CHAPTER - 7

GROWTH AND DEVELOPMENT OF HOTEL INDUSTRY IN JORDAN

7.1 Growth of Hotel Industry

The hotel industry is perhaps one of the older commercial activities in the world. In early times Inns were perhaps the first such accommodation units which catered to the needs of travelers. It is an ancient profession and first Inns go back to sixth country B.C. In ancient times and during the Roman Empire Inns were established which provided modest wholesome food and also entertainment to weary travelers. The earliest Inns were ventures by husband and Wife teams who provided large halls for travelers to make their own beds and sleep on the floor. Entertainment end recreations were provided by the host's wife or his wench. The entire cooking service and recreation was the responsibility of husband and wife team and his family. During the Roman Empire Inn keeping business flourished and grew along the communication routes. However the institution of Inn keeping lost its relevance and importance with the decline of the Roman Empire by about A.D 500. Later religions pilgrimage revived again the importance of Inn, which grew in the form of monasteries and cathedrals. Travelers visited religious centers and stayed at these places. These monasteries and Cathedrals welcomed the travelers and provided accommodation free with all comforts. Gradually, by the 15th country, in several countries of Europe especially in England and France Inns were developed. During 17th and 18th centuries and especially after the advent of Industrial Revolution in England business of Inn keeping progressed dramatically. The development of railways and steamship made traveling more easy and prominent. Consequently traffic increased in volume and numbers, which resulting the demand for some kind of accommodation. The industrial Revolution also influenced travel from social or government travel to business travel. There was a demand for quick and clean services. The development in the mode of passenger transport led to the growth of accommodation facilities.[1]

1. Sharma, K, Yogendra, *Hotel Management: Educational and Environment Aspects*, (New Delhi, 2004), pp. 8-9

Switzerland is perhaps the first country in Europe which took lead in the development of hotel industry on an organized way. It was in Europe that the genesis of an organized hotel industry took place in the shape of Chalets and small hotel. These chalets and small hotels provided a variety of services. Facilities in Inns were expanded during the 17th and 18th centuries. English common law declared the Inn to be a public house and well-being of the travelers was the social responsibility of the Inn keeper. Large number of old Inns still exist in England as hotels and some of these were four hundred years old. The growth in travel and tour industry led to the establishment of prototype of the modern hotel in England by *David Low* in *1774*. The next fifty years London witnessed the development and growth of the modern hotel and resorts. Brighton and Buxton and certain other place also sow gradual increase of the modern hotel and resorts.

In the US, hotel industry developed from another type of accommodation unit known as the tavern. Taverns were mostly different from today's full-service hotels. The first tavern was opened in 1634 by a man called *Samuel Coles*. By 1780 taverns soon sprang up in all the colonies and became a focal point of the community where people used to come for eating, drinking and entertainment. They flourished not only in the major cities, but also along the communication routes Known as turnpikes.

The growth of modern hotel industry was first started from the USA. The first hotel was opened in 1794 on Broadway, New York City in the USA. It was the 70- Room City Hotel. Another 170 room hotel named Tremont House was opened in Boston in 1829. The Tremont was the first hotel to have bell person front desk employees, locks on guest room doors, and free soap for guests. City Hotel on Broadway was the first building specially erected for hotel purposes. This eventually led to great competition between different cities and resulted in frenzied hotel building activity. Some of the best hotels of the USA were built during this period, but the real boom in hotel building came in the early twentieth century. This period also witnessed the beginning of chain operation under the guidance of *E.M. Statler*. It involved big investment, big profits and trained professionals to manage the business. Each new hotel featured a new architectural design, and displayed grand lobbies, ballrooms, superior plumbing, or some other guest convenience – such as elevator, which were first installed in New York's Fifth Avenue Hotel in 1859. Electricity was first used by the Hotel Everett on Park Row in New York.[2]

Transportation changed the nature of the hotel industry. First it was rail travel that prompted hotels to develop as the popular resorts and frontiers opened. During 1960s *Thomas Cook*'s railway and hotel coupons were issued to attract the tourists. In 1969 *Cook* arrange regular circular tours of Switzerland and northern Italy from England. By the 1890, 1,200 hotels throughout the world accepted hotel coupons. The automobile created a wave of hotel and motel construction in the 1940s, 1950s, and 1960s. The introduction of the motor car and development of air transportation initiated the growth of large number of city, hotels and destination resorts at various tourist areas and destinations. In 1958, the Boeing 707 enabled faster transcontinental and trans- Atlantic flights. Business and leisure travel acquired largest worldwide industry. With the advent of rail, automobile (Car and bus), and air transportation, society became more mobile. This mobility began to transform the industry from small, wholly owned and independently operated properties to the concepts of development by franchising, partnership, leasing, and management contracts.[3]

7.2 Hotel and Tourism

Hotel and tourism have close relation. Both are economic activity and depended on` each other. The relationship between hotels and tourism can be expressed in two ways. First, the hotel industry

2. Boorstin, Daniel J, *The Americans: The National Experience,* (New York, 1965), pp. 138-139.
3. Charles A. Bell, "*Agreement with Chains-Hotels Companies*", *.The Cornell Hotel and Restaurant Administration Quarterly*,(Washington D.C,1993) 34, 1 February, , pp 27-33.

provides basic ingredients in the total supply of facilities demanded, by visitors away from home, be they from overseas or from the home country traveling for holidays, business or other reasons. The basic ingredients include not only accommodation but also the many other services provided by hotels such as food, drink, function, rooms etc. Secondly, from the point of view of the hotel industry a large part of its demand comes from visitors from outside the local area who may be described as tourists. The word tourist is used here in a very broad sense to include visitor who stay overnight in hotels as well as those who do not stay overnight but use other forms of accommodation or who return home to sleep yet still may use some of the hotel industry's services. Thus, hotels provide services which are vital to the success of tourism. Therefore, accommodation facilities provided by hospitality industry, largely by the hotel industry are the pre-requisite and most important part of tourist supply. The quantum of tourist ascertains the development of hotel and other forms of hospitality industry. In the same way aptness and the quality as well as quantity of accommodation determines the level of tourist supply.[4]

It should be noted that tourist prefers good quality of hotel and his itinerary depends on the availability of quality of accommodation available. Tourist visits again the same destination if he feels homely at destination while away from home, and recommends others to do so. Good infrastructure is a key factor in the industry's ability to manage visitor flows. It is also essential to sustain the quality, economic viability and growth of travel and tourism. It may be mentioned that development of tourism and development of hospitality of industry largely the hotel industry are mutually dependent on each other.

The importance of accommodation industry in relation to tourism has been recognized by the many countries. The governments of these countries have coordinated their activities with the industry by providing big incentives and concessions to hoteliers. As a result a

4. H. Robinson, *A .Geography of Tourism*, (Britain, 1976), pp. 47-48.

large number of hotels and other type of accommodations have started coming up.

Hotels vary tremendously in their physical facilities, quality, level of maintenance, cleanliness, and services provided. Unless all of these are at satisfactory levels, tourism cannot succeed. The hotels must provide the physical facilities, price ranges, locations, and services which meet the expectations, wants and needs of the travelers. The decline of such facilities and services will affect segment demand which likely become dissatisfied and the demand fall off. This situation could lead a serious blow to successful tourism.[5]

7.3 Hotel in Jordan

A wide range of accommodations from five-star international hotels to small unclassified rest houses are available in Jordan. The quality of hotel reflects the level of tourism and indicates the flow of international tourist. In other words, Tourism activity depends on hotel grade and quality of service rendered by hotel. Hotel industry in Jordan is in developing stage. Despite being potential tourism market, Jordan has moderate level of renowned hotel chains of world class. Over the years hotels in Jordan have developed both in quantity and quality especially throughout the period from 1950-2006. The notable increase in the number of hotels in the kingdom and the good quality facilities available in the hotels and the services offered there have paved the way for Jordan to become one of the tourist attractions in the West Asia. The number of tourists in Jordan has risen quite significantly over a very short period of time. In 1950 there were only twelve hotels throughout the country with heavy concentration in the capital city of *Amman*. However, by 2006 the number of hotels in Jordan has increased to 476 which comprised increase in the number of both classified and non-classified hotels. The first hotel in Jordan was established in 1923 in the city centre of the capital *Amman*. The name of the hotel was *Philadelphia* and was founded by the *Nazzal* family

5. McIntosh and Gupta, No.1, pp. 112-115

who were the first families to make investment in tourism sector in Jordan. The hotel was built near the *Roman Amphitheatre* in the city center on the request of the His Royal Highness Prince *Abdullah bin Al-Hussain*. Indeed the idea of investment in tourism was materialized upon the visit of His Royal Highness Prince *Abdullah bin-Al-Hussain* to *Amman* which was then a small city. The location of *Amman* city was used as a crossing for pilgrims traveling on the *Hijaz* railway from *Syria* to *Madina*. The city was unable to cater the needs of pilgrims such as hotels and restaurants. In view of this prevailing situation prince *Abdullah bin Al-Hussin* encouraged the *Nazzal* family to invest in hotel industry particularly in *Amman* City. The *Nazzal* Family seized this opportunity and constructed the hotel in 1923 in *Amman.* The hotel then had only six guest rooms and was named *Philadelphia* after the old name of the capital city *Amman*.

Later in *Petra* development of tourism industry was initiated by *Thomas Cook* in 1928. A very humble hotel was constructed in *Petra* by *Thomas Cook* in 1928, which resulting the increase in the number of tourist drastically at this tourist site. The hotel had very limited service facilities and unattractive as the hotel was merely a camp inside the ancient city of *Petra*. As a result, this hotel was sold in 1940 to the *Nazzal* family who later upgraded the hotel with a view to attract the tourist. Gradually with increase in the number of tourists, some investors of Jordan constructed a new hotel at the site was later turned over to the government of Jordan for providing accommodation to archaeologists working on the tourist site. With the increase of tourists in mid 1960s to the ancient city of *Petra,* in 1964 the government of Jordan took decision to construct guest house in *Petra.* The first guest house was constructed in 1964 by the government in *Petra* with reasonable prices for food and accommodation. In contrasts to the guest house staying in the *Nazzal* hotel was very expensive (Map: 7.00). But these accommodations were insufficient to cater the need of the visitors at the tourist site. Many tourists used the ancient caves scattered around the city for accommodation purpose. The scarcity of accommodations and hotels in the ancient city forces the government of Jordan to build new hotels and guest houses for providing more accommodation facilities for the new comers. Jordan till the early twentieth century was not regarded as a favourable destination for European or even Arab tourists. *Petra* was remained a deserted ruined city until the late 1920s when the *Thomas Cook* company began investing in the city by building campsite in the ancient city. With the construction of the asphalted road between *Amman* and *Petra*, influx of tourists rose tremendously who came from different countries of the world to see the ancient wonder and the archeological legend. This led to the growth of hotel construction in *Petra*. The tourist explosion in *Petra* city shot up after filming of the famous movie "Indiana Jones" in the red rose ancient city. In fact only two real hotels along with the government forum and the rest house were existed in *Petra* before 1980s. The total number of rooms in all these establishments was only 244. The influx of tourists increased after signing of the peace treaty with Israel which has always been denied the opportunity of seeing the forbidden archeological legend. To cope with the rapid increase of the influx of tourists to *Petra* some local residents even turned their own houses into small make-shift hotels and others who were building their own houses immediately converted them into hotels. Many wealthy tourism investors began to purchase the land at the exorbitant prices for construction of grand and luxurious hotels around the ruins of the "red rose city". Within short span of time number of luxurious and fancy hotels developed in *Petra* with more than 2000 room's capacity. This also produced a very favourable impact on hotel occupancy.[6]

The growth and development of hotels and other accommodations in Jordan passed through various phases. The growth of hotels until 1950 was notably very slow. However, during the period 1966 to 1970 the number of hotels in Jordan increased from 45 to 88 hotels which comprise 95 percent increase. Between 1970 and 1975

6. Aramco World Magazine:"*TheNazzalFamily*".1973;see also http://hazbun.mwoodward.com/landscape.html

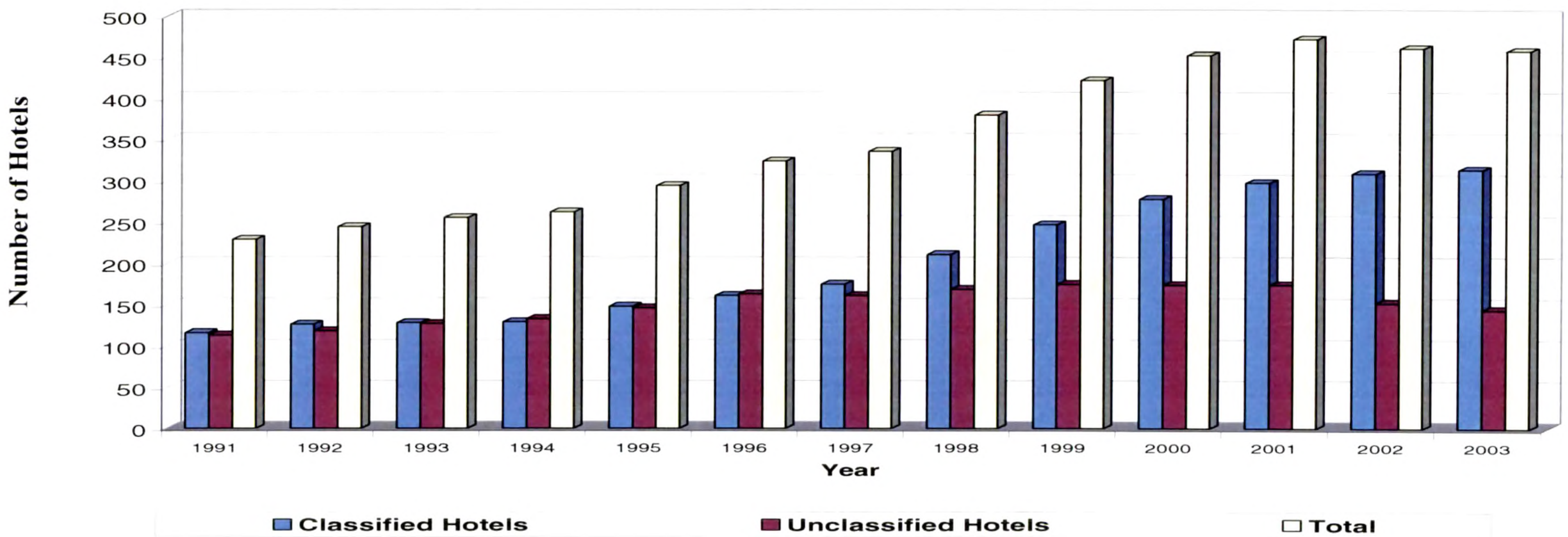
number of hotels in Jordan rose from 88 to 114 registering 84 percent increase (Map: 7.01). The growth of hotels during this period may be attributed to the flourishing of the tourism and the inflow of tourists. Again between 1976 and 1980 number of hotels in Jordan grew from 128 to 166, showing a 79 percent increase (Map: 7.02). After 1986 till 1990, hotel industry in Jordan suffered on account of unstable economic situation. During this period Jordanian companies were prevented from importing recreational goods. It should be worth to mention that the number of classified hotels in Jordan far exceeded the number of non-classified hotels. The number of classified hotels registered growth in comparison to non-classified hotels because of the visitor choice that prefer to stay in classified hotels and get their reservation done through accredited tourist agencies. During 1980s number of hotels increased at a slow pace. During the period 1980-1985 numbers of hotels increased from 166 to 190, which showing a modest 10 percent growth. The slow growth in hotel development may be attributed to political instability. However, the number of hotels in Jordan during 1986-1990 rose from 190 to 221 (Map: 7.03). After 1990 the supply of hotels and rooms in Jordan soared. In the ten years period during 1990-1999, a sharp increased in the number of hotel and accommodation services was witnessed in Jordan. The number of hotels rose from 221 to 426 during this period (Map: 7.04). Table:7.00 explains the development of classified and unclassified hotels in Jordan during the period between 1991-2003. However, the number of unclassified hotels in Jordan after 2001 declined, particularly due to increasing preference of tourists to stay in classified hotels. Moreover, the Iraq crisis and political instability created insecurity perception among tourists visiting Jordan. As a result the demand of accommodation in classified hotels surged. Consequently, the number of classified hotels in this period increased during this period. (Plates: 2.00-c and 3.10-a to 3.10-d)

Table: 7.00
Development of Classified and Unclassified Hotels in Jordan
1991-2003

Activity / Years	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Classified Hotels	116	126	128	129	148	161	175	211	247	278	298	309	314
Unclassified Hotels	113	118	127	133	146	163	161	169	175	174	174	152	144
Total	229	244	255	262	294	324	336	380	422	452	472	461	458

Source: Ministry of Tourism and Antiquities

Figure: 7.00
Development of Classified and Unclassified Hotels in Jordan
1991-2003



As regard to the classified and unclassified hotels the Ministry of Tourism and Antiquities classified hotels in Jordan into six categories using the star system such as one star hotel, two star hotels, three hotels, four star hotels, five star hotels and deluxe five star hotels. Hotels ranging from one star to deluxe five star hotels are categorized as classified hotels, whereas hotels which do not have the traits of one star hotel are called shabby, public or even non-classified hotels. Following chart gives the details of classified hotels at various tourist sites in Jordan.

Chart 7.00

Important Classified Hotels in Jordan

Amman

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.	Grand Hyatt Amman	Golden Tulip Grand Palace	Maraya	Holy Land	Samarkand
2.	Amman Marriott	Amman International	The Carlton	New Park	Wadi Al Neel
3.	Regency Palace	Dana Plaza	Gulf Suites	Rio Jordan	Saladin
4.	Sheraton Amman Al Nabil Hotel& Towers	Century Park	Arena	Petunia	Stars International
5.	Holiday Inn	Days Inn	Ambassador	Al Saleh Ramallah	Nefertiti
6.	Radisson Sas	Alia	Jordan Clermont Suite	Al Sabeel	Jerusalem Jewel
7.	Le Meridien	Jerusalem International	Beirut International	Al Manar	Lipton
8.	Crowne Plaza Amman - Amra	Al Qasr Howard Johnson Plaza	Geneva Olympia	Al Jabal	Happy Land
9.	Inter - Continental	Sadeen Amman Hotel & Suites	Paradise Suites		
10.	Four Seasons	Amman West	San Rock		

Aqaba

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.	Movenpick Resort Aqaba	Golden Tulip Aqaba Red - Sea	Crystal	Alcazar	Al Amira
2.		Aqaba Gulf	Aquamarina Iii (Royal Hotel)	Al Shu`La	Al Jameel
3.		Radisson Sas Resort	Aquamarina Ii (City Hotel)	Al Zaitouna	Al Khouli
4.			Petra International	Al Zaatari	Al Naher Al Khaled
5.			Aquamarina I (Beach Hotel Club)	Jordan Suites	Aqaba Star
6.				Nairoukh (2)	Al Siq
7.				Shweiki	Al Yamama
8.					Dweik

Petra

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.	Grand View	Crowne Plaza Resort	Amra Palace	Petra Inn	Al Hidab
2.	Petra Marriott	Golden Tulip King`S Way	Petra Palace		Vinus
3.	Movenpick Nabatean Castel	Petra Panorama	Sella		Anbat (1)
4.	Movenpick Resort Petra		Petra Resthouse		Anbat (2)
5.	Sofitel Petra Taybet Zaman		Edom		El Rashid
6.			Al Shomou'a (Candles)		Sun Set
7.			Silk Road		Petra Paradise
8.					Flowers
9.					Elgee

Ajloun

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.				Ajloun	
2.				Al Rabad Castle	

Fuhaes

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.					Al Hummar

Rweshid

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.					Al Yobeil Al Dahabi

Azraq

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.				Azraq Resthouse	

Dead Sea

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.	Movenpick Resort Dead Sea	Dead Sea Spa		Dead Sea Resthouse	
2.	Jordan Valley Marriott Resort & Spa				

Irbid

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.			Al-Joude	Hemmeh	Al Naseem
2.					Umayah
3.					Afamia
4.					Sah Al-Noum

Jerash

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.				Olive Branch	
2.				Debbeen Rest House	

Karak

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.				Mujeb	Al Qairawan
2.				Karak Resthouse	
3.				Ba`Albaki Complex	

Madaba

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.		Janna Spa & Resort		Mariam	Lele
2.					Moab Land
3.					Salome

Queen Alia Street

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.		Best Western Award			

Zarqa

S.No.	5-Star	4-Star	3-Star	2-Star	1-Star
1.				Andaleeb	Tirawi

Source: Ministry of Tourism and Antiquities, (Amman, 2006)

Currently these are approximately 476 hotels in Jordan. The number of classified hotel in Jordan has been growing over the past few years reaching 345 hotels in 2006 compared to 314 hotels back in 2003. This rise has matched by a substantial increase in the number of hotel rooms from 17,808 in 2003 to 20944 room by the end of 2006. A similar trend has been observed in the number of beds which increased from 33475 to 38004 between 2003 and 2006. *Amman* enjoys the lions share in lodging facilities, approximately 68 percent of the total number of beds are in *Amman*. In 2006, Jordan had a total of 22 five star, 23 four star, 45 three-star, 55 two-star and 60 one star hotels. In addition to the boom in the construction of classified hotels, there is also a rapid increase from 144 to 196 in the non-classified category between 2003 and 2006, matched by comparable increase in rooms.

Following Table: 7.01 gives the number of classified and unclassified hotels, hotel rooms and number of beds.

Table: 7.01

Hotels Available in Jordan

2006

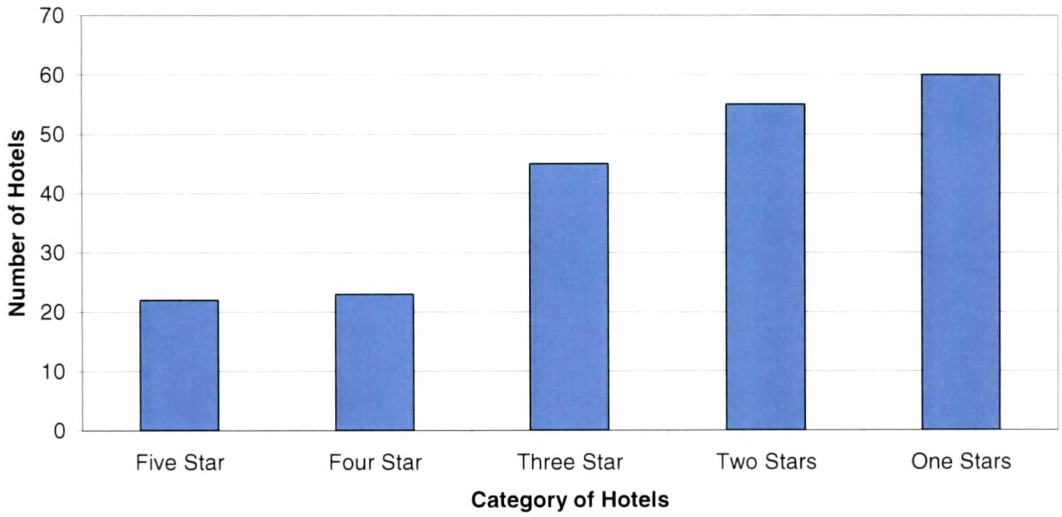
Classification	No. of Hotels	Room	Bed	Employee
Five Stars	22	5,406	9,480	6,500
Four Stars	23	2,889	5, 313	2,537
Three Stars	45	3,194	6,271	1,951
Two Stars	55	2,279	4,629	849
One Stars	60	1,418	2,947	295
Total Classified	**205**	**15,186**	**28,640**	**12,132**
Apartment B	18	909	1,514	166
Apartment C	88	2,558	5,045	389
Suites A	2	63	130	85
Suites B	10	336	621	134
Suites C	10	438	978	108
Total Apartment & Suite	**128**	**4,304**	**8,288**	**882**
Hostel	2	14	36	11
Motel	1	11	18	01
Camping	9	429	1022	77
Unclassified Hotels	131	1,665	4,025	347
Grand Total	**476**	**21,609**	**42,029**	**13,450**

Source: Ministry of Tourism and Antiquities. (Amman, 2006)

Figure: 7.01

Hotels Available in Jordan

2006



From the above Figure 7.01 and Table: 7.01, it appears that five star hotels are important segment of tourism infrastructure in terms of room and bed availability. The number of rooms and beds are highest in classified hotels as compared to unclassified hotels. This justifies the boom in the construction of classified hotels. Moreover, investment in the construction of five star hotels is a profitable venture than in other classified hotels. Available statistics and figures reveal mounting investment in tourism activities particularly in hotel projects. Investment in the hotel industry currently account for 44 percent of total investment in the Jordanian economy thus making the tourism industry the leading economic sector.

Table: 7.02

Hotels Available at Tourist Destination in Jordan

2006

Classification / Location	Amman	Petra	Aqaba	Dead Sea	Ma'in spa	Irbid	Ajloun	Karak	Jerash	Zarqa	Azraq	Madaba	Rwaished	Fuhaes	Ma'an	Tafilah	Shawbak	Wadi Rum
Five stars	12	05	02	03	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Four stars	15	03	03	01	01	-	-	-	-	-	-	-	-	-	-	-	-	-
Three stars	30	07	06	-	-	01	-	-	-	-	-	01	-	-	-	-	-	-
Two stars	34	02	09	-	-	01	02	02	02	01	01	01	-	-	-	-	-	-
One stars	32	09	08	-	-	04	-	01	-	01	-	03	01	01	-	-	-	-
Total	**123**	**26**	**28**	**4**	**01**	**06**	**02**	**03**	**02**	**02**	**01**	**05**	**01**	**01**	-	-	-	-
Apartment B	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apartment C	84	-	03	-	-	-	-	-	-	-	-	01	-	-	-	-	-	-
Suite A	02	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suite B	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suite C	09	-	01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	**123**	-	**04**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unclassified hotels	78	11	14	-	-	6	-	03	01	07	01	03	01	-	04	02	-	-
Hostel	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	01	-	-
Camping	-	01	-	-	-	-	01	-	-	-	-	-	-	-	-	01	01	05
Motel	-	-	-	-	-	-	-	01	-	-	-	-	-	-	-	-	-	-
Grand Total	**325**	**38**	**46**	**04**	**01**	**12**	**03**	**07**	**03**	**09**	**02**	**09**	**02**	**01**	**04**	**04**	**01**	**05**

Source: Ministry of Tourism and Antiquities (Amman, 2006)

Figure: 7.02

Classified Hotels at Important Tourist Destination in Jordan 2006

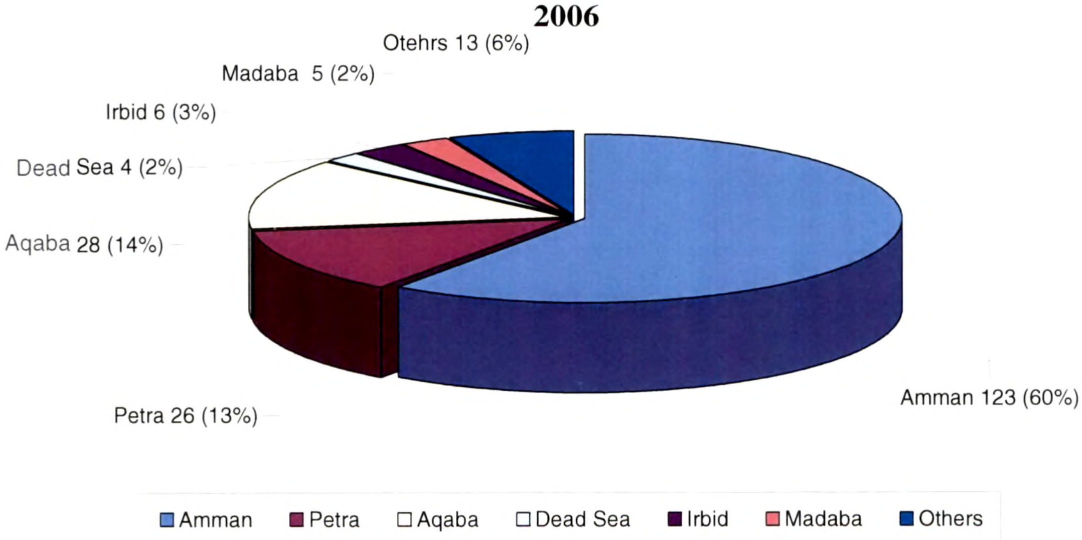


Table:7.02 gives the number of hotels at various tourist destinations in Jordan. In 2006 the number of classified and non-classified hotels in *Amman* numbered 325, representing 68 percent of the total number of hotels in Jordan. *Amman* ranks first among other tourist destinations in terms of classified and non-classified hotels. The concentration of hotels in *Amman* is high as compared to other tourist destination in Jordan. The reasons for this are manifold, the most obvious being that the presence of wide range of accommodation and existence of excellent customers services. *Amman* is also regarded as the starting point for all international and regional tourists who visit the country. Most of the tourist destinations are located nearby *Amman*. For example, *Madaba* is only 30 Km away from *Amman* and it takes 30 minutes to reach *Madaba* from a country car or bus. Thus, tourist can go to *Madaba*, see the archeological and Christian religious sites there and return on the same day to *Amman* where they can stay in a five star hotel. *Jerash* is also within the reach of the tourists who stay in *Amman*. They can visit the ruins of *Jerash* and come back to *Amman* on the same day. Apart from this, various travel agencies in *Amman* organize same day tours for Tourists to different parts of the country such as the *Dead Sea*, *Jerash* and

Irbid. Conclusively tourists can head off towards the archeological and religious sites located in different parts of Jordan from *Amman* easily and with great comfort. Further, most tourist facilities and services exist in *Amman* which encourage tourists to stay here. Above all, *Amman* is well served by international and regional airlines along with internal ones. Royal Jordanian, the kingdom's national carrier, flies between *Amman* and numerous destinations through the West Asia, Europe and the world.

Aqaba is the only seaport of Jordan and occupies the second place among tourist infrastructure facilities in the country. After *Amman, Aqaba* has maximum number of classified and non-classified hotels. In 2006, there were 46 hotels in *Aqaba*, of which 32 hotels were classified and 14 were non-classified, constituting 9.4 percent of the total hotels in Jordan. It is considered to be Jordan's window to the sea. It retains the potential to become a key touristic destination at par or even better than nearby *Red Sea* resorts. Its crystal clear water, abundant marine life and pleasant climate, make it an ideal location for the year round scuba diving, snorkeling, and other water sports. It is quite important as a stop on multi-site tours that begin in Egypt and travel by ferryboat to Jordan to visit *Petra* and *Wadi Rum*. After peace treaty with Israel, number of classified and non-classified hotels in *Aqaba* increased rapidly from 37 hotels in 1994 to 46 hotels in 2006. Since, 1994 more hotels have been built to accommodate for the influx of tourists to the city.

Petra occupies the first place among Jordan's touristic places in terms of regard to the number of visitors. It is a world famous touristic place and there is an increasing demand to visit the city from all over the world. The remains of the city embody the details of the *Nabatean* period and culture. There are currently five 5- star hotels with a total of 1968 rooms along with three 4- star hotels, and seven 3- star hotels in the *Petra* area. *Petra* stands third after *Amman* and *Aqaba* in term of the number of classified and un-classified hotels. Hotels in *Petra* constitute 8 percent of the total number of hotels in Jordan. Before peace treaty between Jordan and Israel in 1994, the number of hotels in *Petra* was only 12 hotels. Now there are 38 hotels in *Petra* to accommodate tourists from Israel and other countries. More tourists are expected to visit the city after it has been included as one of the New Seven Wonders of the World.

Irbid is the next important touristic site where total number of classified and non-classified hotels are 12, constituting 2.5 percent of the total number of hotels in Jordan. *Zarqa* and *Madaba* have equal number of hotels, representing only 1.9 percent each of the total number of hotels in Jordan.

The *Dead Sea* is one of Jordan main tourist attractions. The leading attraction there is the hot, soothing super-salty sea water having curative powers to many skin and bone diseases. Tourists flocked to the *Dead Sea* shores in search of relaxation, health and beauty treatments. Roman emperor *Herod* built a palace in the *Dead Sea* area that used the waters of the *Dead Sea* for treatment of a skin disease. Prior to 1994 the Jordanian side of the *Dead Sea* was classified as a military zone and private entry was restricted. As a result the Jordanian coast remained underdeveloped with only one hotel, the *Dead Sea* Spa hotel, operating in the area, and largely serving the lower end of the market. After peace treaty, number of hotels in the *Dead Sea* area increased to accommodate the tourists visiting this site. At the moment, there are three 5-star and one 4- star hotels with good number of quality restaurants along the *Dead Sea* coast. The *Dead Sea* resort is viewed by many tourists as a rare medical sea resort. In 1995, the Jordan Valley Authority invited a master plan for the development of the *Dead Sea* area. The Jordan valley Authority decided to invest JD 1 billion by 2010 for the entire 60 km stretch of the *Dead Sea*. In 2002, the 217 room *Marriott* Hotel officially opened. Other five-star Hotel with a 240 room *Novotel* Hotel developed by Frances Accor. The intercontinental 200-room hotel and the German International *Kempinski* Hotel also developed. All of which provide superior leisure and medical treatment. A huge convention center has been developed at the *Dead Sea* by the Royal Court which includes world-class facilities for conferences, events, and exhibitions. At the moment there are substantial numbers of classified restaurants along the *Dead Sea* Coast which provide luxurious lodging facilities.

Seaside facilities include hotels with therapeutic clinics, restaurants, bathing, and sports centers. Table: 7.02 explains the variations in the classified and non-classified hotels at different touristic sites in Jordan.

Lodging facilities in *Wadi Rum* are almost lacking except the Government Rest House, where tents are available. Tourists go on camping trips to *Wadi Rum* to enjoy the majestic mountain scenery and also enjoy the spectacular hikes such as the Rock Bridge of *Burdah*, one of most popular attractions of *Wadi Rum*. At the moment, there are five camping facilities which provide tourists with *Bedouin* experience. These camping have a capacity of 364 rooms along with 813 beds.

A look at the distribution of hotels (Table: 7.02) in the country shows that there are no hotels in some important touristic areas. We can also notice that Jordan lacks small hotels which can provide high quality services in additions to the required personal services and touristic programmes which better satisfy the tourist's 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 (Map: 7.05).

7.4 Types of Hotels and Accommodation

Hotels are of several types such as commercial, resort, motel, and residential. In relation to tourism, residential hotels are probably not much important although there are some rooms available to tourists in most residential hotels. For tourists resort hotel serve the purpose. Resort hotel is generally situated in attractive surroundings and usually accompanied by a large mix of services including entertainment and pleasurable activities for the traveler and vacationer. The resorts hotel is thus of primary importance for tourists.

The motel-hotel is also significant for tourist traveling by car this primary type hotel is common in advanced countries e.g. the United States, Canada and Mexico.

The commercial hotel is usually located in the mid of town and conveniently approachable for the business traveler, convention attendee, and vacationer. Commercial hotel is generally a downtown structure. The demand for accommodations depends and varies according to the price guest are willing to pay, services required and similar considerations. It is not necessary that all the successful tourism areas must have multistoried, highly expensive, modernist-looking hotels. In fact these are not essential ingredients for the development of successful tourism area. Many successful tourism areas have simple bungalow-type accommodation contracted with native materials, built to modern standard of comfort and safety, and kept immaculately clean.[7] These types of accommodations are acceptable to a large segment of the market. Expensive accommodations are also available in the market and are usually demanded by those who "want the best". These tourists are capable and willing to pay accordingly and can afford the price for top-level accommodation.

It is generally observed that youth and adults are willing to pay for medium level accommodation. Majority of tourist belong to this category. Camping or caravanning facilities are often needed and in demand in areas where geographical surrounding facilitate the adventure tourism and congenial environment for recreation and pleasure. Expensive and inexpensive destination areas are somehow related with the quality of accommodations and type of services and facilities attached.

The following are the main types of hotels.[8]

(A) **International Hotels:** These are modern western style hotel developed in almost all metropolitan and other large cities as well as principal tourist centers. These hotels are luxury hotels and are classified on the basis of internationally accepted system of classification. These hotels provide, in addition to accommodation, all the other facilities which make the stay a very comfortable and interesting experience. These hotels are suitable for metropolitan cities and for other large business and commercial towns and principal tourist centers.

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7. Jenet Star, "*What is a Bed and Breakfast Inn?*" *Travel Assist magazine,(London,* 2000) March, pp. 13-19.
8. The international Hotel Association, Paris.

(B) **Residential Hotels:** These are basically apartment houses complete with hotel services. The tariffs of rooms in these hotels is charged on monthly, half-yearly or yearly basis and is charged for either furnished or unfurnished accommodation.

(C) **Floating Hotels:** These hotels are located on the surface of the water may be on sea water, river water or on a lake. All facilities and services are available in floating hotels, and provide exclusive and exotic atmosphere.

(D) **Heritage Hotels:** These hotels represent unique architectural features blend with the culture and tradition of the area. Heritage hotels are operating in palaces, castles, forts; hunting lodges, *havelis* (mansions) or residence of any size built several decades ago.

(E) **Resorts Hotels:** These hotels are in fact, cater the needs of the tourist and those who by reasons of health desire change of atmosphere. They are located in most attractive geographical surrounding e.g. near sea, mountain, islands and areas abounding in natural beauty. Rest, relaxation and entertainment are prime motives of a person visiting Resort Hotels. Resort Hotels are built with a view to provide special services to the visitors and are marked by an atmosphere of informality. On the basis of climate and topography, Resort Hotels are classified in the following category:

- Summer Resorts
- Winter Resorts
- Hill Resorts
- All-season Resort
- Health Resorts

Resort Hotel is generally seasonal establishments which work to capacity during the high tourist season. Resort Hotels suffer on account of seasonality problem of tourism activity. However, to overcome this problem, in recent years many Resort Hotels provide certain special facilities and offer various concessions to the tourist during off season. The concessions provide include reduced tariffs, free entertainment, sightseeing, gifts etc. Services and amenities available in resort establishment include recreation facilities such as swimming pool, golf courts, tennis courts, skiing, booting, surf riding and various other indoor sports. Other important amenities include coffee-shops, restaurants, conference rooms, large, shopping arcade and entertainment. In short the emphasis of resort hotels, however, is on recreational facilities.

(F) **Commercial Hotels:** Commercial Hotels mostly serve the requirements of the people who are visiting a place for commerce or business. In view of this fact, they are located in important commercial and industrial centers of large towns and cities. Most of the commercial hotels receive guests who have business although some have permanent guest. These hotels are also source of appeal primarily to the individual travelers. These hotels are generally run by the owners and their success depends on their efficient running and the comforts and facilities they provide. Commercial hotels in some of the towns or cities have restaurants, grill room, functional accommodation and a garage for those traveling by automobile.

Accommodation

Accommodation is a very important aspect of tourism. It encourages the growth and development of tourism activity. For successful tourism, accommodations must be available in sufficient quantity to match the demand of the travelers who arrive at the destination. Accommodations should precede any other type of development. Accommodation may be an important tourist attraction. Indeed, larger numbers of tourists go to a particular spot simply because there is a first class hotel there which provides excellent food, rooms and facilities. Accommodation is a term loosely used to cover food and lodging. It really falls into the category of amenities but is so basic as to warrant separate treatment.

The demand for accommodations varies according to the price guests are willing to pay, services required, and similar considerations. Many successful tourism areas have no multistoried, highly expensive and, modernistic-looking hotels. For example, a bungalow-type accommodation constructed with native materials, built to modern standards of comfort and safety, and kept immaculately clean will be acceptable to a large segment of the market.[9]

Suitable accommodations should be available for all segments of the market. Expensive hotel accommodations may be demanded by those who "want the best" and are willing and also able to pay accordingly. On the other hand, youth tourism and adults mostly do not willing to pay for top level accommodations. For such tourists accommodation facilities should be available according to their demand. Sometimes camping or caravanning facilities are needed to meet the demand. It may be stated that all accommodations should be harmonious with one another. Type of holiday accommodation should be accordingly to the demand and quality of destination areas. Certain areas are known as expensive destination areas, and travelers expect to find higher quality accommodations there. Conversely, other areas are expected to be inexpensive, and the high-priced hotel would be out of place in such a locality.

Since 1950 types of holiday accommodation have witnesses striking changes. Decline in the use of boarding houses and small private hotels led the emergence of holiday flat lets. The larger and expensive accommodations are facing tough time and somehow managing their share in holiday trade. At popular destinations and areas larger and expensive accommodations are booming but elsewhere particularly in traditional holiday resort and some seaside resorts, many are having lean time and some, in fact, have closedown. These changes in accommodation demand reflect the recent and growing demand for more informal types of accommodation, e.g. rented accommodation – flats, cottage, etc. caravanning and camping.[10]

Accommodation plays a central role in tourism, because tourist presupposes to spend at least one night in the destination visited. Tourism

9. McIntosh, R and Gupta, S., *Tourism: Principles, Practices, Philosophies* (Ohio, 1980) p. 112.
10. Ibid.

accommodation, which caters to both domestic and international tourists, is an important input which flows into the overall tourists system. It helps in creating an important feature of the total tourist image of the country. A country having suitable accommodation facilities and fulfils the requirements of tourist markets indeed accomplishes one of the basic conditions of tourism development.

The range and type of accommodation, in fact, determine to a great extent level of tourism. Accommodation is a core area of the tourist industry and plays a distinctive role in the development of this ever-expanding industry. To a greater degree than most activities, Travel and tourism depends on a wide range of basic infrastructure services required by hotels, restaurants, shops and recreation facilities. It is the combination of tourism and good infrastructure that underpins the economic, environmental and social benefits. Thus growth of tourism is difficult to accomplish without proper arrangement of accommodation at tourist site.[11]

7.5 Secondary Hospitality Establishment

Hotels are important part of the tourism infrastructure but there has been a growth and development of some other forms of accommodation over the year. Tourist accommodation need not be viewed from the point of view of hotel industry alone. In addition to hotels, the demand for tourist accommodation is met by a variety of facilities. This is popularly known as secondary or supplementary accommodation. In supplementary accommodation the standard of comforts is modest compared to that of a hotel. It can be of various types and can be classified on the basis of its location, type of construction, type of property, type of management, etc. They are known by different names for similar functions of various accommodation units. There are certain inherent advantages in this type of accommodation. The biggest advantage is that of prices compared

11. *Tourism and sustainable Development, the Global importance of tourism,* Department of Economic and Social Affairs, (UN,2002)

to the conventional type of accommodation. These accommodations are available on moderate price and in fact provide informal atmosphere, freedom with regard to manners, dress etc. Tourists enjoy this type of accommodation.[12] In view of these reasons, it is becoming important in the total availability of tourists accommodation. They cater to both international as well as domestic tourist traffic. Some of the principal forms of supplementary accommodation are as follows.[13]

(A) **Motels:** The Concept of motel and motel-hotel originated in the United States of America. Motel was meant for local motorists and foreign tourist traveling by road. They serve the function of a tourist hotel. Sometime they are geared to accommodate motor-traveling guest for overnight stay. They are located outside the city limits in the countryside along with the main highway and preferably at an important road junction. The services providing by motels include parking, garage facilities with filling stations accommodation, restaurant facilities, public, catering and recreational facilities.

(B) **Caravan and Camping Sites:** This is a significant accommodation category in many tourist areas. Caravan and camping sites are very popular in some European countries. In the U.S.A.; it is growing fast. These are also known as open air hostels, tourist camps or camping grounds. Equipped to receive mobile accommodation in the form of caravans, the camping sites provide facilities for parking, tent, pitching, water, electricity, toilet, etc.

(C) **Youth Hostels:** Youth hostels made their first appearance in Germany in about 1900. It provides accommodation to youth who travel on first throughout the country with a view to learn and know more about the country. The movement was based on the educational principles. Youth hostels provide clean, moderate and inexpensive shelter to young people

12. Norman, P. Nickerson, *Foundation of Tourism,* (New Jersey, 1996), PP. 5-6.
13. Yogendra K. Sharma, *Hotel management: Educational and Environmental Aspect,* (New Delhi, 2004); pp. 16-23.

exploring their own country or other countries and traveling independently or in groups on holiday or for educational purpose. It is a place of friendship, recreation and extra-curricular education. It provides accommodation to your men and women who travel on foot, by bicycle or other means of locomotion at a very affordable price or cost. The aim of youth hostel is the development of youth tourism.

(D) **Tourist Holiday Villages:** Tourist holiday villages come into existence after World War II with aim to provide exclusive informal atmosphere to the tourist. They are situated mostly at warm seaside and in the regions which offer certain facilities for the tourists. Holiday villages provide extensive sports and recreation facilities, riding, swimming, tennis, volleyball, football, Sauna, mini-golf, badminton, table tennis and yoga. The services of doctor are also available in a village. The accommodation is sold for a week or a fortnight at an all-inclusive price. They are usually based on family units, each providing a convertible living room, bath/shower and sometimes a kitchen. Free atmosphere is being provided and easy mixing of guests is encouraged. Some holiday villages have modern amenities with wide range of entertainment and sporting facilities like music, water-skiing, and tennis, yoga classes with lectures on local customs, history and language.

(E) **Pension:** This type of accommodation is very popular in certain European countries particularly in Italy, Austria, Germany and Switzerland. It is like a private hotel, a guesthouse or a boarding house and extensively used by the tourists. It is cheaper than hotel and stay period is for a longer period than a week or a fortnight. Catering facilities are optional and are usually restricted to the residents.

(F) **Bed and Breakfast Establishments:** These types of accommodation are very popular with holiday makers. In some countries these are also known as apartment hotels and hotel *garnis*. They provide only accommodation and breakfast and not the principal needs.

(G) Time Hare and Resort Condominiums: These are unique and provide onsite fun, flexibility and affordability to tourists. In the case of condominium, a tourist owns a rooms or a suite within a condominium or hotel complex and uses the same as required. The same accommodation unit can also be rented out to other tourists.

Time-share holiday represents a very unique example of both international and domestic accommodation. This type of accommodation belongs to prosperous section of the society. Prosperous individuals generally buy or build second homes. It is very common in Western Europe. These establishments often remain empty for large parts of the year and hence difficult to maintain. To avoid these problems, owner of such establishments allows to an idea of multi-ownership or time-sharing with people who are interested in utilizing these properties as tourists. The term time share implies that the accommodation unit is shared with others throughout the year. Resort Condominiums International (RCI) is the world premier and largest exchange company in the field of time share resorts. Booking of RCI accommodation is generally done through Space Bank Pool. The possibility of holiday match depend the availability of matching accommodation. Sometimes matching accommodation is not immediately available because of occupation by other holiday maker. It is available only when it is deposited by another member.

Thus a hotel can be defined as a place where a prospective guest can be provided with the following:

(a) Accommodation	place to stay
(b) Food and Beverage	something to eat and drink
(c) Entertainment	to view and enjoy
(d) Services	intangible element

The place should be provides for a value. The value is usually paid in the form of price. Moreover the prospective guest should be in a fit condition to be received.[14]

7.6 Occupancy Rates

Hotels of various kinds and grades play the major role in providing accommodation and other backup services for tourists. Table: 7.03 comprises hotel accompany rate of classified batch from 1990 to 2003. A book at the occupation rates shows that room occupancy rates are low in 3-star hotels and in lower classes. From the Table: .03 it appears that room occupancy rates of classified hotels have witnessed fluctuations during the period 1990-2003. Room occupancy rates do not exhibit definite trend of either ascending order or descending order. One may also notice that annual average room occupancy rotes of classified hotels suddenly surged in 1994 and 1995. This is because of peace treaty signed by Jordan and Israel in 1994 and the resultant influx of tourists from Israel.

Table: 7.03

Percentage of Room Occupancy Rates by Classification for Hotels in Jordan 1990-2003

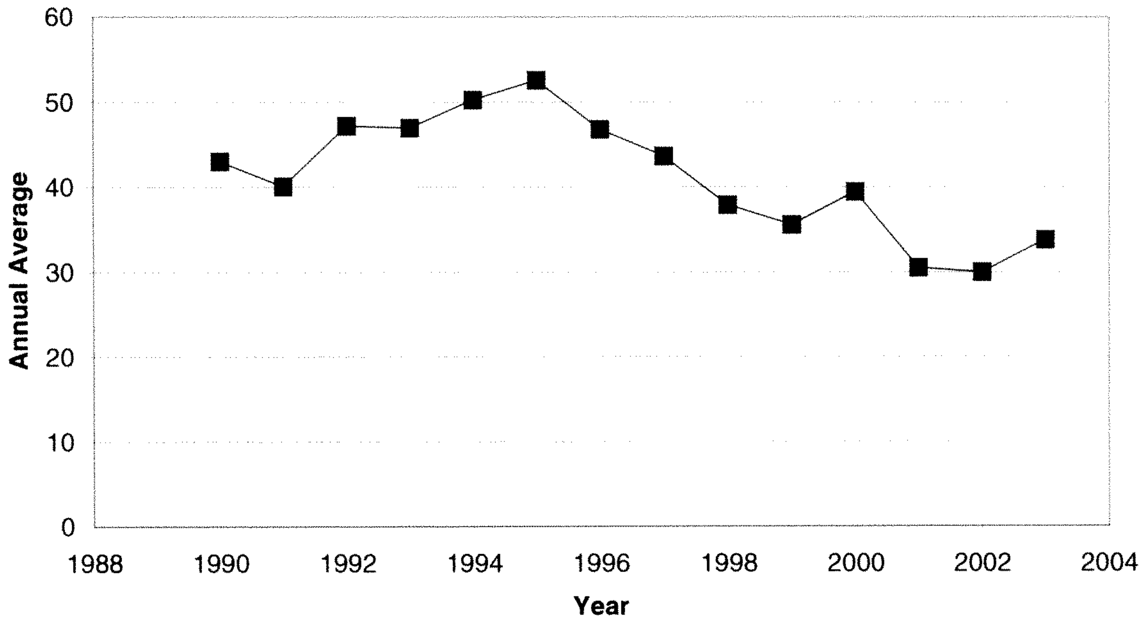
Year / ssification	1990	1991	1992	1993	1994	1995	1996	1997	1998	2000	2001	2002	2003
tar	44.02	46.20	46.90	41.43	45.02	43.06	41.30	40.02	33.02	27.79	23.30	22.90	18.80
tars	36.02	40.60	45.80	43.48	43.46	45.88	37.81	32.31	28.47	26.74	22.90	24.00	25.50
tars	43.66	37.90	44.70	45.66	48.80	48.17	41.01	37.99	33.81	32.33	25.80	23.70	29.50
tars	46.61	36.90	48.70	53.14	59.45	60.80	61.69	52.73	46.66	49.24	33.10	36.10	45.00
tars	36.57	34.20	47.10	43.40	44.70	53.79	41.10	43.76	39.91	52.80	40.00	39.90	38.30
uxe 5 Stars	46.87	42.60	50.80	51.14	61.95	70.44	65.28	67.68	57.31	0.00	0.00	0.00	0.00
el Apartment												43.60	45.00
el Suites												33.30	27.30
ual Average	43.03	40.10	47.20	46.97	50.26	52.56	46.80	43.63	37.92	39.47	30.50	32.00	33.80

rces: Ministry of Tourism and Antiquities / Statistics Department.

14. Sudhir Andrews, *Hotel front Office: Training Manual*, (New Delhi, 2006), p..3

Figure: 7.03

Room Occupancy Percentage Rates by Classification for Hotels in Jordan 1990-2003



Percentage of room occupancy rate is highest in 4- star hotels as compared to 5-star hotels in 2003. The reasons for low occupancy rates in 3- star hotels and lower classes are manifold, the most obvious being that the Persistent weak tourism promotion, the very few nights an average tourist stays in the country, and the weak touristic programmes and activities which can attract tourists to extend their stay in the country.

Tables: 7.04 and Table: 7.05 explains the percentage of room occupancy rates by location and by month for hotels in Jordan during the period 1990-2003. The percentage of room occupancy rates in Table: 7.04 shows that *Aqaba*, *Dead Sea*, *Amman* and *Jerash* are the most favourable touristic sites for tourists visiting Jordan. *Petra,* despite being one of Jordan's natural treasures and best-known tourist attraction, shows low room occupancy rates. This is due to its close physical distance from *Amman*. From the Table: 7.05 it appeasers that July, August, September and October are the propitious months for tourists visiting Jordan. The excellent weather is the most important geographical factor which attracts tourist to visit Jordan. We can also observe that except the months of March and April almost all the months of the Year receive tourists on moderate level. However, in 1992 and 1993 due to presence of many Journalists who come to Jordan to cover news in the Region and the war on Iraq, the annual average room occupancy rates reached 47.20 percent and 46.97 percent respectively. These are higher than what is considered by many in the industry as the breakeven occupancy rate of 30-35 percent. Room occupation rates in Table:7.04 explains that during the period 1992-1996 annual average rate was almost remained above 40 percent. Political events such as Iraq crisis and peace treaty between Jordan and Israel were responsible for this growth in room occupancy rates.[15]

15. Obaid El-Roudan et al, *Tourism Economics in Jordan: Essential Facilities and Marketing* (Amman,2000), pp22-25

Table: 7.04

Percentage of Room Occupancy Rates by Location for Hotels in Jordan

1990-2003

Location / Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Amman	43.90	43.90	51.90	49.16	53.41	57.67	52.39	49.66	42.33	36.14	40.57	33.10	34.80	34.60
Aqaba	45.60	27.80	35.80	41.46	45.72	45.98	40.51	40.17	34.22	39.48	36.86	34. .8	38.00	53.60
Petra	25.60	25.10	62.60	61.01	61.86	53.18	37.46	31.40	32.53	34.31	40.58	16.70	11.70	11.80
Irbid	22.70	39.90	41.90	43.77	36.32	14.05	14.09	16.19	18.22	20.02	26.21	21.50	25.20	18.10
Dead Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.99	36.61	57.87	47.60	39.10	36.70
Madaba	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.03	21.14	13.74	11.20	22.60	9.40
Ma'in	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.30	13.20	13.40
Azraq	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.49	8.85	8.83	19.70	37.00	0.00
Jerash	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	32.88	13.87	32.97	22.80	24.70	19.20
Karak	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.44	16.09	33.59	9.60	6.20	6.30
Ajloun	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.40	12.29	11.55	6.00	9.40	7.40
Zarqa	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.02	22.71	18.82	1.50	7.80	15.70
Fuhaes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	N.A	29.41	4.81	1.20	3.90	2.00
Others	28.50	22.20	22.10	33.73	25.06	31.74	30.60	26.31	0.00	0.00	0.00	0.00	0.00	0.00
Annual Average	**43.03**	**40.10**	**47.20**	**46.97**	**50.26**	**52.56**	**46.80**	**43.63**	**37.65**	**35.57**	**39.47**	**30.50**	**32.00**	**33.80**

Sources: Ministry of Tourism and Antiquities / *Statistics Department.*

Figure: 7.04

Percentage of Room Occupancy Rates of Tourist by Location for Hotels in Jordan 1990-2003

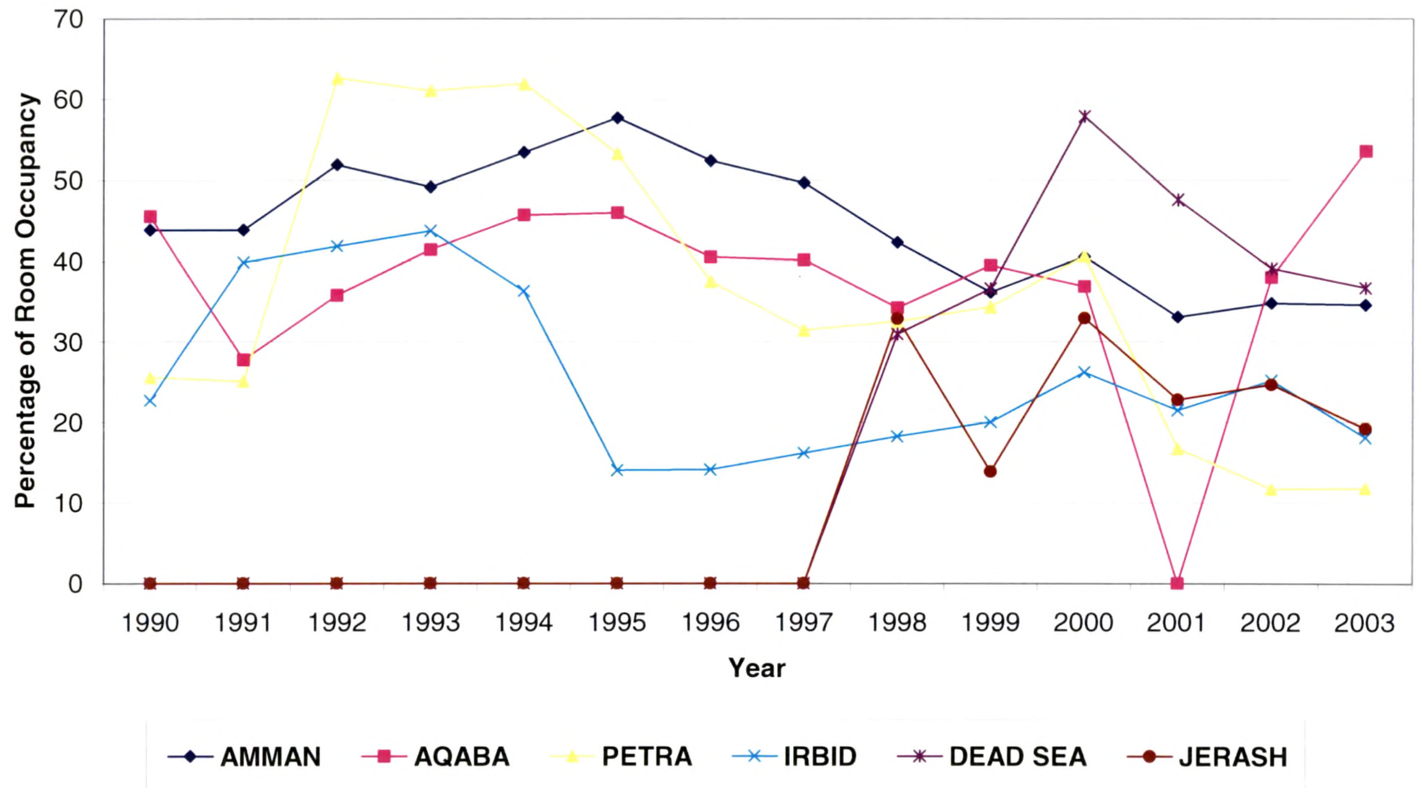


Table: 7.05

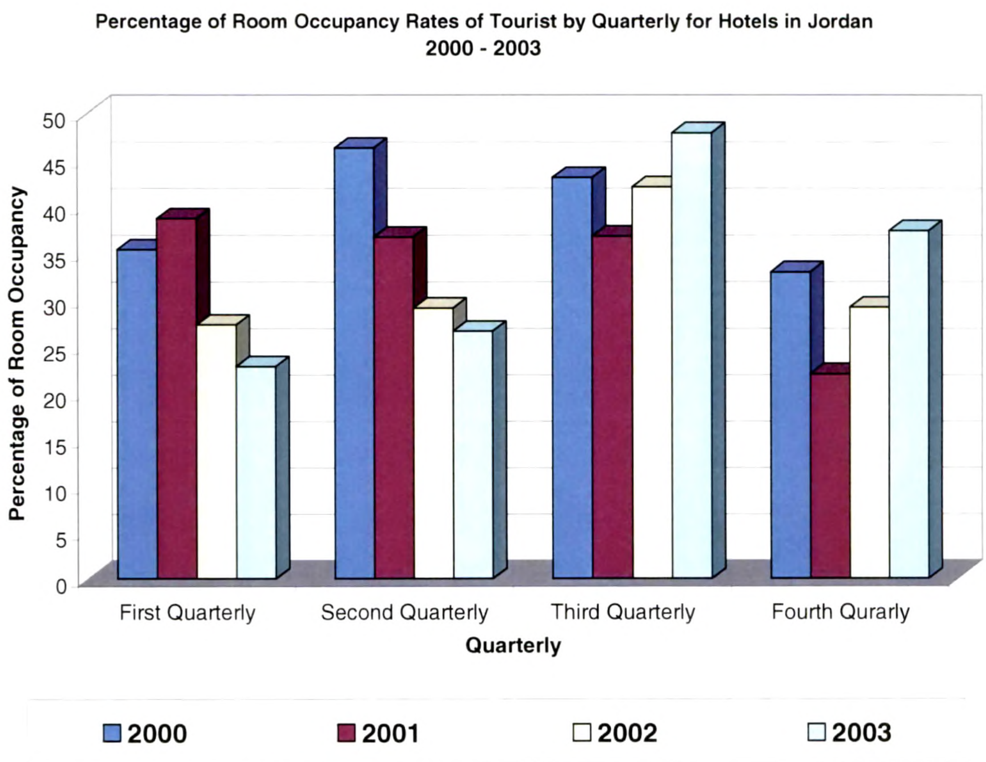
Percentage of Room Occupancy Rates by Month for Hotels in Jordan

1990 – 2003

Months / Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	2000	2001	2002	2003
January	38.65	22.10	37.50	37.80	35.49	40.02	33.86	27.99	25.24	25.34	20.70	22.00	23.90
February	44.49	19.20	40.50	37.82	36.63	35.58	39.57	35.98	32.53	36.84	26.40	29.20	25.30
March	48.38	18.40	34.40	37.61	46.62	58.07	53.16	48.03	35.08	43.94	39.00	30.80	19.30
April	51.92	24.30	51.20	59.04	60.16	69.31	62.98	59.63	49.19	57.79	46.70	28.70	21.40
May	50.91	28.90	46.30	44.11	50.18	56.69	54.15	47.78	39.84	45.01	34.00	28.70	25.80
June	46.65	41.30	45.00	40.99	43.08	47.70	36.64	35.03	33.36	35.95	29.40	29.90	32.70
July	55.21	58.70	55.50	50.93	51.46	53.07	45.30	45.24	40.51	39.38	36.20	39.30	45.90
August	57.95	69.00	67.40	62.50	61.58	63.08	55.35	54.29	46.91	45.63	45.30	49.10	53.60
September	39.73	57.50	52.40	53.16	54.53	53.08	46.84	43.05	38.71	44.28	28.90	37.90	44.20
October	28.48	49.20	52.80	52.96	65.34	60.08	51.86	49.85	46.81	48.10	25.30	37.20	43.00
November	25.91	46.60	43.60	47.33	53.19	53.22	41.66	41.77	39.62	32.64	20.60	23.90	32.50
December	26.58	44.30	37.60	38.92	43.86	39.58	39.52	34.30	28.11	18.20	20.20	26.50	36.70
Annual Average	**43.03**	**40.10**	**47.20**	**46.97**	**50.26**	**52.56**	**46.80**	**43.63**	**37.92**	**39.47**	**30.50**	**32.00**	**33.80**

Sources: Ministry of Tourism and Antiquities / *Statistics Department.*

Figure: 7.05



Bed occupancy rates show also the same pattern in the classified hotels during the period in 1990-2003, because it depends on the room occupancy. Table: 7.06 expounds the vicissitude in the annual average bed occupancy rates in classified hotels during the period 1990-2003 in Jordan. Again the 5- star and 4-star hotels elucidate the high bed occupancy in comparison to the lower classified hotels. Between 1992 and 1996 bed occupancy rates were high due to political situation prevailing in the region.

Table: 7.06

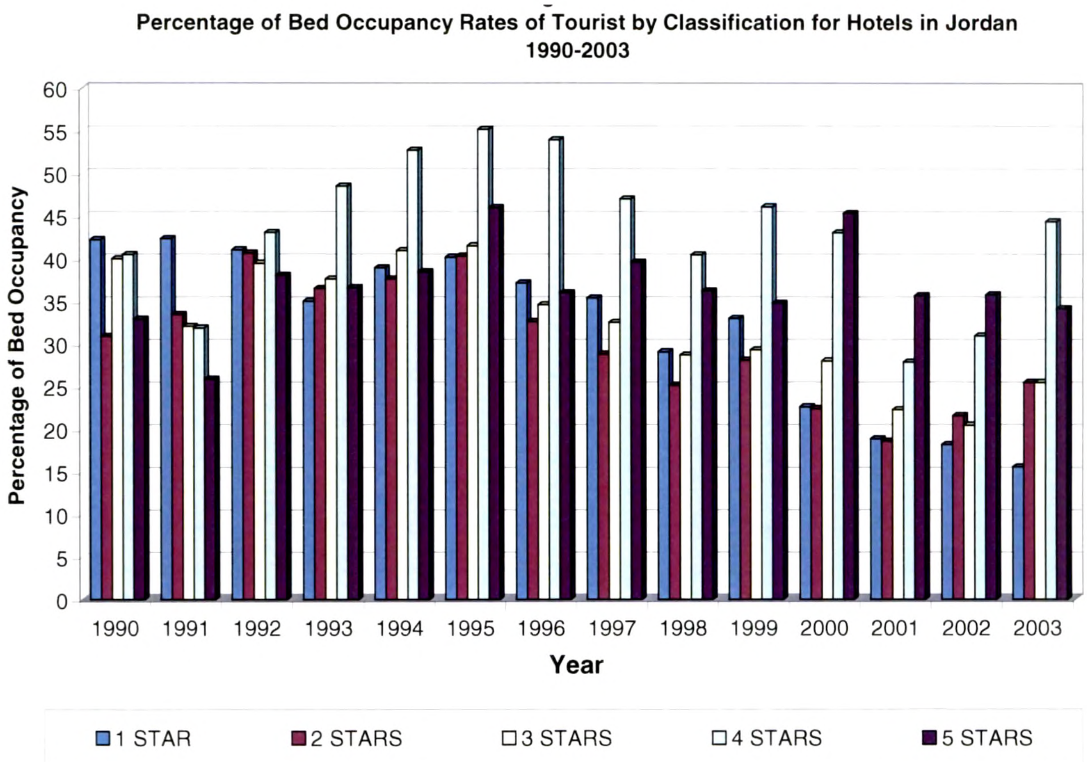
Percentage of Bed Occupancy Rates by Classification for Hotels in Jordan

1990 – 2003

Classification / Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	2000	2001	2002	2003
1 Star	42.27	42.40	41.10	35.05	38.98	40.23	37.20	35.44	29.11	22.65	18.90	18.20	15.60
2 Stars	30.92	33.50	40.70	3655	3768	40.37	32.66	28.82	2518	22.42	18.60	21.60	25.50
3 Stars	40.04	32.10	39.50	37.66	41.00	41.56	34.64	32.57	28.72	28.03	22.30	2050	25.50
4 Stars	40.55	31.90	43.10	48.54	52.73	55.17	53.94	47.03	40.49	43.08	27.90	31.00	44.40
5 Stars	32.93	25.90	38.10	36.63	38.53	46.01	36.04	39.65	36.24	45.34	35.70	35.80	34.20
Deluxe 5 Stars	32.23	32.70	41.90	42.47	51.55	65.67	61.85	59.38	49.56	0.00	0.00	0.00	0.00
Hotels Apartment												27.80	25.60
Hotel Suite												2640	19.30
Annual Average	**37.38**	**34.00**	**41.10**	**39.99**	**42.93**	**46.31**	**40.49**	**37.92**	**32.66**	**33.42**	**25.80**	**26.50**	**30.70**

Sources: Ministry of Tourism and Antiquities / *Statistics Department.*

Figure: 7.06



Bed occupancy rate location wise too exhibits the places like *Aqaba, Dead Sea*, *Amman* and *Jerash* as the most attractive and important destinations for tourists. Table: 7.07 gives the bed occupancy rates by location for hotels in Jordan.

Table: 7.07

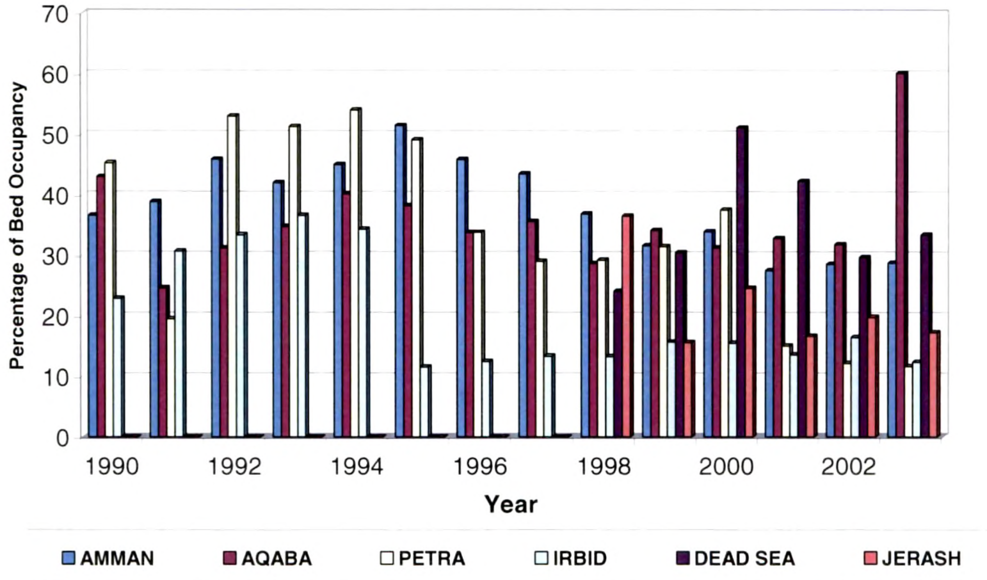
Percentage of Bed Occupancy Rates by Location for Hotels in Jordan

1990 – 2003

Location / Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	2000	2001	2002	2003
Amman	36.60	38.90	45.90	42.02	45.03	51.47	45.89	43.49	36.88	33.92	27.50	28.60	28.80
Aqaba	43.00	24.60	31.20	34.79	40.21	38.25	33.77	35.59	28.65	31.25	32.80	31.80	60.10
Petra	45.. 3	19.50	53.00	51.28	54.01	49.11	33.82	29.04	29.24	37.52	15.10	12.20	11.70
Irbid	22.90	30.70	33.40	36.64	34.36	11.58	12.50	13.37	13.32	15.54	13.60	16.50	12.40
Dead Sea	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	24.07	51.11	42.30	29.70	33.40
Madaba	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	1842	13.15	9.00	16.40	9.00
Ma'in	0.00	0.00	0.00	0.00	0.00	000	0.00	0.00	0.00	0.00	9.30	11.70	9.50
Azraq	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	7.50	8.44	14.40	27.10	000
Jerash	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	36.53	24.58	16.70	19.80	17.30
Karak	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	20.18	34.33	7.30	420	4.40
Ajluon	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	10.52	10.22	5.40	9.60	8.70
Zarqa	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	16.72	12.99	1.60	6.90	13.10
Fuhaes	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	3.67	0.60	2.60	1.60
Others	26.60	16.30	20.00	31.17	26.04	30.44	29.21	25.14	0.00	0.00	0.00	0.00	0.00
Annual Average	**37.38**	**34.00**	**41.10**	**39.99**	**42.93**	**46.31**	**40.49**	**37.92**	**32.66**	**33.42**	**25.80**	**26.50**	**30.70**

Sources: Ministry of Tourism and Antiquities / Statistics Department.

Figure: 7.07
Percentage of Bed Occupancy Rates of Tourist by Locations for Hotels in Jordan
1990-2003



The annual average bed occupancy rates declined from 46.3 percent in 1995 to 30.70 percent in 2003. However, the fact is that in 2003 number of hotels increased to 314 from 161 in 1995. Moreover, total tourists arrivals in 2003 were 1.57 million while in 1995 the figure stood as 1.07 million obviously; the bed occupancy rate should have increased in 2003 in the light of increased tourist arrivals as compared to 1995. But it declined in 2003 instead of registering growth in bed occupancy rates. With the increased in number of hotels, the number of both rooms and beds in hotels increase from 3032 and 5228 to 19,698 and 37,859 respectively. As a result bed and room occupancy rate declined in 2003 from 1995. Moreover, political events such as war on Iraq and the peace treaty between Jordan and Israel also contributed establishing this in trend. Table:7.08 elucidates the month-wise bed occupancy rate during the period 1990-2003 in Jordan. One may infer from Table: 7.08 that July, August, September and, October are favourable months for tourists visiting Jordan. Again the geographical traits may be ascribed to the low arrivals of the tourists during these months.

Table: 7.08

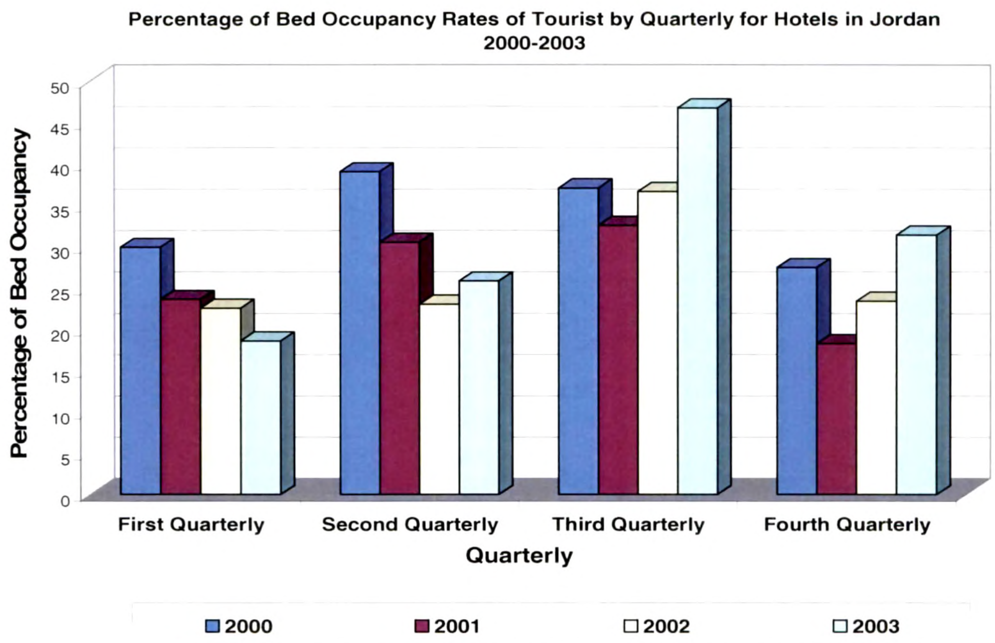
Percentage of Bed Occupancy Rates by Month for Hotels in Jordan

1990 -2003

Months / Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	2000	2001	2002	2003
January	33.64	16.30	31.70	32.18	29.88	34.39	28.06	24.39	21.64	20.87	16.70	18.90	19.30
February	38.23	14.50	34.40	31.50	30.40	3222	32.89	31.43	26.48	30.52	21.20	24.30	20.90
March	42.34	14.70	28.70	3230	39.60	50.47	45.11	40.02	29.42	38.32	33.10	24.50	15.60
April	47.27	18.90	44.80	4989	49.49	60.66	58.33	5279	44.04	49.94	39.60	22.60	18.40
May	42.42	23.00	39.00	36.52	43.04	48.81	44.87	41.26	33.18	37.25	28.10	22.50	26.50
June	41.51	35.30	38.40	34.44	36.10	39.89	30.34	28.89	27.25	29.90	2380	24.00	32.60
July	51.39	50.80	49.20	43.17	45.76	46.97	39.67	40.56	35.98	33.85	32.10	35.70	41.80
August	52.24	63.70	63.30	56.70	54.78	58.49	50.91	50.17	43.68	4a.30	41.00	43.60	58.80
September	33.53	52.20	46.40	45.36	46.41	46.86	40.19	36.72	33.36	37.11	24.50	30.70	39.70
October	22.94	42.10	45.10	44.58	5657	5253	44.35	43.50	40.30	40.19	21.50	29.80	36.20
November	20.74	38.10	37.30	41.17	44.69	48.63	35.17	3523	33.47	26.84	16.30	18.90	27.50
December	20.96	36.10	33.00	31.62	37.43	34.85	35.32	29.52	23.69	15.32	17.00	21.50	30.50
Annual Average	37.38	34.00	41.10	39.99	42.93	46.31	40.49	37.92	32.66	33.42	25.80	26.50	30.70

Sources: Ministry of Tourism and Antiquities / *Statistics Department.*

Figure: 7.08



7.7 Night Spent by Tourists

Occupancy rates of room and bed reflect the number of night spent by the tourists in the hotels. Night spent by tourists is an important aspect of the hotel development. It creates demand for hotels at touristic sites. Table: 7.09 shows that total night spent in classified hotels by the tourist increased in 2003 to reach a record of 3.45 million nights. While night spent in unclassified hotels by the tourists registered a decline from 0.50 million nights in 2002 to 0.36 million nights in 2003, showing a 27.7 percent decline. Total nights spent in all hotels by the tourists show fluctuation and were highest i.e. 3.83 million nights in 2000. Nights spent by the tourists influence the profitability of hotels which ultimately cause tourist receipts to rise or fall. In 2003 tourist receipts rose by 3.7 percent to reach JD 577.7 million from previous level whereas in 2001 tourist receipts declined to JD496.2 million from JD 512.40 million of 2000.

Table: 7.09

Nights Spent in Classified and Unclassified Hotels

1990-2003

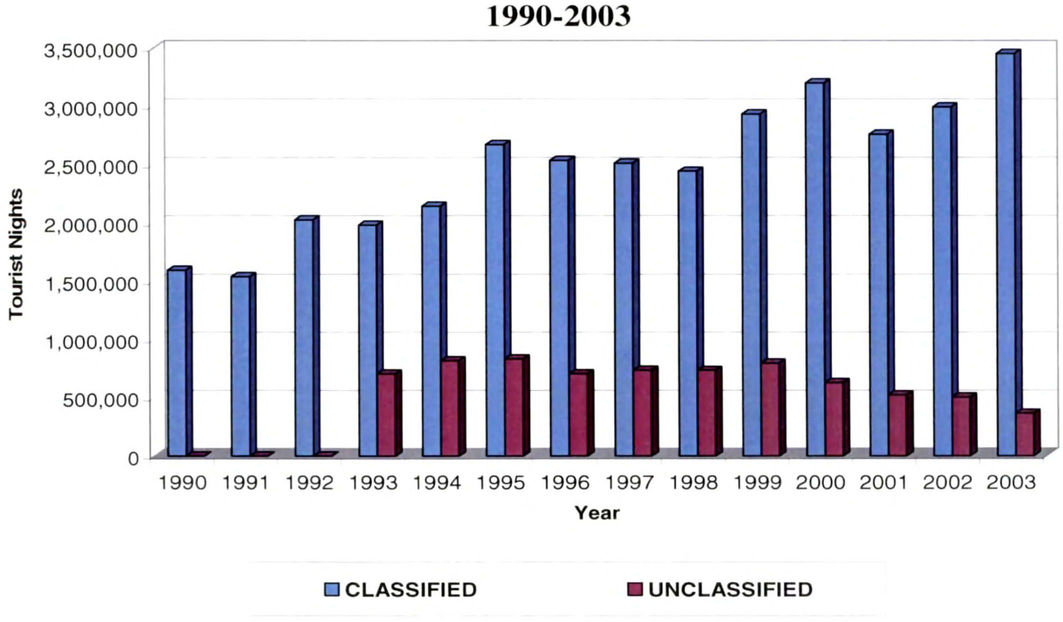
Year	Classified	Unclassified	Total
1990	1,595,508	N.A	1,595,
1991	1,542,943	N.A	1,542, 943
1992	2,026,866	N.A	2,026,866
1993	1,983,167	705,927	2,689,094
1994	2,145,580	817,954	2,963,534
1995	2,672,732	832,652	3,505,384
1996	2,536,875	705,436	3,242,311
1997	2,513,353	735,604	3,248,957
1998	2,445,389	734,460	3,179,849
1999	2,934,108	796,834	3,730,942
2000	3,202,352	629,414	3,831,766
2001	2,762,218	520,816	3,283,034
2002	2,994,927	503,011	3,497,938
2003	3,451,957	363,830	3,815,787

Sources: Ministry of Tourism and Antiquities / Statistics Department.

Figure: 7.09

Nights Spent in Classification and Unclassified Hotels by Tourist in Jordan

1990-2003



Although number of tourists arrivals declined from 1.62 million in 2002 to 1.57 million in 2003 i.e. by 3.0 percent, tourist receipts increased by 3.7 percent. This is perhaps because of longer stay of tourists in Jordan. The average length of stay in 2003 was 4.4 percent in comparison to 4.00 percent of 2002.

Table:7.10 expresses a detailed about the accommodation statistics during the period 2000-2003. It may be pointed out that nights spent by the tourists in 2003 increased by 85.0 percent in *Aqaba* region and 40.30 percent in the *Dead Sea* area while nights spent by the tourists in 2003 in *Irbid* and *Madaba* areas declined by -60.6 percent and -35.5 percent respectively. This happened as a recent of the full length of stay of tourists in *Aqaba* and the *Dead Sea* areas. The magnificent natural scenery and beautiful geographical landscape perhaps are the reasons for longer stay in *Aqaba* and the *Dead Sea* areas. From the Table: 7.10 it appears that domestic tourism in Jordan has been going popularity. Nights spent by resident have increased to 67.7 percent in 2003 in classified hotels, whereas by non-resident accounted for 39.80 percent. It is interesting to note that demand of camping activities among the non-resident tourist is increasing. Nights spent in camping by non-resident rose by 233.6 percent in 2003 as compared to 2002. However, Table: 7.10 explains the trend and pattern of accommodation in classified and non-classified hotels among resident and non-resident tourists in Jordan.

Table: 7.10
Accommodation Statistics
2000 – 2003

Item / Year	**2000**	**2001**	**2002**	**2003**	**Change 03/02**
Grand Total					
No. of Arrivals	N.A.	N.A.	1,418,566	1,489,046	50%
No. of Nights Occupied	3,831,766	3,283,034	3,497,938	3,815,787	9.1%
No. of Rooms Occupied	2,305,596	1,937,441	1,998,400	2,186,969	9.4%
Nights spent by resident	541,117	597,252	772,174	973,842	26.1%
Nights spent by non resident	3,290,649	2,685,782	2,725,764	2,841,945	4.3%

Classified Hotels					
No. of Arrivals	N.A.	N.A.	1,041,181	1,327,482	27.5%
No. of Nights Occupied	2,843,840	2,285,107	2,365,681	3,451,957	45.9%
No. of Rooms Occupied	1,777,581	1,434,022	1,456,185	1,998,339	37.2%
Nights spent by resident		422,070	518,805	870,292	67.7%
Nights spent by non resident		1,863,037	1,846,876	2,581,665	39.8%
Hotel Apartment					
No. of Arrivals	N.A.	N.A.	108,671	97,173	-10.6%
No. of Nights Occupied	246,787	364,987	506,312	522,171	3.1%
No. of Rooms Occupied		179,488	250,631	275,164	9.8%
Nights spent by resident		32,473	49,194	42,048	-14.5%
Nights spent by non resident		332,514	457,118	480,123	5.0%
Hotel Suites					
No. of Arrivals	N.A.	N.A.	37,840	45,567	20.4%
No. of Nights Occupied	111,725	111,334	119,951	123,153	2.7%
No. of Rooms Occupied		54,732	55,962	60,155	7.5%
Nights spent by resident		11,611	19,585	33,912	73.2%
Nights spent by non resident		99,723	100,366	89,241	-11.1%
Unclassified Hotel					
No. of Arrivals	0	0	228,456	161,564	-29.3%
No. of Nights Occupied	629,414	520,816	50301 1	363830	-27.7%
No. of Rooms Occupied	325,443	268,702	234,177	188,630	-19.4%
Nights spent by resident	159,429	131,098	183,826	103,396	-43.8%
Nights spent by non resident	469,985	389,718	319,185	260,434	-18.4%
Nights Spent By Location (Classified)					
Nights spent in *Amman*	2,118,061	1,961,474	2,231,817	2,282,151	2.3%
Nights spent in *Aqaba*	477,671	455,773	455,122	841,963	85.0%
Nights spent in *Petra*	401,675	189,613	136,490	129,814	-4.9%
Nights spent in *Madaba*		2,256	6,173	3,917	-36.5%
Nights spent in Ma'in		15,069	16,224	13,142	-19.0%
Nights spent in *Dead Sea*	133,204	110,068	102,479	143,735	40.3%
Nights spent in *Irbid*	17,751	15,010	26,006	10,242	-60.6%
Nights spent in *Jerash*	8,612	5,977	5,059	4,683	-7.4%
Nights spent by Category Class					
Five Star Hotels	904,869	816,867	877,307	986,641	12.5%
Four Star Hotels	723,981	526,070	517,006	786,872	52.2%
Three Star Hotels	642,609	459,792	465,044	501,872	7.9%
Two Star Hotels	301,330	459,792	298,010	351,730	18.0%
One Star Hotels	271,051	216,317	208,314	171,280	-17.8%

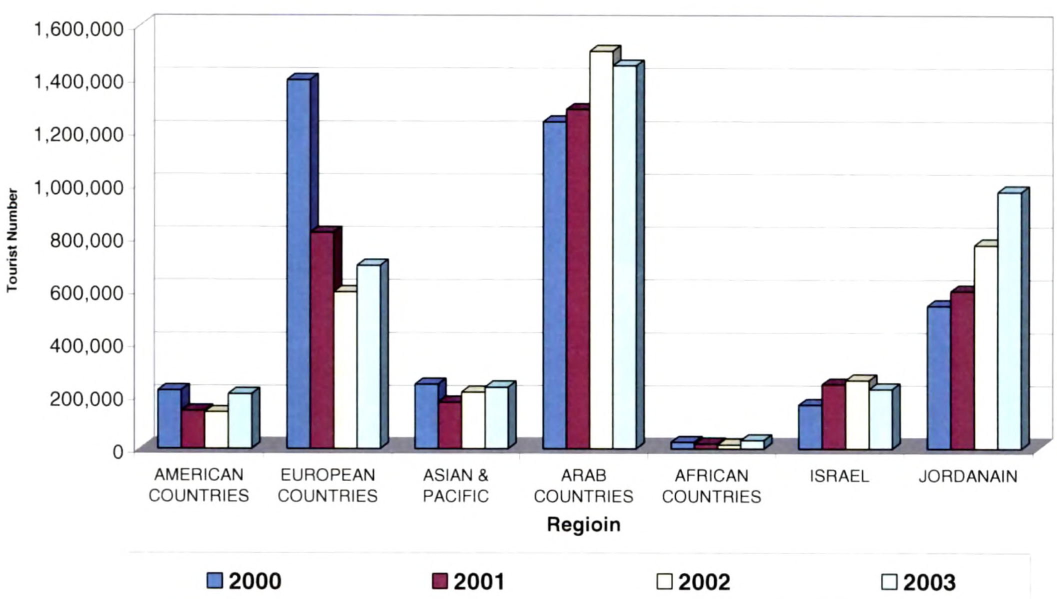
Nights spent in Camping					
No. of Arrivals			2,418	6,239	158.0%
No. of Nights Occupied			2,983	8,869	197.3%
No. of Rooms Occupied			1,445	4,556	215.3%
Nights spent by resident			764	1,267	65.8%
Nights spent by non resident			2,219	7,402	233.6%

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

Figure: 7.10

Nights Spent by Tourist of Different Regions in all Accommodation Establishment

2000-2003



Another aspect of accommodation is nights spent by tourists of different geographical regions. Table: 7.11 attests that in 2003 share of Arab countries in total nights stay in all accommodation establishments is highest, representing 37.98 percent. The percentage share of tourists of European countries and Asian and pacific countries in total nights stays accounted for 18.18 percent respectively. The share of Jordan in nights stay in all accommodation establishments constitutes 25.52 percent. Among the non-resident tourists, Israel comprises 5.93 percent, which appears highest as an individual's country. The share of American countries accounts for 5.42 percent, whereas share of African countries is dismal i.e., 0.85 percent. We can notice that Jordan receives tourists, among non-resident tourists, maximum from Arab and European countries. As an individual country, the share of Israel is quite substantial.

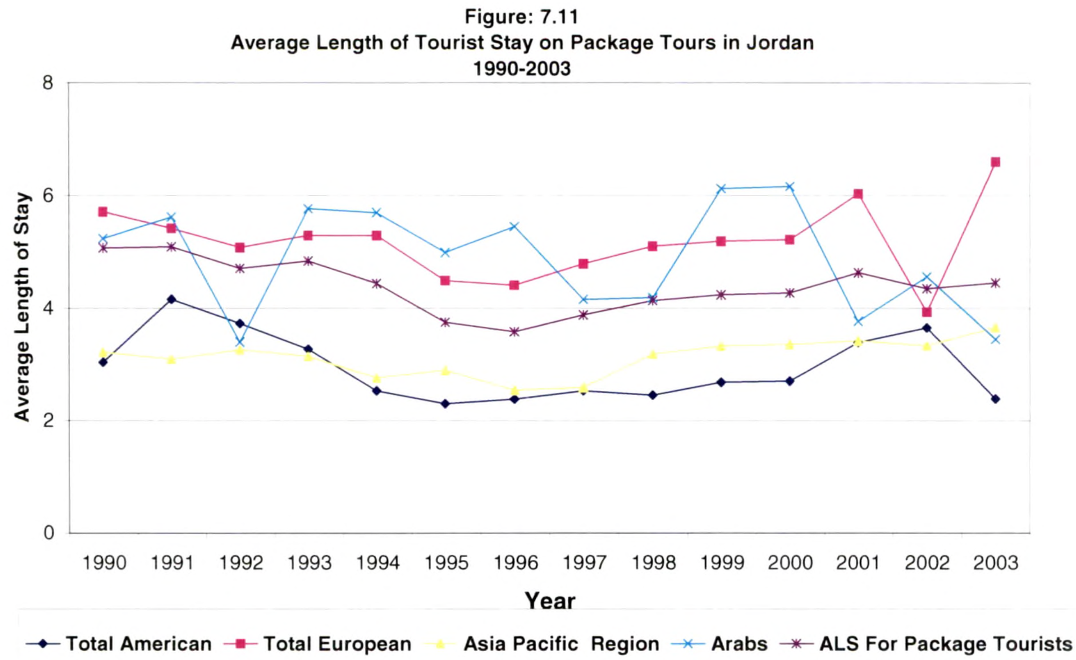
Table: 7.11

Nights Spent by Region for all Accommodation Establishment

2000 – 2003

Region / Year	**2000**	**2001**	**2002**	**2003**	**% Share 2003**	**% Change 2003-02**
American Countries	221,833	144,022	138,731	206,757	5.42%	49.03%
European Countries	1,395,533	818,285	593,223	693,761	18.18%	16.95%
Asian & Pacific	244,772	176,593	214,354	233,421	6.12%	8.90%
Arab Countries	1,236,796	1,283,688	1,504,135	1,449,418	37.98%	-3.64%
African Countries	25,546	19,194	15,371	32,339	0.85%	110.39%
Israel	166,169	244,002	259,950	226,403	5.93%	-12.91%
Sub Total	**3,290,649**	**2,685,784**	**2,725,764**	**2,842,099**	**74.48%**	**4 27%:**
Jordanian	541,117	597,252	772,174	973,688	25.52%	26.10%
Total	**3,831,766**	**3,283,036**	**3,497,938**	**3,815,787**	**100.00%**	**9.09%**

Source: Ministry of Tourism and Antiquities/Statistics Department



7.8 Package Tours

Package tours has made holiday cheaper and provides the consumer a reasonable choice. A package tour is a travel plan which includes most elements of a vacation such as transportation, accommodation, sightseeing and entertainment. A package tour offers composite product and is sold as package or assembled by the individual tourist himself or his travel agent. The composite product is based on three components:[16]

- Attractive
- Facilities
- Accessibility

Attractions are the most important component of the tourist product. Attractions attract and motivate the tourist to go to the particular place. Attractions are those elements in the tourist product which determine the choice of a particular tourist to visit one particular destination rather than another. The attractions could be cultural, historical, natural and recreational.

Facilities enhance the attraction of tourist centre and are thus essential elements of the tourist produced. Facilities, in fact, complement various types of

16. Douglas G. Pearce, Tourist Development, (New York), 1986, pp 26-30.

entertainments, picnic sites, recreation and so on. These are indeed important for every tourist centre.

Accessibility helps in analyzing the potential location. Without adequate and proper development of transport means, tourist location in not accessible. Accessibility is a means by which a tourist can reach the area where attraction are located. Tourist attractions of whatever type would be of little value if their locations are inaccessible by the normal means of transport. Two associated types of access are important in assessing potential locations for tourist development. [17]

- Physical Access.
- Market Access

Physical access will depend to a large degree on the existing infrastructure the location of access routes, highways and railways, the proximity of airports.

Accessibility is also a feature of proximity to the market, whether measured in terms of travel time, cost or distance. At the international level, proximity to industrialized and urbanized countries with high standard of living is important. The nearness of large urban areas and the characteristics of their populations are deciding factors ate the national and regional level. However, distance varies from country to country. For more specialized attractions, such as ski-fields and outstanding natural features, tourists will be prepared to travel greater distances. In many cases, distances alone do not determine an areas potential market. It's location relative to other resort or attractions determine an areas potential market.[18]

The introduction of package tours has so cut the cost of foreign holidays that not only has the domestic tourist industry suffered but the country's economy as a whole is weakened by the export of many to foreign countries. Package tour sometimes offer even cheaper holiday.

Jordan can competitively bring many products to the market place. The iconic nature of its major's heritage and natural landscape products that have

17. Ibid
18. H. Robinson, *A Geography of Tourism* (Britan), 1976, p-47

already established strong images and are potential motivators for the growth of package tour. The average length of stay on package tour has positively affected the profitability of hotels in Jordan. The average length of stay for a tourist coming to Jordan further indicates the slow development of tourism in Jordan.

Table: 7.12 gives the average length of stay on package tour for the tourist of different geographical areas. Available statistics show that on an average length of stay of the European tourists on package tours has been remained high compared to others. Table: 7.12 further reveals that Israeli tourists visit Jordan for shorter period of time than others. Theirs average length of stay on package tour ranged between 3-4 days, whereas average length of stay for the Arab tourists on package tours ranged between 3.40 and 6.16 days.

American tourist's length of stay in Jordan during the period 1990-2003 lasted around 4 days maximum. Tourists of South Africa, according to Table: 7.12 started visiting Jordan after 1995 and their average length of stay have not been more than 4 days.

Table: 7.12

Average Length of Stay on Package Tours

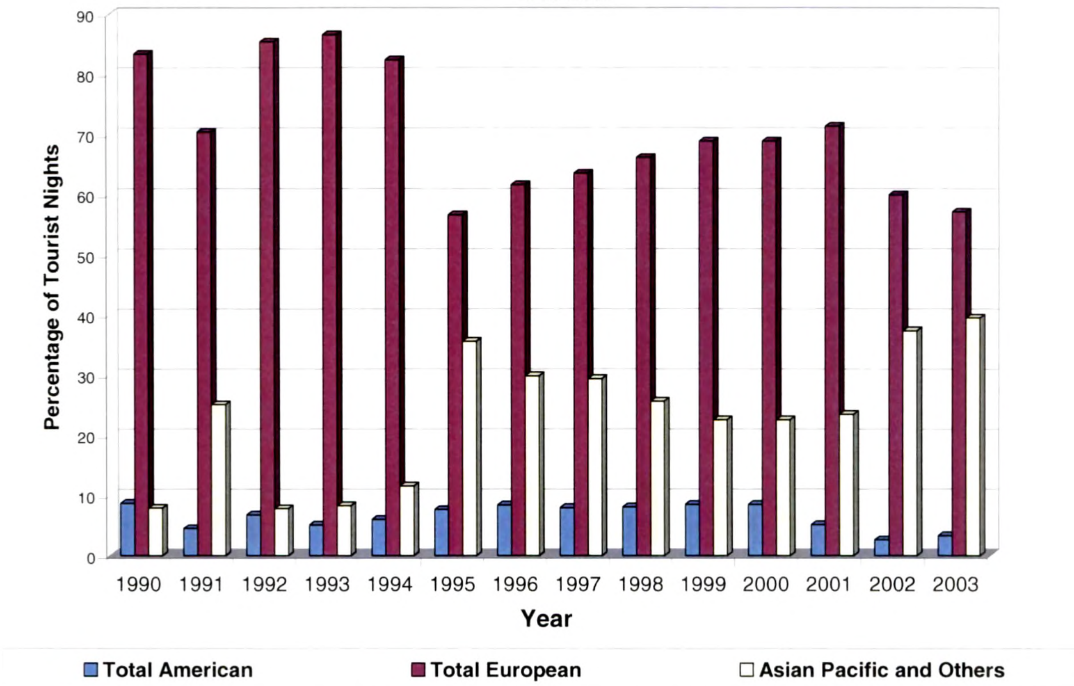
1990-2003

Nationality / Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
U.S.A.	3.00	4.36	3.81	3.26	2.40	2.19	2.37	2.55	2.42	2.68	2.70	3.32	3.80	2.93
Canada	3.68	4.29	3.95	3.49	3.87	2.35	2.67	2.44	2.79	3.04	3.06	4.57	3.07	3.45
Oth. Americans	3.00	3.08	3.08	3.07	2.73	3.22	2.14	2.34	2.58	2.32	2.33	3.92	3.05	2.61
Total Americans	**3.04**	**4.16**	**3.73**	**3.27**	**2.53**	**2.30**	**2.38**	**2.53**	**2.45**	**2.68**	**2.70**	**3.39**	**3.65**	**2.39**
U.K.	6.61	5.66	4.34	5.76	5.55	4.43	4.12	4.58	4.87	5.43	5.47	6.16	6.02	5.58
Germany	5.57	7.09	5.31	6.03	5.54	4.87	4.37	4.85	5.41	5.21	5.24	6.55	7.93	9.83
Italy	5.14	5.55	5.34	5.15	5.32	4.79	4.42	4.67	4.83	4.69	4.72	5.59	6.49	5.65
France	5.61	4.83	5.79	5.35	5.38	4.98	5.06	5.29	5.59	5.97	6.01	6.25	6.57	5.97
Finland	7.47	6.96	6.84	6.69	6.28	3.83	4.49	2.30	2.99	2.58	2.59	1.77	2.49	5.26
Spain	3.84	3.81	3.55	3.52	3.37	2.98	3.10	3.10	4.11	4.26	4.29	5.42	5.86	6.00
Austria	6.86	5.27	6.70	6.27	6.21	6.24	5.50	6.31	6.60	5.86	5.90	6.70	7.06	5.88
Netherlands	0.00	0.00	5.88	4.90	5.79	4.92	4.67	4.72	5.17	5.51	5.54	6.05	7.01	6.67
Yugoslavia	0.00	0.00	1.90	1.00	0.00	1.53	0.00	0.00	2.59					
Russia	5.40	3.72	3.02	4.84	4.25	3.31	3.56	3.46	3.67	3.25	3.27	6.07	7.87	6.76
Belgium	4.61	5.69	5.36	4.55	4.00	3.18	4.29	5.28	5.43	5.11	5.14	6.17	6.66	5.94
Hungary												6.72	4.08	7.07

Greece					5.54	2.66	3.57	2.67	3.47	3.57	3.59	2.90	3.52	3.93
Sweden	3.36	7.34	4.08	4.44	4.24	2.48	2.52	3.63	3.62	4.02	4.05	5.91	6.12	4.51
Switzerland	6.16	6.37	5.42	7.01	5.44	3.98	4.73	4.81	5.17	7.37	7.42	7.71	7.01	4.51
Oth. European	3.47	3.13	3.44	3.98	3.69	2.83	2.60	3.01	3.80	4.93	4.95	6.38	7.56	4.43
Total European	**5.71**	**5.42**	**5.08**	**5.29**	**5.29**	**4.49**	**4.41**	**4.79**	**5.10**	**5.19**	**5.22**	**6.03**	**3.93**	**6.60**
Japan	4.00	3.80	2.78	3.34	3.33	3.14	2.79	2.92	2.98	3.68	3.70	3.10	3.55	4.64
Hong Kong	3.02	1.73	2.26	2.24	2.41	3.35	2.28	1.61	1.97	3.79	3.82	3.64	3.66	3.71
Singapore	1.92	1.41	1.82	1.73	1.38	1.64	1.34	1.34	1.56	1.91	1.92	2.61	1.31	1.95
Oth. Asian	2.12	2.37	3.64	2.34	1.77	1.98	1.64	1.48	4.36	1.31	1.32	2.55	2.94	3.03
Australia	4.14	4.99	4.17	4.16	3.62	3.51	3.40	3.92	3.89	4.53	4.56	4.54	4.57	4.61
Newzealand	4.15	4.54	4.94	5.07	4.08	3.75	3.80	4.32	4.36	4.75	4.78	4.09	4.00	4.06
Arabs	**5.24**	**5.62**	**3.40**	**5.77**	**5.70**	**4.99**	**5.45**	**4.16**	**4.19**	**6.12**	**6.16**	**3.77**	**4.56**	**3.45**
Israel					2.89	3.58	3.20	3.54	3.61	3.28	3.31	2.28	2.93	2.89
S. Africa						2.02	2.22	1.84	3.38	2.68	2.70	3.23	2.53	3.12
***A.L.S. For Package Tours**	**5.07**	**5.09**	**4.71**	**4.84**	**4.44**	**3.75**	**3.58**	**3.88**	**4.14**	**4.24**	**4.27**	**4.63**	**4.35**	**4.45**

Sources: Ministry of Tourism and Antiquities / Statistic Department.
*A.L.S: Average Length of Stay

Figure: 7.12
Percentage of Tourist Nights on Package Tours in Jordan
1990-2003



Number of tourist nights on package tours further indicate the development of both tourism and hotel industry. In Jordan numbers of nights spent by the tourists on package tours are moderate, showing negative growth after the year 2000. Between the years 1998 and 2000 number of tourist nights registered steady growth and in 2001 and 2002 tourist nights have declined. The same pattern could also be noticed for the American, European and Asia-pacific regions. Table: 7.13 explains in detail about tourist nights on package tours of the American, European and Asia-pacific countries. One may observe on the basis of available statistics that political crisis i.e. events of 11th September and the subsequent war on Iraq and Palestine question have created the sense of insecurity among the tourists visiting in the region, particularly Jordan. These reasons, perhaps, deter them to stay long in Jordon.

Table: 7.13

Tourist Night on Package Tours

1990 -2003

Country / Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
U.S.A.	25,375	3,783	17,664	17,934	31,253	69,372	78,773	79,592	75,023	107,571	126,306	39,411	13,026	16,296
Canada	1,417	713	3,068	2,591	4,719	5,987	8,036	5,175	4,162	7,237	8,497	2,451	1,259	1,506
Others	1,010	598	2,788	1,882	1,728	12,150	5,229	6,066	7,582	6,901	8,102	4,895	1,438	3,559
Total Americans	**27,802**	**5,094**	**23,520**	**22,407**	**37,700**	**87,509**	**92,038**	**90,833**	**86,767**	**121,709**	**142,905**	**46,757**	**15,723**	**21,371**
Finland	55,671	14,986	13,073	12,575	14,505	5,058	647	1,345	1,900	926	1,087	216	169	
Italy	55,536	22,368	105,201	103,992	105,807	101,334	82,237	111,079	123,401	195,340	229,360	82,897	29,270	19,938
Germany	45,662	9,342	39,136	69,539	100,324	138,445	178,742	164,157	120,595	139,560	163,866	109,963	58,065	35,972
Austria	29,798	1,335	14,783	20,688	33,898	44,999	61,855	51,047	37,888	52,261	61,363	21,435	9,792	5,418
France	23,715	3,478	25,205	44,209	75,542	95,929	123,580	143,868	160,603	225,888	265,229	132,118	53,065	31,892
U.K.	22,742	10,977	49,758	72,119	93,790	104,352	88,460	71,228	75,502	110,661	129,934	101,302	62,924	30,431
Spain	12,865	10,384	27,582	25,372	21,003	33,680	22,553	27,430	48,346	79,471	93,312	62,253	43,924	38,651
Switzerland	3,735	606	961	4,907	7,104	11,401	17,535	18,282	19,861	42,517	49,922	24,389	9,907	18,289
Yugoslavia			1,869	154		29			127					
Netherlands			2,490	4,447	35,676	65,820	53,352	48,088	35,510	47,028		22,379	16,233	8,710
Belgium	2,067	587	5,574	6,949	10,847	13,494	17,453	32,923	38,012	47,480	55,749	33,687	8,055	3,571
Sweden	1,935	1,962	1,547	2,975	2,646	3,591	1,539	1,807	3,744	3,592	4,218	2,785	2,099	825
Greece						5,210	4,276	4,488	4,312	6,184	7,261	4,189	1,774	2,399
Hungary												22,252	43,868	150,608
Russia	2,379	730	4,222	1,621	3,524	4,166	2,019	2,602	2,473	1,965	2,307	3,683	7,315	8,661
Others	9,260	2,842	3,876	11,149	11,061	19,223	18,312	45,283	36,241	31,189	36,619	23,054	12,526	14,625
Total Europe.	**265,365**	**79,597**	**295,277**	**380,696**	**515,727**	**646,731**	**672,560**	**723,627**	**708,515**	**984,062**	**1,155,445**	**646,602**	**358,986**	**369,990**
Japan	4,370	1,908	6,102	6,624	9,614	10,539	12,182	17,322	11,870	20,551	24,130	8,191	5,353	7,125
Australia	5,808	899	4,237	4,827	3,809	5,575	5,654	8,015	6,730	11,322	13,294	6,225	4,231	3,607
Newzealand	1,736	350	1,004	1,019	1,478	1,284	2,180	2,569	2,380	3,162	3,713	1,608	987	556
Hong Kong	3,642	1,146	3,662	2,908	3,042	2,661	744	1,332	621	3,942	4,629	1,707	205	560
Singapore	555	530	2,253	2,208	2,152	2,789	2,413	1,380	272	2,014	2,365	710	814	156

Arabs	5,374	22,372	3,078	8,003	11,848	15,145	16,891	17,658	12,785	29,170	34,251	19,045	20,566	20,633
Arab Gulf									6,023	8,397	9,860	20,234	29,713	56,310
Israel					16,888	329,780	244,625	240,005	207,640	211,998	248,920	127,725	135,095	142,448
Asian						36,706	37,816	33,663	23,840	29,649	34,812	26,313	26,049	23,380
African						2,111	3,923	1,973	2,798	2,657	3,120	1,223	786	1,320
Others	3,777	1,198	6,769	11,070	23,755				68	12	14	73	120	
G. Total	**318,429**	**113,094**	**345,902**	**439,762**	**626,013**	**1,140,830**	**1,091,026**	**1,138,377**	**1,070,309**	**1,428,645**	**1,677,458**	**906,413**	**598,628**	**647,456**

Sources: Ministry of Tourism and Antiquities / Statistics Department.

The decline of tourist nights affected the hotel industry in Jordan and also tourist receipts. Jordan has potential to develop and diversity the product range through Innovation. The general market for tourism in Jordan is regarded as having platitude and declined in its appeal. Although Jordan has been developing more tourist attractions, many tourists complain of the lack of entertainment at a number of historical sites where a tourist would like to spend more time there but ends up spending one day. As a result, Jordan is needed to create more entertainment at sites and must organized more special events such as art festivals dance, music, and drama performance in order to induce tourists to stay longer in the country.

7.9 Investment in Hotel Sector

Recognizing the role of tourism in national development as the government of Jordan has embarked upon several infrastructural projects in various parts of the kingdom. In 1995, Investment Promotion Law No. 16 was enacted by the government to provide investors with incentives in the form of exemption and facilities mainly in industry, agriculture, hotels, maritime transport, railways and hospitals. The law makes it clear that hotels are included in the sectors covered by its regulations. In addition, Regulation No. 2 of 1996 further clarified the term "hotels" to include tourist villages, complexes and resorts. The striking record of the development of tourism in Jordan has impressed upon the government the vital important of the tourism industry to the economy and to the well-being of its people. Massive efforts, therefore, have been made by the government to improve the infrastructure, as well as the legal structure governing the flow of capital and investment policies have been framed to harmonize the tourism regulations. Efforts have been made in recent years to enhance the future role of tourism as a primary economic sector in the development of Jordan. Government of Jordan has taken additional steps to encourage investments in tourism activities and projects. Government in order to attract foreign investment and capital has announced concessions and tax benefits to the private as well as foreign investors. As a result, substantial investment and capital from international sources have increased to the economy in general and to the tourism sector in particular, especially from Arab countries, Europe and America. Available statistics and figures reveal mounting investment in tourism activities, particularly in hotel projects.

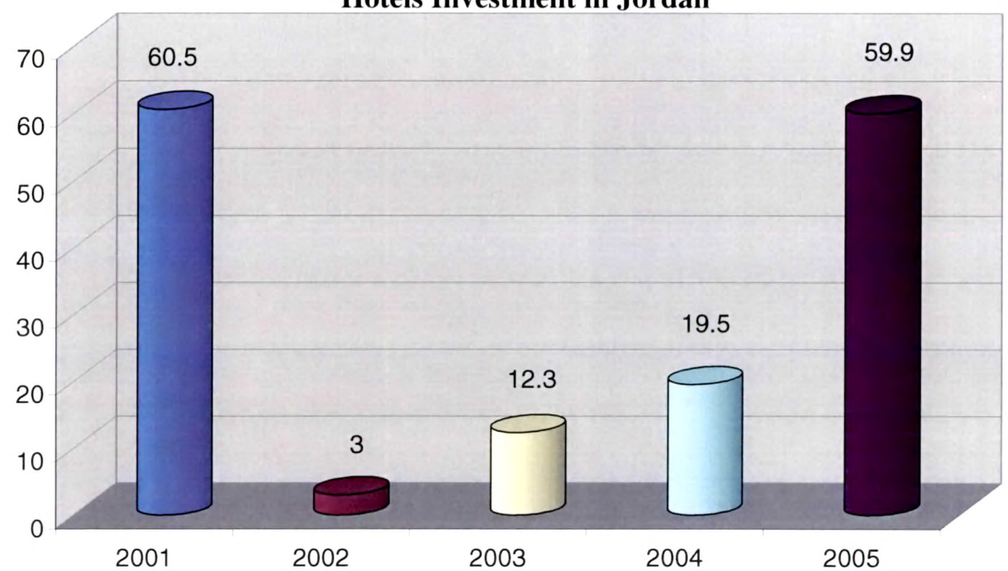
There were 48 hotel projects during the period 2001-2005 with an investments of JD 155.20 million, constituting 6 percent of total investment. Investment in hotel industry in 2005 was approximately JD 59.9 million representing 8 percent of the total investment of the Jordanian economy. In 2004, investment in hotel industry was JD 19.5 million or 4.58 percent of total investment in the Jordanian economy. Table: 7.14 indicates the total projects and investments in the hotel industry and their importance to the national economy.

Table: 7.14
Hotel Projects and Investment
2001-2005

Year	2001		2002		2003		2004		2005	
Projects	No. of Projects	Total investment	No. of Projects	Total investment	No. of Projects	Total investment	No. of Projects	Total investment	No. of Projects	Total investment
Hotel	10	60.5	4	3.0	6	12.3	16	19.5	12	59.9
Other	329	820.9	306	298	282	249.4	405	398.3	545	690.1
Total	339	881.4	310	301.0	288	261.7	421	418.3	557	750.0

Source: Central Bank of Jordon. Annual Report, 2005.

Figure: 7.13
Hotels Investment in Jordan



Source: Central Bank of Jordon. Annual Report, 2005.

Tourism ranks as a leading sector in terms of its ability to attract foreign investment and capital. Between the period 1996 and 1998 the contribution of foreign investment of the total accounted for 29 percent, tourism investment was estimated at 38 percent of total foreign investment over the years 1996-1998. The percentage of foreign investment in hotel projects jumped from 21 percent in 1996 to 42 percent in 1998. The tourism sector in Jordan offers a wide range of investment opportunities for the private sector. A selection of attractive sites and different types of project is available in priority development areas, particularly in the *Aqaba* region along the coast and on the eastern share of the *Dead Sea*, where master plans have already been finalized. There is an abundance of investment opportunities in the sub urban Areas of Greater *Amman*, in *Aqaba*, the *Jordan Valley*, the northern part of the country and in the dessert. In addition, investors can benefit from the special incentives for hotel projects and resort villages under the encouragement of investment law. The government of Jordan, under the encouragement of investment law, provides foreign investors the right to transfer their projects, interests, earnings and capital abroad in foreign currencies. Other incentives, to foreign investors, include tax holidays, customer duty exemptions and unrestricted transfer of capital and profits. The government also allowed them to import furniture and other items necessary for the purpose of renewal and modernization of hotels. These imports will be exempted from sales tax and customs duty if brought into Jordan from aboard. The government of Jordan with a view of promoting investment in all the sectors of economy particularly in tourism sector established the Investment Promotion Corporation as an executive arm of the higher council for investment.

7.10 Hotel Projects

Recognizing the prime importance of competitiveness in West Asian region, Jordan has adopted long-term strategy to promote its iconic nature of some of its outstanding product's in terms of the attractiveness and competitiveness of destinations. Technology and competition have provided the means at all stages to produce, promote and support customization across the entire range of consumer products, including holidays and tourism. In an effort to provide tourism with high quality accommodation, Jordan has given special attentions to upgrading its hotels to international level. In addition, Jordan has embarked upon new projects for the construction of high-class hotels matched by comparable increases in rooms and beds. Government of Jordan in its endeavour to promote the country as a family destination established Jordan Projects for Tourism Development (JPTD) in June 2000 with capital of 12 million Jordanian Dinars. Five anchor investors viz. *Abujaber* investment, *Orascom* Projects for touristic Development, *Zara* Investment, the Social Security Corporation and *Al-Haqq* Establishment formed this company with the aim of providing:

- High Quality Services and Facilities
- Full-Scale Operations
- A refined Image, and
- High Environmental Friendly Standards

Currently significant investment in tourism, leisure and real estate projects are underway. Other $5 billion will be invested in hotels and real estates developments in Jordan over the next 5 years. At present there is a boom in the tourism and real estate sector. Following important hotel projects are underway in Jordan at major destinations:[19]

- **Amman**

"The Royal Metropolis", a Bahraini/Kuwaiti/Jordanian $ 1 billion investment. The project comprised of the "Jordan Gate" and "The District". Jordan Gate includes a Hilton hotel and a 35- story office tower.

- **Aqaba**

(a) **Tala Bay** resort in an integrated tourist and residential resort featuring a Marina tower and marina, Hotels, a Golf Course, Sports Facilities, Residential Areas, Commercial, Entertainment and Retail Centers, Staff Housing, handicrafts and support services area and public open spaces. *Tala Bay* is JPTD'S largest project and is located on the southern shore

19. http://www.ihf-jordan.com/exhibitor_information.html.

of Jordan about 14 Km south of city of *Aqaba*. These hotels are under construction with a total capacity of 920 rooms in beach front. Additionally, a number of four and three-star hotels will be spread out at different location with the *Tala Bay* Community.

(b) **Saraya Aqaba,** a $ 362 million tourism project to be developed on 610,000 square meters with a built up are of 648,000 square meters. The project includes 6 hotels and resorts, sports and spa complex, convention centre, residential compounds, serviced apartments, an aquarium and other facilities.

(c) **Ayla,** a $ 700 million project on the north beach featuring a man-made lagoon, 5 hotels and resorts with a total room capacity of 1540, 2884 housing units; a marina village and an 18- hole golf course constructed over 430 hectors.

(d) **Kempinski Aqaba,** a 5- star beach front hotel with 214 rooms.

(e) **Marriott Hotel,** a 300 to 400 room 5- star hotel.

(f) **Red Sea Resort,** a 50,000 sq. millions project consisting of restaurants, a club house, spas, swimming pools and other facilities. Other hotel project in *Aqaba* includes 4- star 186- rooms' hotel and a 152-room hotel.

- **Dead Sea**

(a) **Kempinski Ishtar,** hotel and chalets, a 5- star 450 room hotel opening in May 2006.

(b) **Crowne Plaza Dead Sea,** a 5- star 420 room hotel with other resort facilities.

(c) **Saraya Dead Sea,** a mixed-use resort including 18- holes signature golf courses, a club house, a boutique hotel and other facilities.

(d) **The Royal Resort and Spa,** a 300- room 5 star luxury resorts and spa estimated to cost $ 200 millions by Bahrainis and Kuwait's.

(e) **Grand.Real Estate Co.,** a $ 150 millions 650 chalets and 24 villas.

(f) **Crystal City,** Tourist project on \$ 140 millions project including a 250-room hotel Dubai-based Omani group

(g) **Sanabel Tourist Investment,** a 5-star 212 room hotel.

(h) **Holiday Inn Dead Sea,** a 4-star 74-room hotel and 128 chalets.

(i) **Sun Days Resort Hotel and Aqua Park,** a \$ 40 m water park with a 5-star hotel resort consisting of 16 sites and 178 guestrooms.

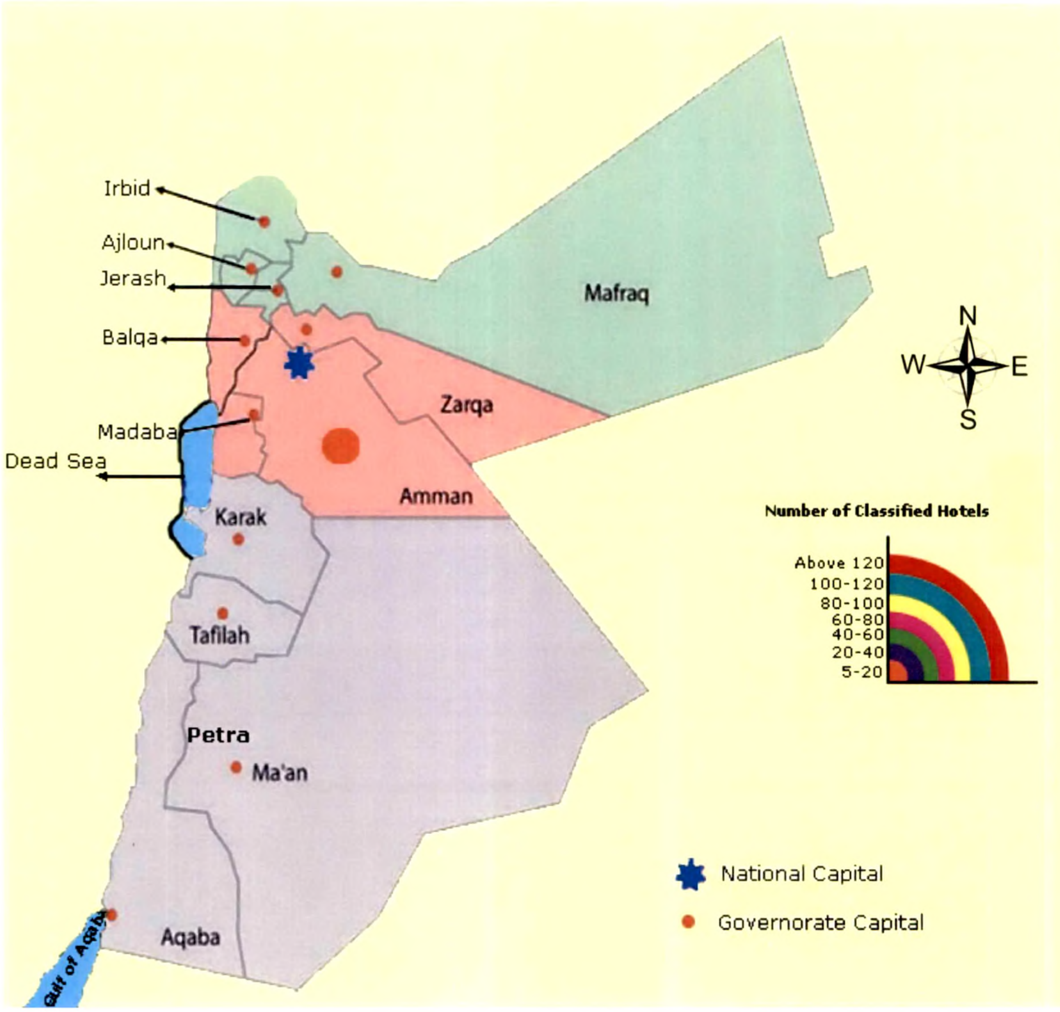
Other hotel projects in *Dead Sea* include the 250 rooms and 30 serviced apartments; a \$ 150 millions tourist resort by Qatari investors; a \$ 14 million resort project by Uniox Integrated Tourism Company and a 20 – room hotel by *Bela* for Tourist Investments.

CHAPTER - 7

MAPS

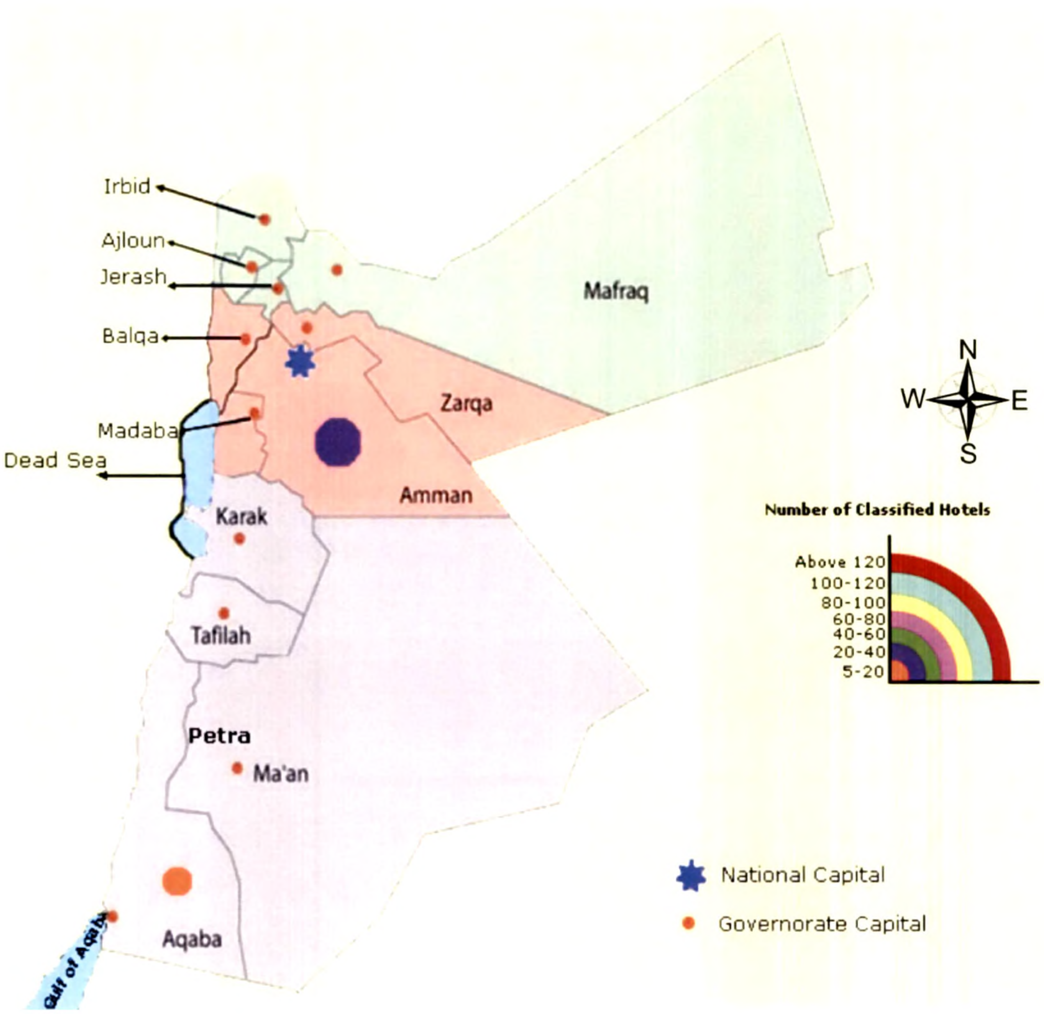
Map: 7.00

Geographical Distribution of Classified Hotels 1921-1964



Source: Sketch Map

Map: 7.01
Geographical Distribution of Classified Hotels
1964-1975



Source: Sketch Map

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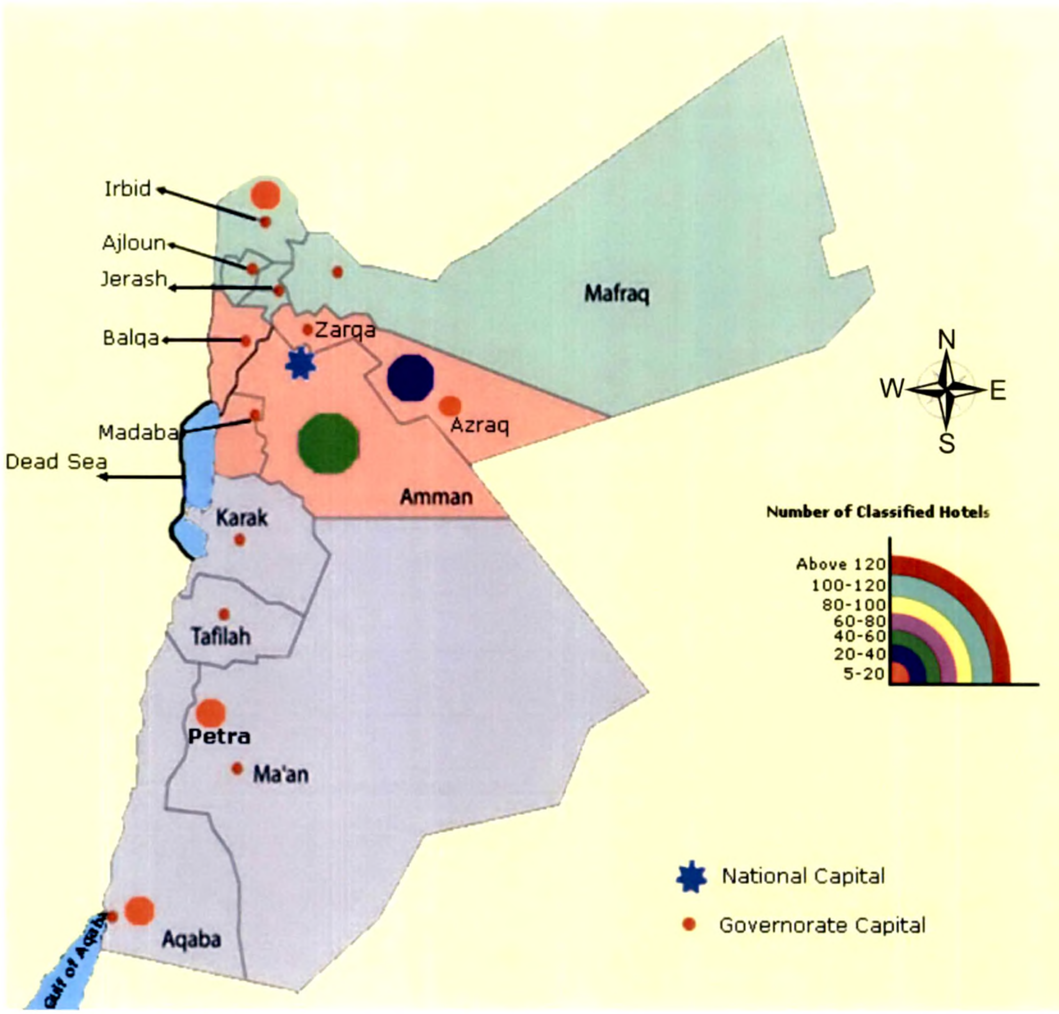
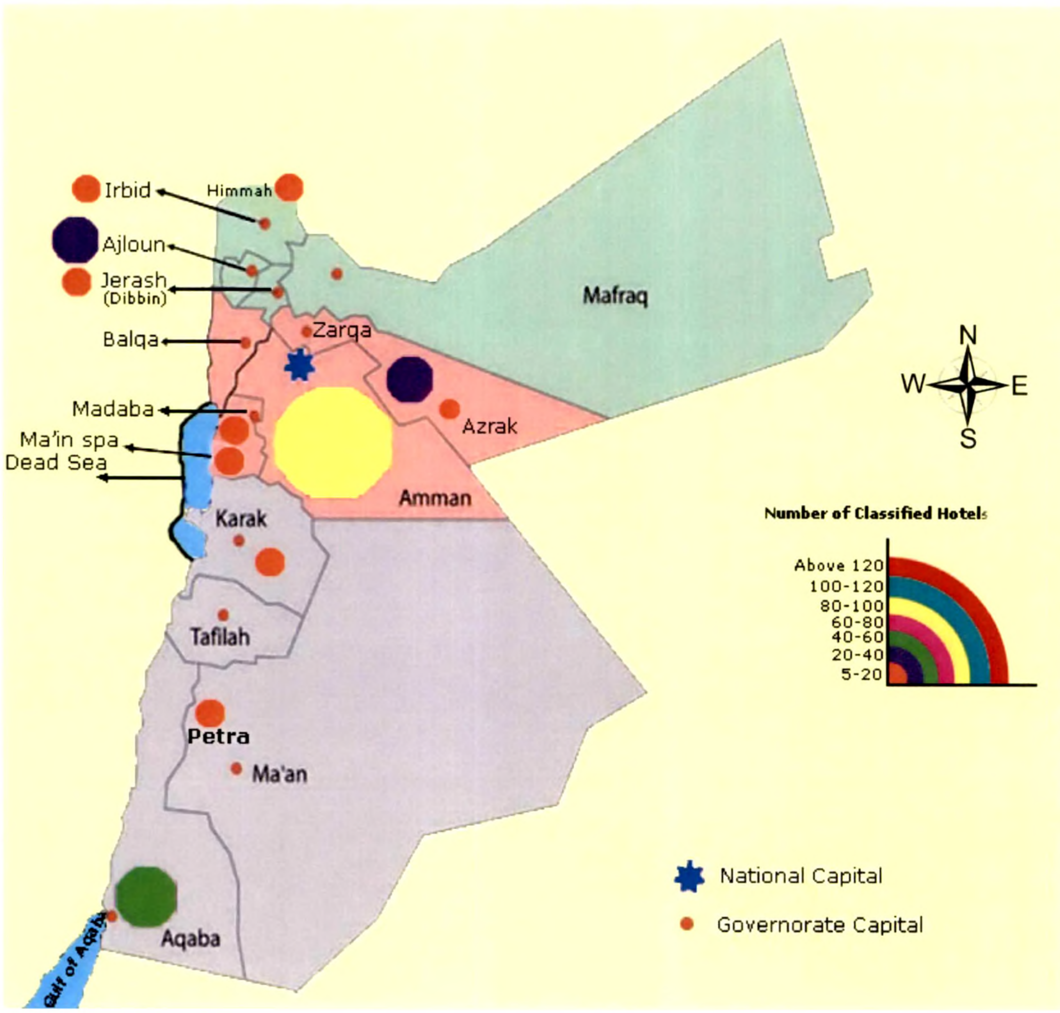
Geographical Distribution of Classified Hotels
1976-1984



Source: Sketch Map

Map: 7.03
Geographical Distribution of Classified Hotels
1985-1990



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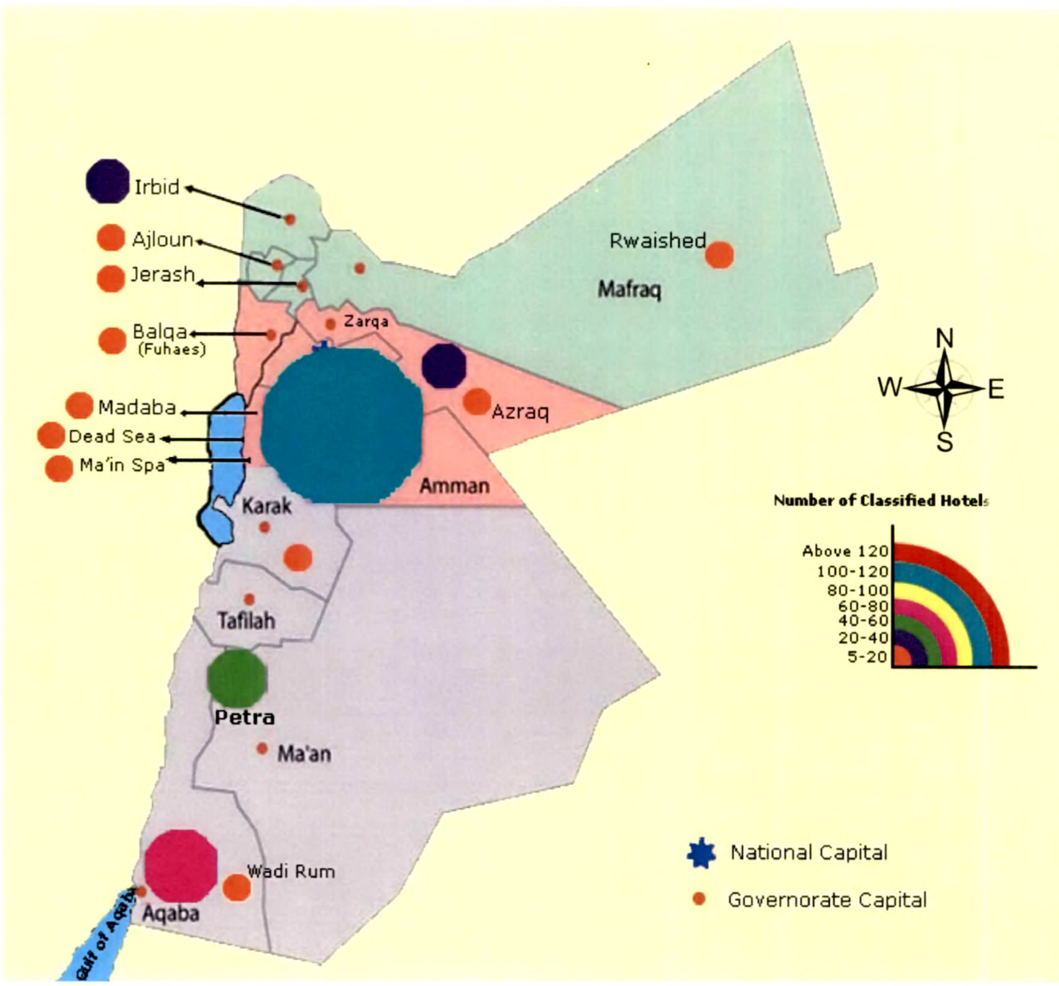
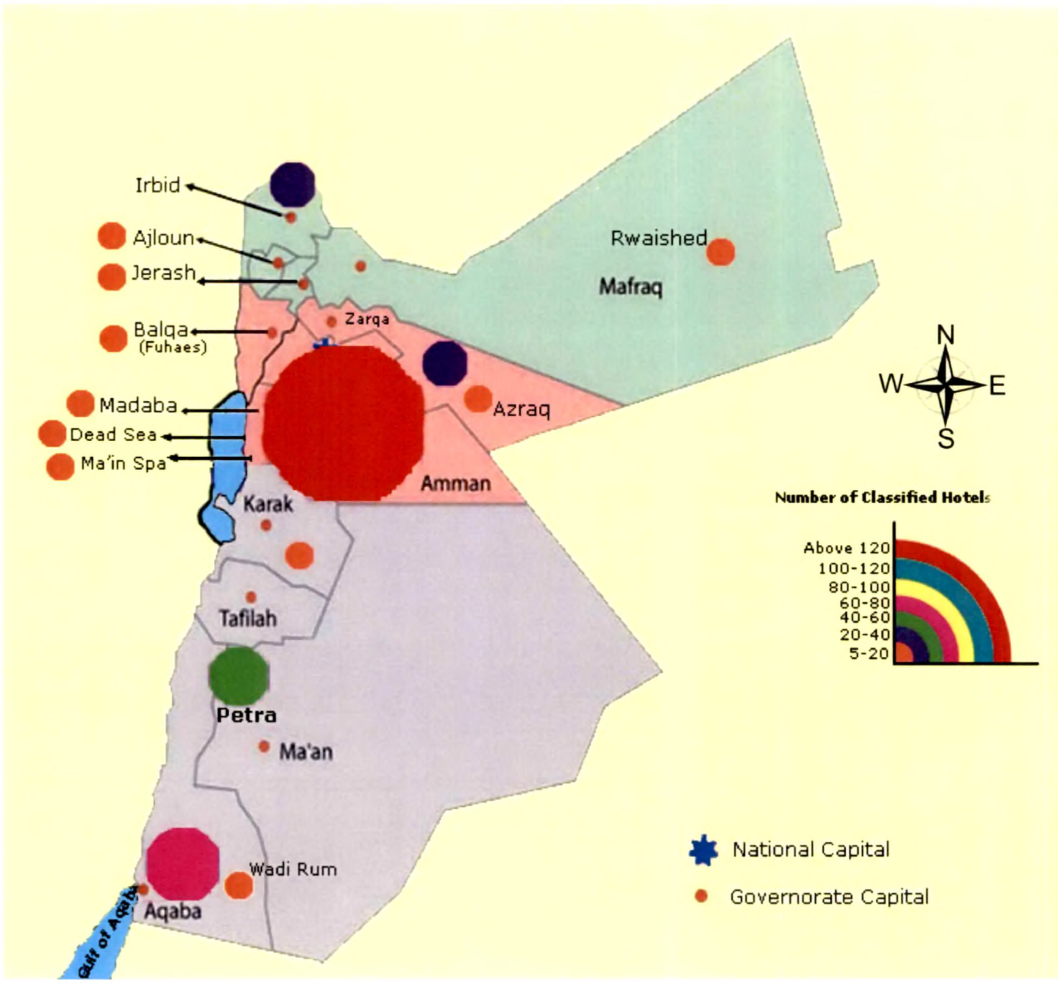
Geographical Distribution of Classified Hotels
1991-1999



Source: Sketch Map

Map: 7.05
Geographical Distribution of Classified Hotels
2000-2006



Source: Sketch Map