



**USAID**  
FROM THE AMERICAN PEOPLE

**PROGRAM SUB-BRAND**

ASK YOUR MISSION FOR GUIDANCE

# POSITION PAPER: TOURISM AWARENESS- ATTITUDINAL SURVEY FRAMEWORK

This publication was made possible through support provided by the U.S. Agency for International Development, under the terms of Award No. PCI-I-98-00015-00 and Task No. PCE-I-21-98-00015-00. The opinions express herein are those of the author(s) and not necessarily reflect the views of the U.S. Agency for International Development or the United States Government.

This publication was produced by the USAID/Jordan Tourism Development Project under the direction of Ibrahim Osta, Chief of Party.

Task Order No. PCE-I-21-98-00015-00

Contractor Name: Chemonics International, Inc.

USAID Cognizant Technical Office: Office of Economic Opportunities  
USAID Jordan

Date of Report: *October 2005*

Document Title: *Position Paper: Tourism Awareness-Attitudinal  
Survey Framework  
Final*

Author's Name: Chemonics International, Inc.

Activity Title and Number: Develop Human Resources in Tourism  
*4411*

***Position Paper: Tourism Awareness-Attitudinal Survey Framework  
Final  
October 2005***

# CONTENTS

- 1. Introduction..... 1
- 2. Background..... 1
- 3. Needs..... 2
- 4. Frame Work for Tourism Awareness-Awareness Survey ..... 3
  - 4.1 Proposed Structure of a National Tourism Awareness Survey..... 3

## ACRONYMS

ACOR	American Center for Oriental Research
ASEZA	Aqaba Special Economic Zone Authority
BDS	Business Development Services
BOD	Board of Directors
CBO	Community Based Organization
CoE	Centers of Excellence
DCA	Development Credit Authority
DoA	Department of Antiquities
GDA	Global Development Alliance
GOJ	Government of Jordan
JAU	Jordan Applied University
JHA	Jordan Hotel Association
JHTEC	Jordan Hospitality and Tourism Education Company
JITOA	Jordan Inbound Tour Operators Association
MBR	Market Based Representatives
M&E	Monitoring and Evaluation
MICE	Meetings, incentives, conferences and exhibitions
MFI	Microfinance Institution
MOE	Ministry of Education
MoTA	Ministry of Tourism and Antiquities
MSME	Medium and Small Micro Enterprises
NGO	Non-Governmental Organization
PNT	Petra National Trust
PSP	Private Sector Participation
RSCN	Royal Society for the Conservation of Nature
SAVE	Scientific, academic, volunteer and educational
SIU	Strategy Implementation Unit
SSC	Strategy Steering Committee
TA	Tourism Associations
TOT	Institutional of Trainers
TSA	Tourism Satellite Account
USAID	United States Agency for International Development

## **1. Introduction**

Tourism is Jordan's largest productive sector and the second largest net contributor to foreign exchange, surpassed only by worker remittances. It is also an important employer and a labor-intensive industry. This is crucial for Jordan as the country needs 55,000 new jobs annually just to maintain the already high unemployment rate. Moreover, no other sector diffuses economic benefits across the country. The movement of economic activity in the various governorates and the diverse purchasing habits of tourists benefit major investors and micro entrepreneurs alike. Current estimates place direct employment in the sector at approximately 24,000, it is projected that the number of direct employed in the industry will need to more than double to 51,000 to keep pace with normal growth.

Improving the understanding and the importance of tourism for the country has already been defined as one of the key success factors while developing sustainable tourism for Jordan. In order to mobilize support for the sector across Jordan, it is deemed necessary to implement a national public awareness and education through a well researched and structured marketing plan. Campaigns will be designed to reach 5 key target groups: general public, career deciders, career influencers, and workers in the tourism industry and policy makers.

Increased public awareness contributes to increase in tourism activities. Careers in tourism will be positioned as the career of choice, while entrepreneurs will be encouraged to participate in new tourism product development. The population at large will also become more sensitive to tourists' needs. The increase of public awareness also contributes to the accelerated implementation of the National Tourism Strategy, specifically to highlight the importance of tourism, and the urgency of supporting regulatory and institutional change that would result in the implementation of the strategy, and increased economic opportunities for Jordan.

## **2. Background**

While tourism is Jordan's largest industry, it still lacks proper support from policymakers due to weak recognition of its true value to the economy. The population at large also does not sufficiently recognize the extent of the economic and social benefits tourism has on their own incomes and standard of living. To exacerbate the human resource challenge, employment in the sector is often stigmatized by families deeming it too liberal and not fit for women, or as an industry inferior to other "more prestigious" professions for males. This has resulted in the sector's inability to attract sufficient talented employees. Often, employment in the sector is the choice of last resort. Accordingly, it is important to work on enhancing the image of the sector.

Creating awareness among Jordanians about the importance of tourism and the value of the natural and cultural heritage is critical to the sustainability of the project's achievements. The program will support technical assistance for the design and

implementation of information and education campaigns regarding tourism development for the general public. Areas of interest could include developing the ‘culture of hospitality’, campaigns related to possible social impact of an influx of tourists, and education of the repercussions of actions by Jordanians that affect tourism (i.e., pollution, littering, gender-related behavior, etc.).

Some illustrative awareness activities could include:

- Assessment of tourism information, communication, and education needs and a plan to implement them to achieve program results;
- Public awareness campaigns, school programs, and outreach programs to help residents gain a better understanding of tourism and help mitigate potential negative social impacts;
- Media relations and publicity: Hold special training for economic journalists on the features, value, and potential of tourism to promote positive coverage of the sector. Issue press releases and hold quarterly press briefings featuring the Minister of Tourism, SSC members, and others. Arrange speaking engagements by the Minister and other articulate stakeholders on major radio and television talk shows;
- Advertising: Consider direct advertising, on a cost-share basis of at least 50% from the private sector, to improve the image of the industry as an attractive source of employment and an investment opportunity;
- Youth-based campaigns: Work with USAID’s INJAZ and the Ministry of Education to launch tourism awareness classes in schools and colleges. Work with the Higher Youth Council to use its 63 centers for tourism awareness and to include tourism awareness programs in its summer camps;
- Grassroots campaigns: Identify and engage community leaders, NGOs, and municipal officials to build awareness among local residents of the potential benefits tourism can bring them, and to encourage them to start entrepreneurial ventures related to tourism.

### **3. Needs**

In order to mobilize support for the sector across Jordan, it is deemed necessary to implement a national public awareness campaign that needs to focus on policymakers from both the executive and legislative branches to ensure policy reform requirements are prioritized and addressed effectively. This will ensure sufficient GOJ investment in international tourism marketing through the JTB, and the creation of an enabling environment for its growth (such as promoting the concept of private sector management of publicly-owned tourism assets). On the community level, jobs in tourism will be positioned as the career of choice, while entrepreneurs will be more encouraged to

participate in new tourism product development. The population at large will also become more sensitive to tourists' needs. The increase of public awareness also contributes to the accelerated implementation of the NTS, specifically to highlight the importance of tourism, and the urgency of supporting regulatory and institutional change that would result in the implementation of the NTS, and increased economic opportunities for Jordan. Increased public awareness also contributes to increase in local tourism activities

Preceding the design and implementation of the national awareness campaign, an Attitudinal Survey is to be designed and conducted, to be used as a baseline for the level of awareness, opinions, values and beliefs of the people of Jordan towards tourism. The attitudinal survey, as well as a number of assessments, will be designed to provide directions as to whether the campaign and the overall communications strategy are on the proper track.

#### **4. Frame Work for Tourism Awareness-Awareness Survey**

The survey aims to measure awareness and attitudes towards tourism by the general community in Jordan. It will also be used to measure the level of awareness, opinions, values and beliefs that people hold towards tourism. These will be cross co-related with knowledge of tourism, experience of meeting tourists and experience of being tourists. It will also highlight socio-demographic details, such as living location, income, employment and family status.

##### **4.1 Proposed Structure of a National Tourism Awareness Survey**

The survey will target a national sample include 12 governorates of Jordan.

###### **I. Objective of the survey:**

The survey will measure the following:

1. General awareness of tourism;
2. How people value tourism and whether they see it as a social/economic benefit;
3. What negative aspects does tourism bring to general life;
4. What positive contributions do people see tourism making to their lives.

###### **II. Target Audiences**

- Students;
- Teachers;
- Parents;
- General public;
- Service providers (shop retailers);
- Tourism facilitators (e.g. border and tourism police);
- Taxi drivers;

- Car rental companies;
- Tour conductors and guides;
- Government Policymakers (mid-level), segmented as follows:
  - Economic Department at the Royal Court;
  - Ministry of Planning;
  - Ministry of Industry & Trade;
  - Ministry of Finance;
  - Ministry of Tourism and Antiquities;
  - Jordan Tourism Board;
  - Investment Promotion;
  - Greater Amman Municipality;
  - Economic consultants at the Prime Ministry;
  - Other officials working in the tourism sector;
  - Former ministers and secretary generals of tourism;
  - Media: economy page editors and columnists.

### **III. Segment Profiles**

The audience groups are segmented and profiled as follows:

#### **General public**

Questions of the survey will measure, but are not limited to, the following:

- Levels of awareness of tourism:
  - Do people know about tourism?
  - What do they know about tourism?
- Attitudes towards tourism:
  - How do people value tourism (negative/positive)?
  - Beliefs or perceptions about tourism (negative/positive)
  - Do people see tourism as a social and/or economic benefit?
  - What negative aspects does tourism bring/could bring to general life?
  - What positive contributions do people see tourism bring/could be making to their lives.

#### **Parents and Teachers**

Parents-would be divided into equal numbers of fathers and mothers. They would be surveyed to measure their disposition towards tourism:

- Did/would they advise their children to work in tourism?
- Do they know the financial return of a number of tourism professions (chef, receptionists, etc?)
- Do they aspire for their children to work in tourism?
- Are there any cultural reasons/factors that influence their decisions?



Teachers-in tourism and non-tourism educational institutions:

- High school
- Community College
- University.

Teachers will be taken from the same educational institutions where the students were surveyed. Among other questions, the sample will be asked whether they advised students to choose specific fields of study, in order to measure their role in the career decision-making process of their students.

**Career deciders (students), in tourism and non-tourism educational institutions:**

- High school (grades 10, 11 &12);
- Community College
- University

**High school students:**

A very direct questionnaire will be designed for a sample of ten private and public high schools. The schools will be approached for their approval to distribute the questionnaires on a full class and collect it on the spot. They will be asked, among other questions:

- How did they choose their educational stream?
- Did their teachers advise them to choose specific fields of study?
- Did they discuss the issue with their parents?
- Did they heed their parents' advice?

**Community College Students:**

Three to four classes, male and female, science and arts streams will be interviewed to understand on what basis they chose their line of study. Questions include, but are not limited to:

- When you enrolled in college, where there any tourism-related studies available?
- Did you consider enrolling in them or not, and why?
- Today, if you were still at the Tawjihi level, would you consider enrolling in a tourism-related line of study or not, and why?

**University Students:**

Three to four classes, male and female, science and arts streams, from six universities (a mix of private and public universities) out of a total of 25 universities in Jordan, will be interviewed to understand on what basis they chose their line of study. Questions include, but are not limited to:

- When you enrolled in university, where there any tourism-related studies available?
- Did you consider enrolling in them or not, and why?
- Today, if you were still at the Tawjihi level, would you consider enrolling in a tourism-related line of study or not, and why?

Within this context, to also measure the students' evaluation of the social status of tourism professions and what they believe is their return (do they know, for example how much a chef or a front desk employee earn?)

**IV. Managers and Workers in tourism industry: 5-10 people in each category**

- Restaurants 5, 4, 3 stars and fast food chains
- Hotels: 5, 4 and 3 stars
- Tour operators
- Tour guides
- Car rental agencies
- Tourism facilitators (e.g. border and tourism police)