significant development potential, based upon the existing product base. Following are the major stockholder organisations with aims to support the National Tourism strategy and development.

3.C.9 Aqaba Special Economic Zone Authority (ASEZA)

This body focuses on Jordan's "Golden Tourism Triangle" which includes *Petra*, *Aqaba*, and the *Dead Sea*. It works in collaboration with JTB and National Tourism council. The *Aqaba* Special Economics Zone is a key part of the government of Jordan's aggressive reform strategy to provide investors with an alternative business environment and a competitive base within the global economy. The zone was established by the *Aqaba* special economic zone law for the year 2000. The law and its regulations provide a streamlined, low-tax, and duty-free business environment. The zone is a private sector driven development initiative that maximizes private sector participation in a duty free, tax-advantaged and flexible regulations environment. *Aqaba* possesses several of the key factors that make it an attractive location for tourism investment including low land and construction costs, an international airport and a seaport. It has many projects in the pipeline for the coming ten years, which will substantially elevate the tourism standards in the city. Current projects under construction will add an additional 1,500 rooms of capacity by 2006. All projects are being developed according to a master plan for the *Aqaba* Special Economic Zone Authority (ASEZA) and are adhering to strict architectural guidelines and environmental protection requirements of the highest standards. (Map: 3.01)

3.C.10 Legal Framework of Tourism

Tourism and related activities in Jordan has witnessed steady progressed in recent years. The legal framework in the form of laws, by-

laws and regulations provide strong backing for growth and development of tourism activity. The updating of Tourism Law No.20 of 1988 in 1998 further helped in providing the tourism industry and related activities a legal backing in making rapid strides. The aim of the amended 1998 law was to facilitate services and expedite the necessary changes to enable the tourism sector to meet the challenges of modernizing the industry's infrastructure and superstructure. The amended 1998 Tourism Law has helped the officials of Jordan to frame by-laws and regulations to come along the advancement of tourism professions and activities. The by-laws cover a wide range of tourism activities such as those of tourist guides, travel and tourism offices including tour operators, hotel and tourist establishment, the Jordan Tourism Board, restaurants, rest houses, tourist transport and souvenir shops. The amended 1998 Tourism Law has also improved the investment promotion avenues and opened the door for foreign investors.

Tourism Law No, 20 of 1988 and the amendments of 1998, which published in the official Gazette (No.3540) dated 17 March 1999, include the following regulations:⁷

- (i) Tourist Guides, No.34, 1998, official Gazette, No.4290 of 1.7.1998;
- (ii) The Society of Jordanian Tourist Guides, No.65, 1998, official Gazette, No. 4300 of 1.9.1988;
- (iii) Travel and Tourism offices, No.14, 1995, official Gazette No. 4108 of 1.4.1996;
- (iv) The Society of Travel and Tourism Agencies, No.21, 1997, official Gazette No. 4199 of 15.4.1997;
- (v) Hotel and Tourism Establishment, No.6, 1997, official Gazette No. 4185 of 16.2.1997;

7. Abdul Elah Abu Ayash, "Tourism in Jordan", *Economic and Social Commission for Western Asia*, p.52. United Nations, (New York, 2001)

- (vi) The Society of Jordanian Hotels No.32, 1997, official Gazette No. 4208 of 1.6.1997;
- (vii) Restaurants and Tourist Rest Houses, No.6, 1997, official Gazette No. 4185 of 16.2.1997;
- (viii) Tourism Transport, No.7, 1995, official Gazette, No. 4033, of 1.4.1995;
- (ix) Jordan Tourism Board, No.62, 1997, official Gazette No.14246 of 1.12.1997;
- (x) Souvenir Shops, No. 47, 1996.

The amended 1998 tourism Law provided investors with incentives in the form of exception and facilities in hotels, maritime transport and construction sector pertaining to tourism. The Regulation No.39 of 1997 gave the non-Jordanian investor the right to own any project in full or in part. Any tourism project may therefore be owned in full or in part by foreign investors. Other tourism activities, such as leisure and recreational complexes and convention and exhibition centres were included in the projects entitled to the exemption and facilities granted to hotels. The expression “leisure and recreational complex” includes any tourist facility or establishment offering specialized entertainment and cultural services, but their standard should not be less than those of a four star hotel. Regarding “convention and exhibition centre” the regulation refers to any establishment concerned with local, regional and international conferences and exhibitions specialized in economic information and cultural activities.

3.C.11 Quality and Efficiency of Touristic Services

Quality and efficiency of touristic services is an important aspect for the development and growth of tourism. To achieve this, the quality and efficiency of services offered to tourists must be reconsidered. Competition must be encouraged in order to improve the quality of the services, and meet the different needs of tourists with different ages and

social backgrounds. Touristic services should be of international standard for international and national tourists. Both international and domestic tourism have direct relations with growth and development of tourism. Therefore, integrity of these services and efficiency of people working in them are imperative to enhance tourism activities and their contribution to economy. Tourism markets vary in terms of their competitiveness and ability to attract tourists. This depends mainly on the quality and efficiency of the services provided to what extent they meet the needs of tourists, and the requirements, of the targeted tourism. These are important and decisive factors in competition at the world level.

(i) The Availability of Touristic Services

In *Amman* a wide range of services for tourists are available. Some of these services suit large numbers of tourists. *Wadi Rum*, an important site, has few quality services, whereas, other tourist sites lack the services that tourists need. New hotels are coming up at many tourist sites viz *Amman*, *Aqaba*, *Petra*. Constructing new hotels of various classes is continued although the occupation rate is low. *Wadi Rum* or the “Moon Valley”, the most attractive desert landscape in Jordan, area is still under development, where several plan are being developed. Baptism site also known as “Bethany Beyond the Jordan” has emerged as one of Jordan’s premiere new tourist destination. Some basic facilities or services such restaurants or hotels are lacking at the site, weak marketing, promotion and presentation of the site due to absence of experienced personnel and plans. As a result, the Baptism site is not linked to other relevant sites such as *Mt. Nebo* and *Mukawar*.

The unique of the *Dead Sea* has been known for centuries from being the lowest point on earth having a rich history that combines many qualities, thermo-mineral springs, mineral-rich mud, climatic conditions, and the mineral rich salt sea water. The lacks of basic and back-up services in the *Dead Sea* are impeding the development of medical tourism in the

area. On that basis a Master plan has been prepared for the Eastern coast of the *Dead Sea* with curative tourism being the core of that plan.

The Master plan includes:⁸

- Hotels and Tourist Villages
- Youth Tourism Camp Site
- Holiday Housing (villas and condominiums)
- Staff Accommodation
- Complementary Services

Many other tourist sites or destinations suffer from lack of appropriate services and efficiency, which have good potential for tourism attraction. Despite the absence of basic services in these places, yet there is a very frequent demand from tourists to visit them, especially the desert castles. This proves that the supply in these places do not meet the demand. Thus, we can conclude that basic services are not equally distributed in the various geographic and touristic areas. This constitutes an obstacle in the way of achieving tourism of high quality.

(ii) Quality of the Services

Basic services in Jordan such as catering, lodging, and transportation are provided by big companies working in the field. However, distinguished services are provided seldom by the big companies to the individuals. The most important obstacle in the way is bureaucracy. Therefore, such companies are more flexible and are able to offer excellent services for individuals. Quality of services available in touristic sites are not at par and do not match with the tourist's demands. Few 5-stars and 4-stars hotels and some restaurants and rest houses are located in *Amman*. Maintain quality standard of services. Consequently sustainable tourism development suffers greatly due to lack of providing quality services to tourists. Therefore, there is a dire need for service firms

8. *Tourism Development on the East Coast of the Dead Sea*. Brief Report, (Amman,2004)

who care for the quality and the efficiency of their work through training their staff, enhancing their skills, and securing them the required incentives, and bonuses. The aim will be to promote the competitiveness of Jordan's touristic capabilities.

(iii) Better Utilization of the Available Services

Better utilization of the available services and basic services depend upon skilful manpower to operate and run the existing firms working in the field. The existing quality of services could be upgraded through laws, regulations, and the set specification. Satisfaction of the tourist is an essential condition for the suitable tourism development. The low percentage of hotels room occupation underlines poor utilization of the available lodging services. Therefore, suitable solutions are needed to counter the current one-day visit by tourists coming into the country from neighbouring areas. The weak touristic programmes also contribute to poor utilization of the touristic sites. Following are the problems and weaknesses existing of tourist destinations in Jordan.

- The lack of basic management and administrative requirements such as e-mail and internet account at the tourism office cause the delay of some work tasks and miscommunication with MOTA.
- The overlapping of some authorities and duties of tourism staff and antiquities staff leading undefined role of both parties.
- Unorganised involvements of local community in the activities and services of the site.
- Lack of some infrastructure requirements such as roads and paths.
- Unsatisfactory quality of services offered to tourists.
- Deficiency of equipment and tools necessary for complete visitor experience.

For complete utilization of the available services, the problem of seasonality should be addressed properly. In certain seasons the movement

of tourism remains sluggish and weak, whereas in others it becomes very active. This affects the use of services in recession times. Therefore, promotions programmes and campaigns should be designed to attract tourists during the periods of weak business. Moreover, domestic tourism should be activated when tourism movement from outside is weak.

(iv) Management of Tourism Services

The private sector plays a major role in managing tourism services. Government and private sector should invest in tourism, based on the defined deliverables that both plan to pursue as returns on their investment. Investment is the principal and dominant determinant of future tourism success. This includes capital investment, product development and innovation, marketing investment in quality, service delivery and human resources. In tourism marketing, it is essential to create a destination prior to promotion of tourism product. This is regarded as “infrastructure” which increases the attractiveness of sites from private sector or investor’s point of view.

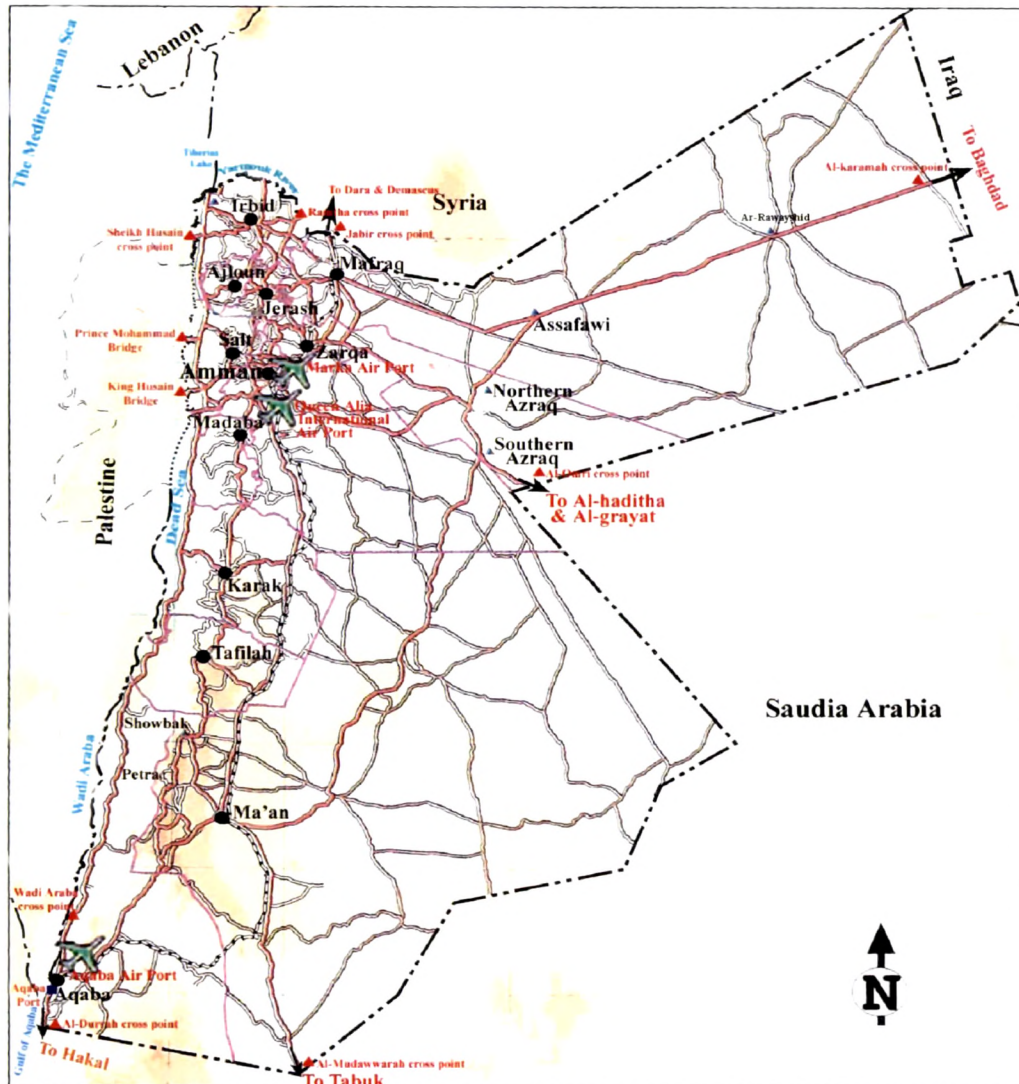
Thus, it is paramount to define its image in brand terms and then resource the task of re-establishing itself as a secure, safe, welcoming destination. The objective will be to attract a majority of visitors from the higher demographic groups that will give the best yield and make best use of the existing investment and product base. This may accomplish to its tourism marketing during the strategic implementation period as a “Boutique Destination”. Further to improve the productive involvement of the private sector in all aspects of tourism development, independent and voluntary tourism associations should be encouraged and supported.⁹

9. Ministry of Tourism and Antiquities, November 2004, No. 48, p.120-125.

CHAPTER - 3

MAPS

Map: 3.00
Jordan: Transportation
(Air Ports, Sea Ports, Roads, Railways and Cross Points)



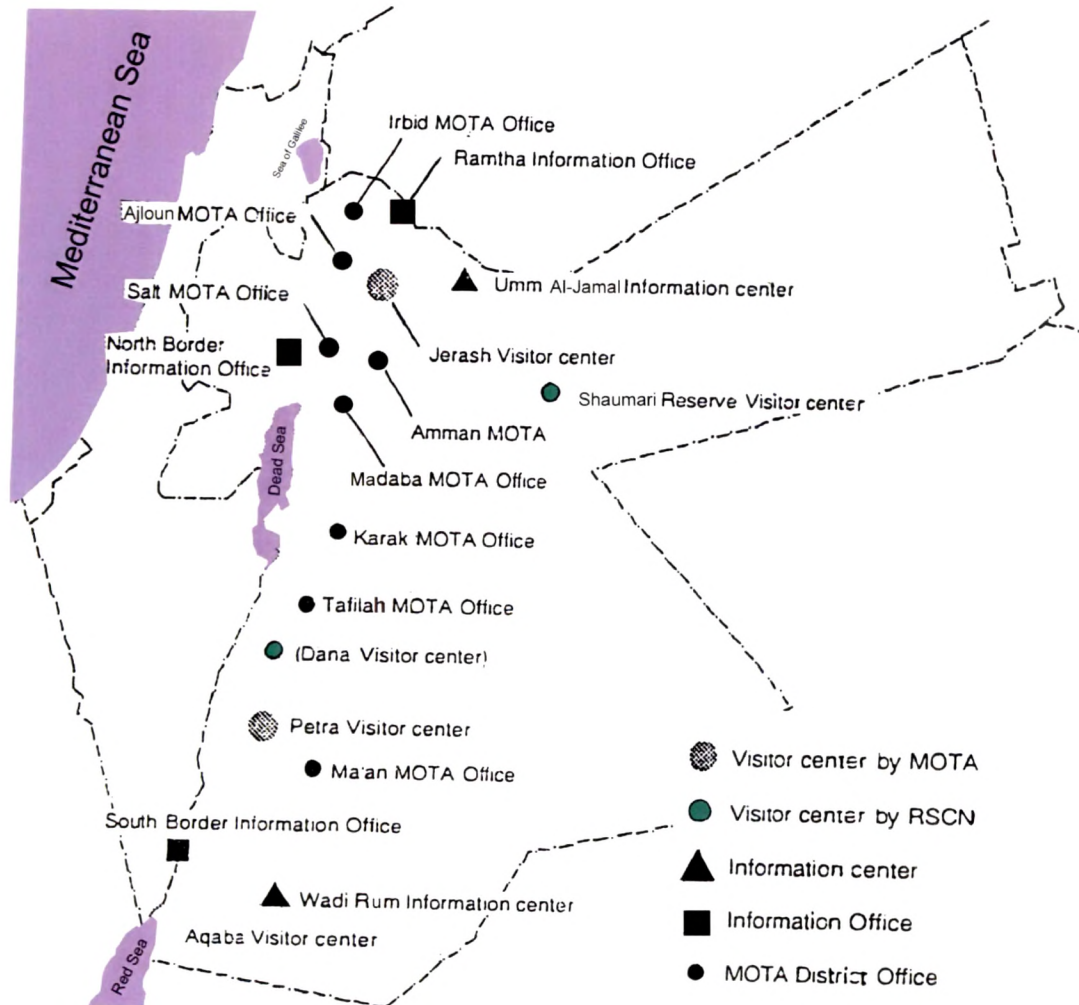
Map Legend:

- | | |
|-------------------|----------------------------|
| ● Main City | — Main Road (Highway) |
| ▲ Secondary City | — Secondary Road |
| ▲ Crossing Points | — Rural Road |
| ■ Aqaba Port | — Railway |
| ✈ Air Ports | --- International Boundary |

Source: Royal Jordanian Geographic Centre, 2005, Jordan Photos and Maps, 2nd Ed. Amman: P. 39 (Arabic Version) (Modified)

Map: 3.01

Major Information Facility Centers



Source: Ministry of Tourism and Antiquities, Jordan (Modified)

CHAPTER - 3

PLATES

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Plate : 3.00-c : Badeia Guard Dress



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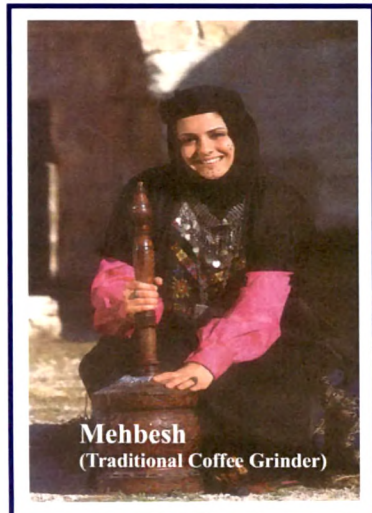


Plate : 3.00-d-ii : Woman in Traditional Dress



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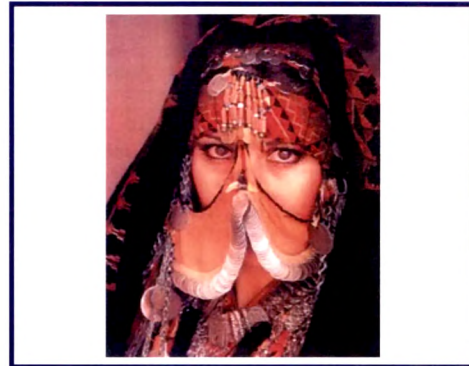


Plate : 3.00-g-i : *Mansaf* (The National Dish of Jordan)



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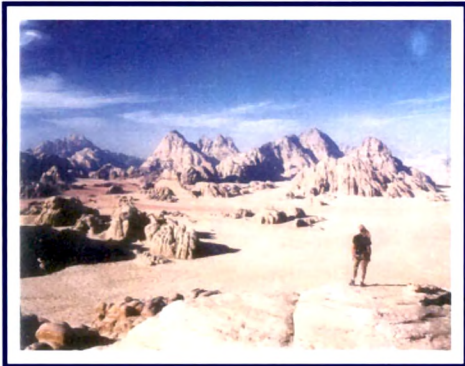


Plate : 3.02-s : Rock Climbing, Burdah Rock Bridge (Wadi Rum)

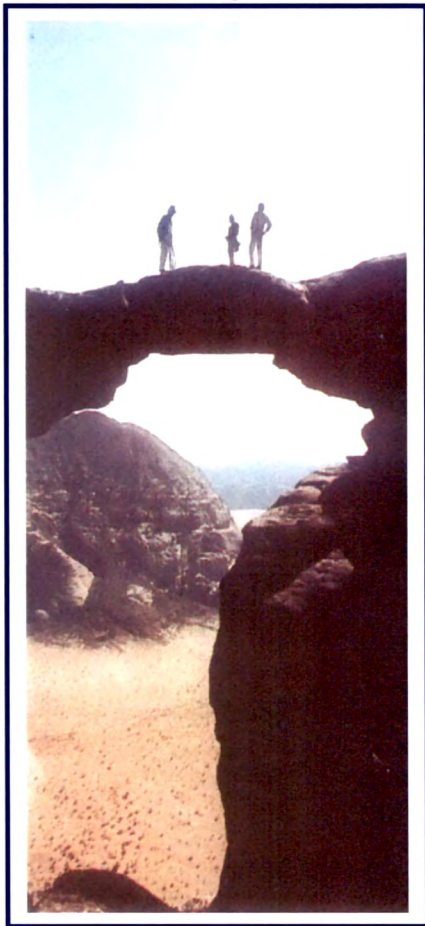


Plate : 3.02-u : Floating in the Dead Sea



Plate : 3.02-r : Horse Riding (Arabian Stallions)



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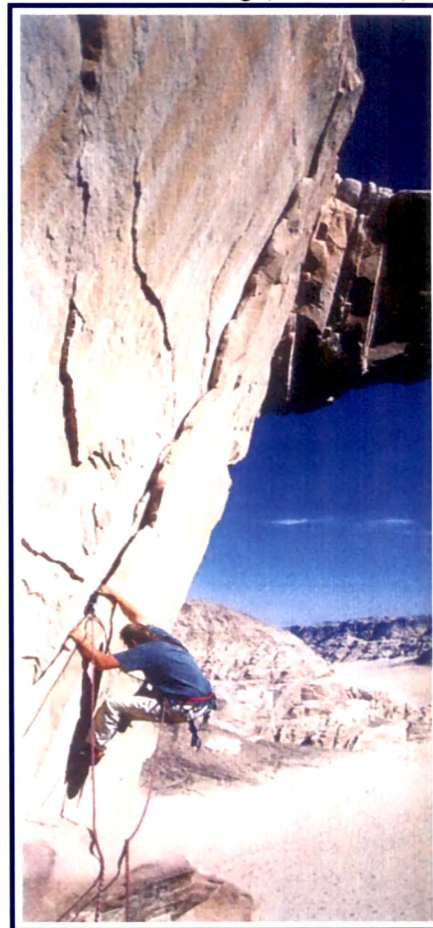


Plate : 3.02-v : Jordan car rally



Plate : 3.02-w : Majestic Formations "Moon Valley" Hiking (Wadi Rum)



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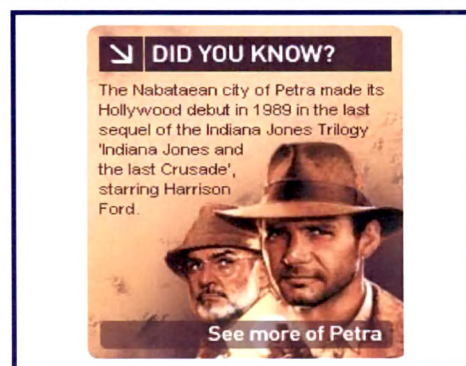


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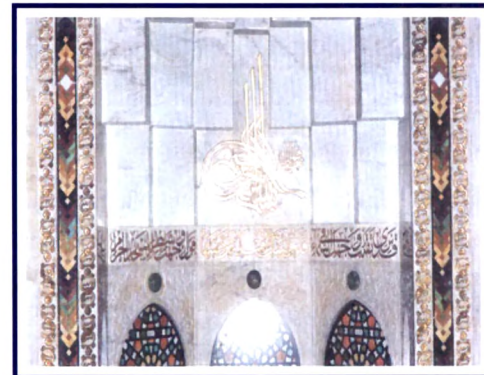
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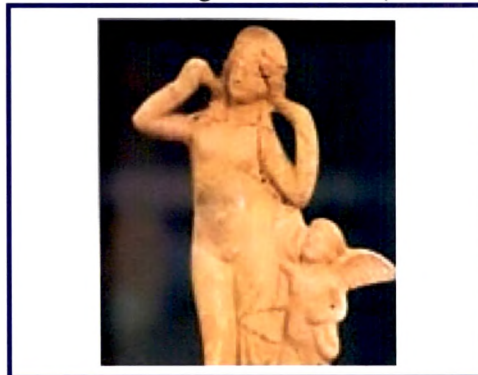


Plate : 3.07-d-i :
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3.B.1 Handicraft

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Plate : 3.09-c : *Argeleh* (Hubble-Bubbles, Water Pipe)
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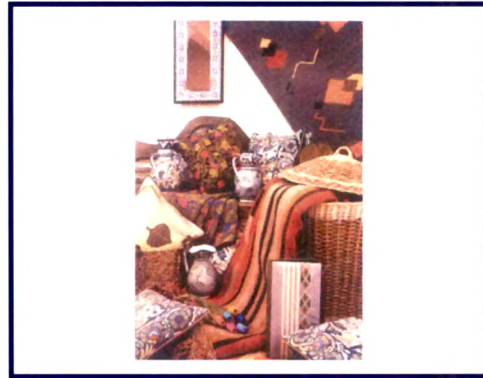


Plate : 3.09-e : Hebron Glass

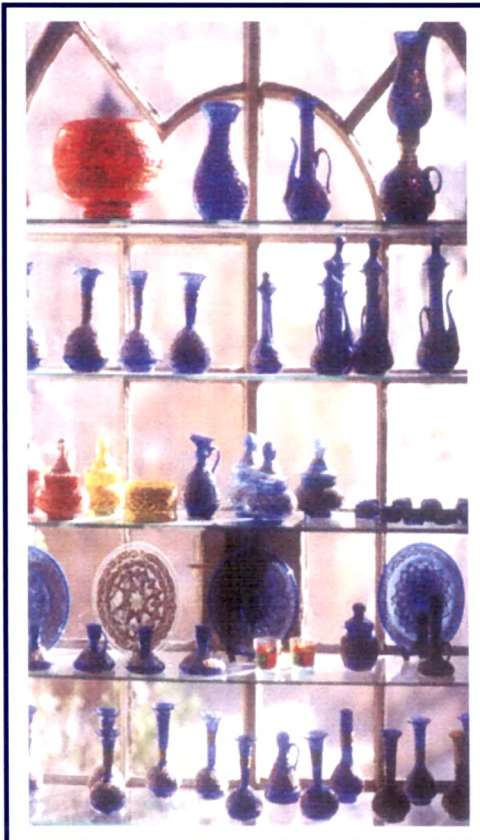


Plate : 3.09-f : Jordanian Ceramics



Plate : 3.09-g-i : Jewellery in Jordan



Plate : 3.09-g-ii : Jewellery in Jordan



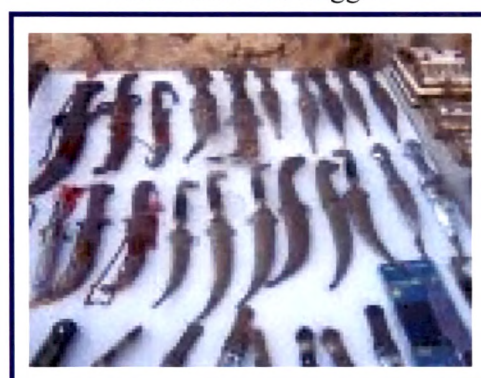
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Plate : 3.09-g-iv : Jewellery in Jordan



Plate : 3.09-h : Dagger



3.B.4 Lodging

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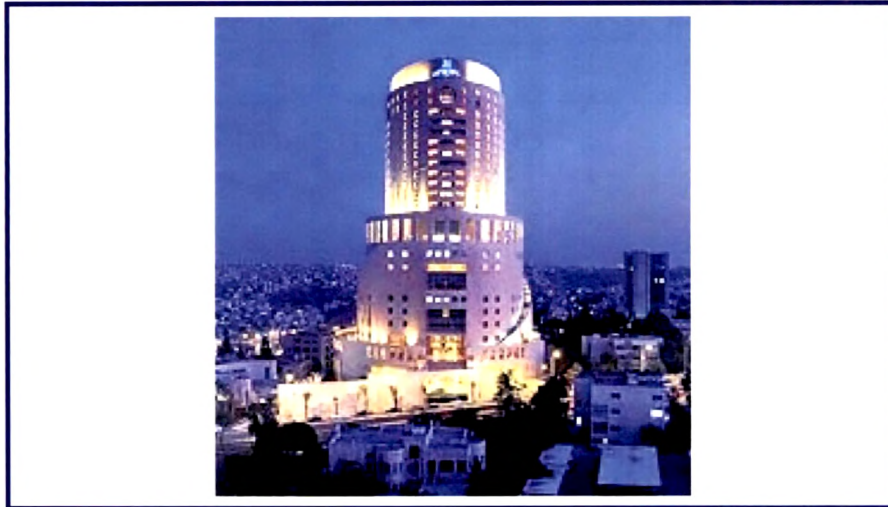


Plate : 3.10-b : Intercontinental, *Aqaba*



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