Evaluation Study of the Tourism Activity in Jordan in Light of Codes and Conventions of the Global Ethics for Tourism

Farouk Abdelnaby Hassanein Attaallah
faa01@fayoum.edu.eg
Faculty of Tourism and Hotels, Fayoum University

Marwa Fawzi Abdel Warith
bahaama52@yahoo.com
Faculty of Tourism and Hotels management
Menoufia University Sadat Branch, Egypt.

Abstract

This article describes ethical issues within the tourism industry in Jordan and to evaluate the current status of Jordanian tourism according to the global code of ethics. The article examined the principle of code of ethics for travel agents business as practiced in Jordan and found that there are several context-specific advantages and disadvantages. The effects on hosts are discussed and it is proposed that interaction problems between tourists and hosts need corrective attention. Tourism code of ethics plays an important role in the prosperity of tourism and serves as a frame of reference for the various stakeholders in the tourism sector. The general finding is that the global code of ethics principles are implemented by the travel agencies in Jordan.

Keywords: Code of ethics, Jordan, tourism, travel agent, global code of ethics

Abstrak

Artikel ini memerihalkan isu-isu etika dalam industri pelancongan Jordan dan menilai status pelancongan Jordan berasaskan kod etika global. Artikel ini memeriksa prinsip-prinsip kod etika untuk agen perniagaan pelancongan sebagaimana yang diamalkan di Jordan dan mendapati beberapa kelebihan dan kekurangan mengikut konteksnya. Kesan terhadap hos juga dibincangkan dan mencadangkan bahawa masalah interaksi antara pelancongan dan hos memerlukan pembaikan. Kod etika pelancongan memainkan peranan penting dalam mencapai kemakmuran pelancongan dan menjadi kerangka rujukan untuk berbagai-bagai pemegang taruh dalam sektor pelancongan. Penemuan umum ialah prinsip kod etika global dilaksanakan oleh agensi pelancongan Jordan.

Keywords: Kod etika pelancongan , Jordan, pelancongan, agen pelancongan , prinsip kod etika global

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## 1.	Introduction

Tourism industry is one of the largest industries in the world, and despite recent events that have made its operating environment more complex, the industry continues to grow (Theobald, 2005). With this in mind, World Tourism Organization, approved in 1999 the Global Code of Ethics for Tourism that consolidated and reinforced previous recommendations and declarations on tourism code of ethics (ENEA, 2007, 167).

The code of ethics concept has commanded tourism researcher attention for many years, resulting in a rich body of literature. Provided a number of principles and a certain number of rules are observed, responsible and sustainable tourism is by no means incompatible with the growing liberalization of the conditions governing trade in services and under whose aegis the enterprises of this sector operate and that it is possible to reconcile in this sector economy and ecology, environment and development. Bearing in mind that, with such an approach, all the stakeholders and travel agent in tourism development – national, regional and local administrations, enterprises, business associations, workers in the sector, non-governmental organizations and bodies of all kinds belonging to the tourism industry, as well as host communities, the media and the tourists themselves, have different responsibilities in the individual and societal development of tourism and the formulation of individual's rights and duties will contribute to meeting this aim.(WTO, 2001).

The code aims to preserve the world's natural resources and cultural heritage from disrupting tourist activities and to ensure a fair and equitable sharing of benefits that arise out of tourism with the residents of tourism destinations. Yet the code is not supported by an understanding of how industry practitioners make their decisions. Indeed, the lack of awareness within the industry of the code would indicate the code is not a particularly effective tool. (Theobald, 2005, 168).

Furthermore, ethical values in the travel and tourism industry are global requests. They are the base of responsible business and other practices of travel agents, tour operators and others in the industry. (Malaysian Association of Tour and Travel Agents, "MATTA", 2011, 4).

In addition, the code includes information on ethical issues likely to deal with members and provides practical guidance. If a board chooses to adopt this code, then it must observe and act in accordance with it, to the extent that it obliges compliance. In the same way a board should choose to develop its own code, or modify an existing code, that too becomes necessary once adopted. Such codes must be constant with the code of ethics for travel agent that understands and promotes of the ethical values common to humanity, with tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions. (Office of public sector standard commissioner, 2002, 4)

The tourism industry is highly competitive and tour operators and travel agencies should differentiate their products. Furthermore, once the main criteria for a holiday are satisfied (destination, facilities and services, cost and availability), clients will make choices based on ethical considerations such as working conditions, the environment and giving. Clients are also looking for high quality and experience in their holiday. As result, companies would do well to distinguish their products according to consumer demand i.e. based on ethical code (Donyadide, 2010, 426).

As a result, the main objective of this study was to assess the current status of the performance of the tourism sector in Jordan, from the perspective of the Global Code of Ethics for Tourism adopted at the thirteenth session of the General Assembly of the World Tourism Organization in 2001.

2. Literature Review

2.1 Identified Key Elements With Codes of Conduct in General

Ethics can be defined as guiding principles that help us decide between what is right and what is wrong. These principles are acceptable parameters in which the business firms are to operate. Ethical behavior means that the individual behaves in a right way, which will be accepted by the whole society (Yüksel, 1994, P: 26).

Therefore, the need arises for global action to provide more civilized lives for human life, while securing the future for everyone. Those common needs to action summon a set of global moral practices– practices like economic development, public health, human rights regulation, and environmental protection. (Donyadide , 2010, 428).

Most countries rely on their local legal and ethical systems to try to solve global problems. In order to achieve the leadership, we need to cooperate globally. This cooperation, using respectful dialogue to search for common spirituality, will enable us to go beyond national leadership and achieve global ethics for business. (Brien, 2009).

Besides, Global Code of Ethics for Tourism (GCET) as adopted by "the representatives of the states, bodies, enterprises and institutions, members of the World Tourism Organization (WTO)", who had "gathered for the General Assembly at Santiago, Chile on the 1st of October 1999:

The Global Code of Ethics for Tourism sets a frame of reference for the responsible and sustainable development of world tourism at the dawn of the new millennium.

The code aims to preserve the world's natural resources and cultural heritage from disruptive tourist activities and to ensure a fair and equitable sharing of benefits that arise out of tourism with the residents of tourism destinations. Yet, the code is not supported by an understanding of how industry practitioners make their decisions. Indeed, the lack of awareness within the industry of the code would indicate the code is not a particularly effective tool (Enena, 2007, 168).

2.1.1 Some Principles of the Global Code of Ethics for Tourism Stakeholders and Professionals (WTO, 2001):-

a. The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism.

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b.   Tourism activities should be conducted in accord with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs.

c.   The host communities and local professionals should acquaint themselves with and respect the tourists who visit them.

d.   It is the task of the public authorities to provide protection for tourists and visitors and their belongings. They must pay attention to the safety of foreign tourists. They should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs.

e.   When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment. They should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations.

f.   Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit. They must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks.

g.   All the stakeholders in tourism development should preserve the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs of present and future generations.

h.   All forms of tourism development that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding waste production, should be given priority and encouraged by national, regional and local public authorities.

i.   The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy;

j.   Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife.

k.   Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are keep with the carrying capacity of the sites;

l.   Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality

and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services;

m. Tourism professionals, should show concern, in cooperation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services;

n. Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfillment of tourists and allow them, during their travels, to practice their religions;

o. The public authorities of the generating States and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their travel;

p. Governments have the right – and the duty - especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits;

q. The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism.

2.2   Code of Conducts for Travel Agents

2.2.1   Code of Conduct Affiliated WWith LAO's Association of Travel Agents: (LATA, 2006, 1-6)

Conduct between members and the public/clients (standard of service, advertising, alterations or cancellation of tours or travel arrangements by members, cancellation by clients, complaints, transactions and correspondence). On other hand conduct between members and principals/clients. Also between members, retail travel agents and other travel concerns.

Emphasis on Legal Liabilities, non-violated and non-enforcement. So that a code of conduct shall be included in the company's policy and relies on 100 per cent support of company management

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Travel agencies should have information about, and education in, the content of a code of conduct directed at all personnel and an active discussion within the company are necessary. Codes of conduct shall be implemented in the daily workplace. Furthermore information regarding the criteria of the code must be presented to all suppliers in all supply chains.

On the other hand, some of the codes of conduct, which companies themselves set up. Firstly, an internal, functional – and for all parties dependable – reporting and control system, is important. Some companies fail to report and control the contents of Codes of Conduct, which results in lowered confidence among employees and consumers ("Report on codes of conduct and independent control", 1998). Secondly, control and follow-up by a third independent party is more or less necessary as a code of conduct that does not benefit from external monitoring, quite often loses its credibility (WTO, 2003).

2.2.2 The Staff of the Tourism Agencies

Tourism is one of the biggest industries in the world which offers the biggest number of employed people in the world. More than just an industry, tourism is a cultural activity able to change the world in which we live in. It's exactly this cultural dynamic which makes tourism interesting and even more important. Tourism agencies serve as a connecting bridge between tourism and products of travel which are offered. (Donyadide, 2010).

More than any other stakeholder, agents are in a critical position to affect the tourist's destination choice (Mitchie and Sullivan 1990; Snaepenger, Meged, Snelling and Worral 1990).

It should be recalled that for the purpose of the code, the term "stakeholders in tourism development" includes National governments, Local governments with specific competence in tourism matters, Tourism establishments and tourism enterprises, including their associations, Institutions engaged in financing tourism projects, Tourism employees, tourism professionals and tourism consultants, Trade unions of tourism employees, Tourism education and training centers, Travelers, including business travelers, and visitors to tourism destinations, sites and attractions, Local populations and host communities at tourism destinations through their representatives, and other juridical and natural persons having stakes in tourism development including non-governmental organizations specializing in tourism and directly involved in tourism projects and the supply of tourism services players (WTO, 2005, 7)

To have an economy with high standards, the development of tourism must be planned, controlled and "sold" to tourists in the best way possible. Tourism agency is the business which sells travel packages to destinations around the world which are connected to the products and services, especially the airline, hotel, travel company etc. A lot of travel agents have a special department which deals with reservations; meanwhile tourism agencies are specialized for business trips.

Furthermore, productivity and output of tourism agencies has a close relationship with the work quality of the individual workers in tourism industry. Involving non-experienced human resource in these agencies will be a negative factor impeding the development of this industry. (Donyadide, 2010).

So, there is no doubt that travel agencies play an important role in tourism industry by implementing the global code of ethics ,which affect and drive the decision (positively or negatively)of their customer to choose the their destination.

2.3   The Jordanian Tourism Industry and Code of Ethics

A range of studies has now appeared within the tourism/hospitality literature, relating ethical understandings to specific industry contexts: leisure studies (McNamee, Sheridan, & Buswell, 2001).

According to the World Tourism Organization (WTO), tourism is the fastest growing industry in the world during the past sixteen years and its revenues have, on average, increased by 9 per cent annually. Tourism now accounts for approximately 6 percent of total economic activities. In developing countries, tourism accounts for approximately 10 per cent of the total GDP. It is estimated that more than 100 million persons are directly employed in the tourism industry. Many developing countries consider tourism as the most important present and future source of income, by creating greater awareness amongst those that work in the tourism sector and by actively promoting more responsible and ethical. (WTO, 2003).

Tourism in Jordan is one of the largest contributors to Jordan's GDP and one of its largest foreign currency earners. Although Jordan has several world-famous tourist attractions, recognition of tourism as a high-potential sector in Jordan has been relatively recent; the Jordan Tourism Board was only established in 1998. The Board is both publicly (80%) and privately (20%) funded (Ministry of Planning and International Cooperation, 2007, p: 133).

WTTC report for Jordan indicated that direct contribution of Travel & Tourism to GDP was JOD1, 533.4 mn (7.7% of total GDP) in 2011, and is forecast to rise by 6.7% in 2012, and to rise by 4.2% pa, from 2012-2022, to JOD2, 469.3mn in 2022 (in constant 2011 prices),and in 2011 Travel & Tourism directly supported 113,500 jobs (6.8% of total employment). This is expected to rise by 6.6% in 2012 and rise by 2.1% pa to 149,000 jobs (6.8% of total employment) in 2022.(WTTC, 2012)

Although Jordan of the first countries, that has established a national committee for the implementation of the code of ethics in a survey for the WTO (WTO, 2005, p: 6). But there is no doubt that, the industry suffered from internal factors which are significant weaknesses in human resources, visitor attractions and activities, beach quality, night entertainment, general service quality, marketing and competitiveness, which need to be addressed as well as increasing access to underpin the accommodation expansion now in hand.(USAID& ASEZA, 2009, p:12).

It is obvious that, any lack in human resources and the quality of the product means there is a gap in the tourism industry and thus in code of ethics in Jordanian tourism. In addition there are external shocks such as the attacks of September 11, 2001 and the subsequent war in Iraq, beginning in 2003, but it has since recouped lost earning power and is growing at a sustained rate of approximately 4.5% for the last several years, and now the Arabic spring. Jordan has been highly dependent on regional tourism, which has consistently accounted for upwards of 60% of tourism receipts. Regional tourism consists primarily of leisure trips as well as the niche medical tourist segment. Regional visitors remain the overwhelming majority despite efforts to attract "high-

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value" tourists from the U.S. and Europe by promoting cultural and historical tourism. (Ministry of Planning and International Cooperation, 2007, 133).

From the foregoing, it is clear that internal and external factors representing weakness to the principles and code of ethics for tourism and travel agent which is seeking high quality tourism product.

Although Jordan's National Tourism Strategy 2004-2010 aimed to double the size of 2004 tourism receipts in 2010 to $1.8 billion and to add 50,000 jobs to the economy. Jordan intended to accomplish this via a) intensified marketing and promotion, b) an integrated approach to human resource and product development, c) institutional and regulatory reform, and d) the support of product development and competitiveness.(Ministry of Planning and International Cooperation, 2007 , 133)

2.4   Description of Tourism Problems in Jordan

There are some main obstacles and threats regarding tourism development and related tourism code of ethics in Jordan, which are summarized as the following (JICA, 2004): The unawareness by a big segment in the Jordanian society about the importance of tourism and the lack of awareness about the importance of archaeological remains.

In the meantime the lack of inclusion of Jordan within tour operators' catalogues; it has been treated as an extension of neighboring countries regarding tour packages and trade. Also the inappropriate behavior of visitors in some destinations. On the other hand, the urgent need of facilities and quality of service (probably the major challenge) in many sites and destinations, and if existed, there is an inadequate distribution of them. On the same, level the weak organizational structure for many frameworks involved in tourism development with lack of funding.

The shortage of promotional campaigns and marketing representatives abroad and high cost of domestic tourism, especially with the low income of a considerable segment in the Jordanian society. In addition lake of training staff and skills of employees, especially when it comes to some services and sustainability of resources.

Few events and no large attractions in Aqaba itself (USAID/Jordan Tourism Development Project II., 2009, AQABA Tourism Marketing Strategy 2010-2015).

Problems relating to environmental issues (dive sites, beaches, sustainable tourism hotel design). Clearly, Jordan faces a particular image challenge, in that the country "first needs to distinguish itself both from and within the region (Schneider, SoKnmez, 1999, 539,542).

All of the problems which mentioned above related to code of ethics in tourism industry and neglecting its role in tourism marketing, planning, sustainability, and developing. Tourism code of ethics highlighted the value and the imaging of the destinations.

3.   Research methodology

The study consists on analysis the current status of Jordanian tourism according to the global code of ethics. To fulfill this objective the research methodology depends on conducting 18 on-depth interviews that were developed with a number of experts working in the tourism sectors from academics, and consultants in the field of tourism. The interviews enabled the researchers to gain more insights and information about the current status of Jordan tourism according to ethics. Moreover, questionnaire-based survey based on well structured questions was implemented. It comprised 25 closed-end-questions with a view to identify and evaluate travel agencies' perceptions/satisfaction towards the principles of global code of ethics. The total 200 copies were distributed during November 2011. Only 102 valid copies were received

The Likert approach was used to analyze travel agencies and experts attitudes towards implementation of code of ethics in Jordan by answering a number of questions relating to global code of ethics using the options 'Strongly Agree', 'Agree', 'Neutral', 'Disagree' and 'Strongly Disagree'. SPSS program was used for statistical analysis and statistical models such as statistical means and Std. Deviation were used to analyze the data.

The questionnaire consisted of two sections:

- The first section was considered as introductory; it examined questions concerning principles of global code of ethics for destination.
- The second section stepped further to examine ethical standards for the travel agencies. This section included important questions measuring travel agents awareness of the ethics, standard of service alterations or cancellation of tours or travel arrangements by members, cancellation by clients, complaints, transactions and correspondence.

4.   Results and Discussion

Table 1: Travel AAgents Results' RRelated to the Standards of Code of Ethics

No. Q	Frequencies						Mean	Std.Error of Mean	Std. Deviation
	S. Agree %	Agree %	Neutral %	Disagree %	S. Disagree %	Total			
1-Tourism activities are exercised in a manner to preserve traditions and social customs and cultural rights in Jordan.	23.5	60.8	---	----	15.7	100%	3.76	0.126	1.268
2-Official bodies pay special attention for the safety of foreign tourists and their access to information of security and insurance, and assistance they need in Jordan.	62.7	37.3	---	---	---	100%	4.63	0.048	0.486

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3-Those responsible for tourism development and tourists take into account traditions and social customs, and cultural communities in Jordan	23.5	39.2	37.3	---	---	100%	3.86	0.067	0.771
4- Tourists and visitors to Jordan refrain for the commission of any criminal act or behavior considered by the locals that a hostile or harmful for environment	84.3	15.7	---	---	---	100%	4.83	0.036	0.365
5- There are mutual relations between local peoples and visitors in the framework of mutual respect.	62.7	37.3	---	---	---	100%	4.63	0.048	0.486
6-There is equality between men and women, the disabled and indigenous people to benefit from the economic and social benefits, and cultural tourism activities.	62.7	21.6	---	---	15.7	100%	4.16	0.141	1.426
7- The official agencies and the private sector are interesting to give priority to environmental conservation and protection of resources in Jordan.	15.7	60.8	23.5	---	---	100%	3.62	0.062	0.624
8- The design of infrastructure in tourist areas and in the exercise of tourism activities protects the natural heritage.	62.7	21.6	---	---	---	100%	4.047	0.075	0.754
9- Investors in the Jordanian tourism sector carry out studies on the impact of tourism projects on the environment and natural surroundings	23.5	45.1	---	---	31.4	100%	3.29	0.159	1.608
10- There is encouragement for family tourism and youth tourism , students and the elderly tourism, and ecotourism in .Jordan	23.5	39.2	--	21.6	15.7	100%	3.33	0.143	1.444
11- There is a high level of service that matches what has been contracted with the client.	39.2	21.6	15.7	---	23.5	100%	3.53	0.156	1.571
12- There is right information available for customers about the tourist destination and the services provided and prices.	39.2	45.1	---	---	15.7	100%	3.92	0.133	1.347

13- There is commitment to professional standards and ethical forms of tourism advertising.	---	----	15.7	37.3	47.1	100%	4.31	0.072	0.731
14- It is clear to customer the reasons for the amendment of the program or cancel one of its services.	62.7	21.6	---	---	15.7	100%	4.16	0.141	1.426
15- There are compensation for customers in case of amendment of the program and the recovery of cost in case of cancellation of the program.	---	---	---	21.6	78.4	100%	4.78	0.041	0.413
16-The client is informed of legal and financial obligations in the event of canceling the reservation.	78.4	21.6	---	---	---	100%	4.78	0.041	0.413
17-The dealing with customer's complaints is quickly and seriously, and appropriate equitable manner.	62.7	---	21.6	---	15.7	100%	3.94	0.149	1.508
18- Transactions with customers are high level of confidence and correspondences are high speed	54.9	45.1	---	---	---	100%	4.55	0.050	0.500
19- There is provision of first aids in tourist programs	47.1	21.6	15.7	15.7	---	100%	4.00	0.111	1.126
20- Customers are made aware of their rights and duties relating to health services during the tourist trip.	54.9%	45.1%	---	---	---	100%	4.55	0.050	0.500
21- Multinational travel agents do not exploit their power to transfer of cultural and social models to the local community.	45.1	23.5	15.7	---	15.7	100%	3.82	0.140	1.417
22-Travel agents are committed to all instructions of tour operators	15.7	45.0	15.7	--	23.5	100%	3.29	0.138	1.397
23- Travel agents provide positive opinions about tour operators and other travel agents that deal with.	15.7	45.1	15.7	---	32.5	100%	3.29	0.138	1.397
24-Travel agents are committed to the terms of contracts with suppliers of services and meet their financial rights quickly	39.2	---	21.6	23.5	15.7	100%	3.24	0.153	1.549

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25- Travel agents are committed to transparency, credibility and a clear methodology in dealing with the differences between them and the tour operators, or service providers, or other travel agents	39.2	21.2	---	39.2	---	100%	3.39	0.134	1.351

The above mentioned table shows that of the 102 responses (travel agent) received, around 84.3% of participants (60.8% agree and 23.5% s. agree) agreed that tourism activities preserve traditions, social custom, and cultural rights in Jordan. The standard deviation was 1.268, which underlined the dispersion in participants' responses. The mean is also high in a positive direction of 3.76 and the std. error of deviation value was 0.126, which indicated that the value of the sample mean was equal to the average value of the community and therefore suitable for the reality of results.

In order to measure safety and security for tourists and their access to information 62.7% s. agree and 37.3% agree of respondents confirmed that issue has been taken seriously in Jordan. The standard deviation was 0.486 that underlined the consistent in participants' responses. In additions, the mean was also positive value of 4.63 and the std. error of deviation value was 0.048 recorded non-existent, which indicated that the value of the sample mean on the criterion was equal to the average value of the community and therefore suitable for the reality of results.

Around 23.5% s. agreed and 39.2% agreed of the respondents considered that tourism development and tourists take into account traditions, social customs, and cultural communities in Jordan with a high mean value 3.86, accompanied by a weak standard error of mean 0.771, indicating compatibility between sample mean and population mean. The standard deviation was 0.067 that indicated the coincidence in participants' responses about this matter.

84.3% strongly agree and 15.7% agree confirmed that tourists and visitors to Jordan refrain for the commission of any criminal act or behavior considered by the locals that a hostile or harmful for environment, with high mean value 4.83, and very poor standard error of mean 0.036. Also, the standard deviation value was 0.067 which means compatibility among participants' responses.

Regarding the mutual relations between local peoples and visitors in the framework of mutual respect, around 62.7% and 37.3% of respondents positively said that principle is achieved in real practice. This was clear through the high value of the mean 4.63 and supported values of the standard error of mean 0.048 and the standard deviation 0.486

To confirm the equality between men and women, the disabled and indigenous people to benefit from the economic, social benefits, and cultural tourism activities; a percent of 62.7strongly agree and 21.6 agree that there was equality. However, there was dispersion among respondents since the standard deviation value was 1.426.

Around 15.7% s. agree and 60.8% agree that the official agencies and the private sector are interesting to give priority to environmental conservation and protection of resources in Jordan.

The mean value indicated 3.62 which represented consensus on the priority to conservation and protection of environment.

About 62.7% s. agree and 21.6% agree confirmed that the design of infrastructure in tourist areas and in the exercise of tourism activities protects the natural heritage; with mean value of 4.047 which referred to the positive direction.

The expansion of investments, investors in the Jordanian tourism sector should carry out studies on the impact of tourism projects on the environment and natural surroundings. Since there were percents of 23.5 (s. agree) and 45.1 (agree), with 3.29 mean value which represented a high and positive value.

There is attention to focus on the encouragement for family tourism and youth tourism, students and the senior tourism, and ecotourism in Jordan with percent of 23.5 (s. agree) and 39.2 (agree) with a positive mean value 3.33.

In order to test the implementation of the travel agent's principles such as a high level of service; right information available; clarity of the amendment of the program or cancel one of its services; the client is informed of legal and financial obligations in the event of canceling the reservation; dealing with customer complaints is quickly and seriously, and appropriate equitable manner; high level of confidence and correspondences with customers are high speed; provision of first aids in tourist programs; Customers are made aware of their rights and duties relating to health services during the tourist trip; travel agents do not transfer cultural and social models to the local community; Travel agents are committed to all terms of contracts with suppliers of services, Travel agents provide positive opinions about tour operators and other travel agents that deal with, transparency, and credibility and a clear methodology in dealing with the differences between them and the tour operators, or service providers, or other travel agents. All of the these principles were positive and the responses referred to strongly agree and agree with high mean values which were in order 3.53, 3.92, 4.16, 4.78, 3.94, 4.55, 4.00, 4.55, 3.82, 3.29, 3.29, 3.39. The standard error of means for these principles was less than one (non-existence) to confirm that the value of the responses mean on the criterion was equal to the average value of the community and therefore suitable for the reality of results.

On the other side, there were some principles which referred to negative direction (strongly disagree and disagree) such as professional standards and ethical forms of tourism advertising, compensation for customers in case of amendment of the program and the recovery of cost in case of cancellation of the program, and contracts with suppliers of services and meet their financial rights quickly. The mean values were 4.31, 4.78, 3.24 respectively and the standard error of mean was also less than one.

Furthermore, some of the responses had a high standard of deviation such as questions 1,6,9,10,11,12,15,17,19,21,22,23,24,25 which emphasized the dispersion in responses, but the rest of the questions were less than one, which emphasized the lack of dispersion in responses.

Based on the above extended analysis, and to sum up according to points of view pertaining to travel agent enterprises, the global code of ethics principles' were implemented from the travel agencies in Jordan and were taken into account in the Jordanian tourism industry.

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Table .2: Experts' Results Related to the Standards of the Global Code of Ethics for Tourism Destinations

No. Q	Frequencies						Mean	Std.Error of Mean	Std. Deviation
	S. Agree %	Agree %	Neutral %	Disagree %	S. Disagree %	Total			
1- Tourism activities are exercised in a manner to preserve traditions and social customs and cultural rights in Jordan.	44.4	44.5	——	11.1	——	100%	4.22	0.222	0.943
2- Official bodies pay special attention for the safety of foreign tourists and their access to information of security and insurance, and assistance they need in Jordan.	50.0	50.0	---	---	---	100%	.4.50	0.121	0.514
3- Those responsible for tourism development and tourists take into account traditions and social customs, and cultural communities in Jordan	---	94.4	---	5.6	---	100%	3.89	0.111	0.471
4- Tourists and visitors to Jordan refrain for the commission of any criminal act or behavior considered by the locals that a hostile or harmful for environment	11.1	88.9	---	---	---	100%	4.11	0.076	0.323
5- There are mutual relations between local peoples and visitors in the framework of mutual respect.	11.1	88.9	---	---	---	100%	4.11	0.076	0.323
6- There is equality between men and women, the disabled and indigenous people to benefit from the economic and social benefits, and cultural tourism activities.	---	88.9	---	5.6	5.5	100%	3.72	0.195	0.826
7- The official agencies and the private sector are interesting to give priority to environmental conservation and protection of resources in Jordan.	---	100	---	---	---	100%	4.00	0.000	0.000
8- The design of infrastructure in tourist areas and in the exercise of tourism activities protect the natural heritage.	5.6	5.5	88.9	---	---	100%	3.17	0.121	0.514
9-Investors in the Jordanian tourism sector carry out studies on the impact of tourism projects on the environment and natural surroundings	5.6	88.9	---	5.5	---	100%	3.94	0.127	0.539

10- There is encouragement for family tourism and youth tourism , students and the elderly tourism, and ecotourism in Jordan .	---	44.4	---	44.5	11.1	100%	2.78	0.275	1.166
11- There is a high level of service that matches what has been contracted with the client.	11.1	88.9	---	---	---	100%	4.11	0.076	0.323
12-There are right information available for customers about the tourist destination and the services provided and prices.	11.1	44.4	44.4	---	---	100%	3.76	0.162	0.686
13-There is commitment to professional standards and ethical forms of tourism advertising	5.6	94.5	---	----	---	100%	4.06	0.056	0.236
14-It is clear to customer the reasons for the amendment of the program or cancel one of its services	11.1	88.9	---	---	----	100%	4.11	0.076	0.323
15-There are compensation for customers in case of amendment of the program and the recovery of cost in case of cancellation of the program.	5.6	94.5	---	----	---	100%	4.06	0.056	0.236
16-The client is informed of legal and financial obligations in the event of canceling the reservation.	11.1	88.9	---	---	---	100%	4.11	0.076	0.323
17-The dealing with customer complaints is quickly and seriously, and appropriate equitable manner	5.6	88.9	5.6	----	-----	100%	4.00	0.081	0.343
18-Transactions with customers are high level of confidence and correspondences are high speed	11.1	44.4	44.4	---	----	100%	3.67	0.162	0.686
19-There is provision of first aids in tourist programs	---	100	----	---	----	100%	4.00	0.000	0.000
20-Customers are made aware of their rights and duties relating to health services during the tourist trip.	11.1	88.9	---	---	----	100%	4.11	.076	0.323
21-Multinational travel agents do not exploit their power to transfer of cultural and social models to the local community.	44.4	44.4	5.6	5.6	---	100%	4.28	0.195	0.826

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22-Travel agents are committed to all instructions of tour operators	44.4	55.6	---	----	---	100%	4.44	0.121	0.511
23-Travel agents provide positive opinions about tour operators and other travel agents that deal with.	5.6	94.4	---	---	---	100%	4.06	0.056	0.236
24-Travel agents are committed to the terms of contracts with suppliers of services and meet their financial rights quickly	---	94.4	5.6	---	----	100%	3.94	0.56	0.236
25-Travel agents are committed to transparency, credibility and a clear methodology in dealing with the differences between them and the tour operators, or service providers, or other travel agents	11.1	88.9	---	----	----	100%	4.11	0.076	0.323

Table (2) shows that of the 18 responses (experts) received, around 88.9% of participants (44.5% agree and 44.4% s. agree) agreed that tourism activities preserve traditions and social custom and cultural rights in Jordan. The standard deviation was 0.943, which underlined no dispersion in participants' responses. The mean was also high in a positive direction of 4.22 and the std. error of deviation value was 0.222, which indicated that the value of the sample mean on the criterion was equal to the average value of the community and therefore suitable for the reality of results.

With regard to safety and security for tourists and their access to information, 50.0% s.agree and 50.0% agree of respondents confirmed that issues have been taken seriously in Jordan. The standard deviation was 0.514 that underlined the consistent in participants' responses. In additions, the mean was also positive value of 4.50 and the std. error of deviation value was 0.121 recorded non-existent, which indicated that the value of the sample mean on the criterion was equal to the average value of the community and therefore suitable for the reality of results.

Nearly 94.4% agree and 5.6% disagree of the respondents considered that tourism development and tourists take into account traditions, social customs, and cultural communities in Jordan with a high mean value 3.89, accompanied by almost a non-existent standard error of mean 0.111, indicating compatibility between sample mean and population mean. The standard deviation is 0.471 that indicated the coincidence in participants' responses about this matter.

About 11.1% strongly agree and 88.9% agree confirmed that tourists and visitors to Jordan refrain for the commission of any criminal act or behavior considered by the locals that a hostile or harmful for environment, with high mean value 4.11, and very poor standard error of mean 0.076. Also, the standard deviation value was 0.323 that means compatibility among participants' responses.

Given the mutual relations between local peoples and visitors in the framework of mutual respect, almost 11.1% and 88.9% of experts positively said that principle was achieved in real practice. These were clear through the high value of the mean 4.11, supported values of the standard error of mean 0.076 and the standard deviation 0.323.

To confirm the equality between men and women, the disabled and indigenous people to benefit from the economic and social benefits, and cultural tourism activities; a percent of 88.9 agree that there was equality, while 5.6% disagreed and 5.5% strongly disagreed that it was verified in fact. There was no dispersion among respondents as the standard deviation value was 0.826.

There was full consensus (100%) among respondents that the official agencies and the private sector were interesting to give priority to environmental conservation and protection of resources in Jordan. The mean value indicated 4.00, which supports compatibility on the priority to conservation and protection of environment.

About 5.6% strongly agreed and 5.5% agreed that the design of infrastructure in tourist areas and in the exercise of tourism activities protects the natural heritage; while the majority of respondents were neutral by 88.9% .The mean value was 3.17 which referred to the positive direction.

Statistical analysis showed that investors in the Jordanian tourism sector carry out studies on the impact of tourism projects on the environment and natural surroundings. Since there were percents of 5.6% strongly agree and 88.9% agree, and 5.5% disagree; with 3.94 mean value, which represented a high and positive value.

Contrary to answers of travel agents mentioned in table (1)experts said there was no attention to focus on the encouragement for family tourism and youth tourism, students and the senior tourism, and ecotourism in Jordan. This result was deduced from following percents of 44.4% agree and 44.5% disagree and 11.1% disagree with a mean addressed to the negative direction positive at value of 2.78.

In order to test the implementation of the travel agent's principles from the experts' point view, such as a high level of service; right information available; clarity of the amendment of the program or cancel one of its services; the client is informed of legal and financial obligations in the event of canceling the reservation; dealing with customer complaints is quickly and seriously, and appropriate equitable manner; high level of confidence and correspondences with customers are high speed; provision of first aids in tourist programs; Customers are made aware of their rights and duties relating to health services during the tourist trip; travel agents do not transfer cultural and social models to the local community; Travel agents are committed to all terms of contracts with suppliers of services, Travel agents provide positive opinions about tour operators and other travel agents that deal with, transparency, and credibility and a clear methodology in dealing with the differences between them and the tour operators, or service providers, or other travel agents. All of the above principles were positive and the responses referred to strongly agree and agree with high mean values, which are in order 4.11, 3.76, 4.06, 4.11, 4.06, 4.11, 4.00, 3.67, 4.00, 4.11, 4.28, 4.44. Unlike travel agents responses, the following principles also referred to positive direction (strongly disagree and disagree): such as professional standards and ethical forms of tourism advertising, compensation for customers in case of amendment of the program and the recovery of cost in case

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of cancellation of the program, and contracts with suppliers of services and meet their financial rights quickly. The mean values were 4.06, 3.94 and 4.11 respectively and the standard error of mean was less than one.

Through the above analysis of table 2, it is certainly ,that experts' responses assured that, the global code of ethics principles' were implemented from the travel agencies in Jordan and were taken into account in the Jordanian tourism industry.

However, there were main differences between the travel agencies and experts. There was dispersion among travel agents' responses and experts that tourism activities preserve traditions and social custom and cultural rights in Jordan. In addition, there was consensus through travel agents' respondents considered that tourism development and tourists take into account traditions and social customs, and cultural communities in Jordan. While this consensus was not existed in responses of experts. Furthermore, full consensus among respondents of experts that the official agencies and the private sector are interesting to give priority to environmental conservation and protection of resources in Jordan. This was not like to travel agencies' points of view. Unlike the majority of positive direction, strongly agree and agree, the majority of experts' respondents was neutral on the design of infrastructure in tourist areas and in the exercise of tourism activities protects the natural heritage.

Also all criteria related to the codes of conduct for travel agent business are positive from the viewpoint of experts. For travel agents there was a combination of positive and negative.

5.   Conclusion and Implication

The tourism literature makes a continual call for the tourism global code of ethics principle's which affects tourists' decisions. Travel agencies are the key to the application of those principles because they are the most dealing with tourists.

This paper presents a study of the principles of Jordanian code of ethics for the travel agents and tourism experts' point of view. This study focuses on the principles, which are exercised in travel agencies dealing with tourists. The study showed that code of ethics for travel agencies have been activated in Jordan's tourism industry, but it is still in need to activate more. Which requires the government to play its role effectively represented in the Ministry of Tourism and governmental tourism organizations. On one level with the stakeholders, they should make sure that their tourism activity complies with the global code of ethics. For this reason an accurate understanding of the interrelationship between the ethical considerations in the communities of various international and tourism industry is very important for the tourism development, strengthen the role of the tourism sector, and to overcome obstacles to growth as a key tributary of the tributaries of the national economy.

The host country should also follow tourist's complaints and emphasize the importance of applying the law on the outlaws' moral responsibility towards dealing with tourists. If there is any immoral conduct it should be addressed to him even when it reached to fines or damage, should also follow tourism programs and control of companies and tourism organizations in terms of transparency and credibility in implementing the tourism program. Finally, it should also work to provide full preparations to take care of tourists in the event of crises or disasters or natural

phenomena such as volcanoes, hurricanes, earthquakes and so on. Ethics and tourism industry seems finally the importance of the public and private sector in the promotion of ethics for Tourism in coordination with travel agencies. Therefore, they go hand in hand with the development of this industry and cope with changing requirements.

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About the Authors

Farouk Abdelnaby Hassanein Attaalla (Ph.D) is a lecturer at Tourism Studies Department, Faculty of Tourism & Hotels, Fayoum University, Egypt. He can be contacted at faa01@fayoum.edu.eg.

Marwa Fawzi Abdel Warith (Ph.D), is a lecturer at the Faculty of Tourism and Hotels management, Menoufia University Sadat Branch, Egypt. She can be contacted at bahaama52@yahoo.com.