



E-ISSN: 2706-9591
P-ISSN: 2706-9583
IJTHM 2021; 3(2): 44-50
Received: 10-05-2021
Accepted: 12-06-2021

Dr. Burhan Mahmoud Awad Alomari
Associate Professor, College
Dean, Middle East University,
UAE-RAK, UAE

Tourism crises in Jordan and the absence of government administration

Saeed Shoja Shafti

Abstract

The income of the tourism industry in Jordan is considered one of the most important sources of foreign income in Jordan and comes in the first place in supporting the national economy, and this sector is growing and growing rapidly and continuously in many countries that have done well in maintaining the stability of this sector and immunizing it against shocks and various natural, political, economic and health crises, Therefore, maintaining stable and accelerating growth in the tourism sector is not the result of luck and chance in successful countries in tourism, but rather the result of well-thought-out policies, strategies and plans developed in advance within what we can call the science of tourism crisis management, which examines theories, variables, contributing and affected parties, and procedures that It can be taken to avoid or reduce the damage resulting from various crises and disasters before, during and after the crisis for the rapid return, recovery and promotion of tourism after any emergency, especially the global and local Corona crisis, which has a direct impact on the local economy.

Keywords: Tourism, maintaining, strategies

Introduction

The progress of Jordanian tourism has contributed to giving a positive impression of Jordan as an oasis of security and stability in a turbulent region of the world. This positive image was tested in late 2012 when the decision to raise prices and the accompanying popular protests were made, despite the availability of a pre-planned crisis management plan for the tourism sector in Jordan. However, this sector was greatly affected, as 33% of the tourist groups canceled their reservations in the Kingdom. Many tourism companies and government agencies specialized in tourism do not have a clear plan for dealing with tourism crises, and it is surprising that very few of our managers and executives have received Practical training in how to deal with crisis management. Therefore, the crisis management plan for the tourism sector in Jordan must have an appropriate structure and procedures that would strengthen the policies currently used by relying on the ministry's employees and in Cooperation with the private tourism sector. The plan contains practical policies and procedures to prepare for any potential future crises and others to deal with the crisis and its aftermath. The plan aims to achieve the following: The crisis management team (immediate response team) will accurately and quickly assess any potential crises, and set specific rules and responsibilities for all parties involved in the tourism crisis management team, while ensuring a top priority for the safety of the tourist through an effective partnership with the private sector to address negative effects of the crisis.

An overview of tourism in Jordan

In Jordan, there is a slow spread of awareness and a culture of concepts and methods of risk management and crisis management at the tourism level, despite the recurrence of tourism risks and crises, and its lack of a crisis management plan and the availability of the resources necessary to implement it. Life activities are exposed to risks and crises that vary in severity, causes and results, which affect tourism at all levels globally, regionally and totally, and that tourism is sensitive, which means that the tourism and hotel organization in Jordan must face complex political, social, economic and environmental risks and crises in addition to its constant quest to serve Customers, satisfy their desires and achieve profitability at the same time.

Corresponding Author:
Dr. Burhan Mahmoud Awad Alomari
Associate Professor, College
Dean, Middle East University,
UAE-RAK, UAE

Spreading awareness and principles of risk management culture and crisis tool in Jordanian society at the popular and official levels through holding seminars and cultural training programs for all senior, middle, executive and popular administrative levels, as a duty and responsibility of all and the possibility of studying it in universities as a specialized science in (crisis management treatment), and work To rehabilitate the human elements, especially at the higher levels in the government psychologically, technically and professionally to manage crises and how to deal with them in the media, and to work on developing a guide to the risks and tourism crises that Jordan is exposed to and expected to occur in the future, relying on experts in building a modern and advanced information program to predict expected and emergency crises to support centers Decision making with accurate and appropriate information to manage it.

A successful media policy for managing tourism crises can be based on the following concepts: honesty and transparency, lack of media blackout, lack of prediction, avoidance of absolute assertions, and follow-up of what is issued by the media & Inaccurate news about the crisis in order to avoid repeating this news in other media.

Attention should be paid to the statements of the official spokesperson: The official spokesperson (the minister) must appear from time to time in the media to talk about the latest developments in the crisis, taking into account holding his press conferences or television interviews either at the place of the event in order to convey a message that his influence was limited or in Other tourist places to confirm that the tourism sector is still operating as usual. The offices of foreign embassies must work quickly on three important axes, the first: monitoring and compiling all that was issued by the media in the markets it represents, and second: sending successive reports to the Ministry of Tourism on this to form a general idea On the extent of media coverage of the event in those markets, provided that these reports include information related to the volume of the news issued, and the third task that the representative offices must implement is to convey a message that the tourism movement has returned as it was before, provided that the message includes positive information about any new developments in the tourism sector .

Crisis management and the public sector

Managing the Corona crisis, Jordan, like a crisis that occurred in Sulaiq, formed a milestone in the ability to respond to a crisis the size of the Corona pandemic, while it was remarkable that major rich and advanced countries floundered in dealing with this health crisis, as they recorded great failures in that.

In my estimation, there are three main important factors in crisis management, which are:

1. The level and quality of the health sector,
2. The standards of the government or the ability of the bureaucracy to run the country in a crisis situation;
3. Social capital, the most important of which is the relationship between citizens and the state.

The Jordanian health system, especially the public sector, both military and civil, is considered one of the most advanced systems in the region and the world, if we take the achievements that it has gradually achieved in the health

field in Jordan, and here I leave the private sector despite its progress due to the absence of its role in managing the current crisis or public health. The public health sector, which for years has been neglected or even attacked by stakeholders and economic liberals in an attempt to privatize it or transform it into a private sector. Addressing this crisis with efficiency and competence, which deserves all appreciation and respect.

As for the second part of the equation, it is related to the ability of the bureaucratic system to manage the country under conditions of crisis, especially with regard to the ability to work collectively and integrate institutions, which enabled the bureaucratic machine to operate relatively smoothly. It must be pointed out here that the public sector before the crisis was suffering from slackness and administrative inefficiency at some levels, in addition to weak rule of law, small and major corruption issues, wasta and nepotism.

However, the performance of the public sector in this crisis is not similar to its performance before the crisis, and this would not have been possible without the king's strategic and inspiring leadership of the crisis since its inception and his follow-up to the smallest details and his continuous guidance in managing the crisis in all its aspects. As for the second factor, the entry of the army and all security agencies into the direct management of the crisis constituted a milestone in raising the level of crisis management in general, especially with all that was known about the military and security institutions of professionalism, discipline, integrity and assertiveness in the application of the law, which was decisive in the successful management of the crisis.

The leadership and directives of the King to manage the crisis, and the army's leadership of the crisis, were sufficient to excel in its management and restore popular confidence in the government and its various institutions, which constitute the third pillar of the Jordanian model in crisis management, which has won official and popular global appreciation alike.

The Jordanian and international experience has proven that the public sector is the party capable of managing the crisis and preserving the interests of the people, society and the state. This is not a call against the private sector, which stands side by side in the face of this global pandemic, but from a strategic point of view, the private sector is always governed by its interests and cannot meet this challenge that we are facing today globally and locally.

This crisis and the outstanding success in its management restored the consideration of the public sector and its role in protecting the public interest. After the end of this crisis, it is necessary to reconsider its role and the need to support it and raise its efficiency to be able to face the post-crisis economic challenges and the developmental management of the country.

The importance of the study

The study sought to measure government performance regarding the tourism sector, measure some indicators, highlight the risks resulting from the pandemic, and propose solutions to get out of it with minimal losses, as well as achieve recovery in the Jordanian tourism sector, and that it constitutes a call to identify and address the social, economic and psychological effects of this pandemic.

Study problem and questions

Due to the acceleration of the emergence of many types of crises in Jordan, the most important of which is the lack of government interest in the tourism sector and a decrease in the volume of tourism revenues in Jordan due to the Corona virus for 2020, and other crises, especially financial; It required attention to its management and the highest degree of readiness within the framework of this data. The Corona pandemic caused the collapse of the tourism sectors at the national level, and the tourism sector must also prepare to activate domestic tourism after containing the "Corona" crisis?

The researcher believes that the problem does not lie in the occurrence of these crises, but rather lies in the reactions of the citizen towards them and how the government and our management deal with them.

Due to the possibility of a lack of readiness to deal with crises, and the presence of gaps in its management This study came to answer the following study questions:

1. What is the size of the decline in tourism revenues in Jordan due to the slack of the public sector due to the Corona virus for the year 2020?
2. Has the Corona pandemic caused the collapse of the tourism sectors at the national level through government slack and poor governance?
3. Is the tourism sector preparing to activate internal and external tourism after containing the "Corona" crisis?

Hypotheses

1. What is the size of the decline in tourism revenues in Jordan due to COVID-19 for the year 2020?
2. Did the Corona pandemic cause the collapse of the tourism sectors at the national level?
3. Is the tourism sector preparing to activate domestic tourism after containing the "Corona" crisis?

Research Methodology

To clarify and achieve the objectives of the research, the researcher adopted the descriptive analytical approach to what is stated in the most important books and references Arab and foreign periodicals, statistics, and official reports relating to the ethics of the research.

Literature review of tourism in the era of corona

In -2019 - 2020, the tourism literature has suddenly turned dramatically into the panic of the century that gripped the world - COVID-19 and its aftermath. Latest update from World Tourism Organization

The World Tourism Organization (UNWTO) stated in December 2020: "The decline in the first 10 months of 2020 represents 900 million fewer international tourist arrivals than in the same period in 2019, and translates into a loss of \$935 billion in export revenue from international tourism, and more More 10 times the loss in 2009 under the influence of the global economic crisis.

Although the expanded UNWTO scenarios for the period 2021-2024 suggest a recovery in international tourism by the second half of 2021, a return to 2019 levels in terms of international arrivals could take 21/2 to 4 years. Given the impact of the pandemic on economic losses in countries, this shift is not surprising, but what exactly are tourism scholars writing about the pandemic and its consequences for tourism? What new insights can the literature on COVID-19 provide to guide our sustainable tourism practice

But at the level of Jordan, Minister of Tourism and Antiquities Nayef Al-Fayez said that Jordan's income from tourism decreased from 4.1 billion dinars (\$5.7 billion) in 2019, to one billion dinars (\$1.4 billion) in 2020. Al-Fayez expected the resumption of recording tourism revenues in the country, As of 2022, as it was before the pandemic, which means a decrease in tourism income by 75.61 percent in 2020. He indicated that tourism and travel offices in Jordan are "destroyed", as there are no tourist reservations, which led to the closure of many offices and the layoff of nearly 50 percent of workers in Jordan. sector, and the rest were transferred to programs benefiting from social security compensation.

The researcher expects that Jordan may exceed the losses of the current public sector, one billion dollars, according to the information received from the Jordanian Ministry of Tourism.

The sector includes about 700 tourist offices, figures indicate that 60 percent of them have officially announced the closure, according to Abdo.

The economic expert, Zayan Zawana, said that the tourism sector in Jordan within the global tourism system is slowly moving towards recovery, as a result of the continued spread of the virus and its new strains. Zawaneh said in a statement to Anatolia, that tourism revenues have been affected in Jordan, starting with tourism offices and ending with tourist guides and the many related sectors between them.

In this context, in April 2020, the United Nations Secretary-General launched the United Nations Communications Response Initiative to combat the spread of misinformation. The United Nations also issued a Guidance Note on Addressing and Responding to Hate Speech in the Context of COVID-19 (11 May 2020). At the World Health Assembly in May 2020, WHO Member States adopted Resolution WHA73-1 on the response to the COVID-19 pandemic. The resolution recognizes the importance of confronting the information epidemic as an essential part of efforts to control the Covid-19 pandemic, calling on member states to provide reliable content about Covid-19 and take measures to refute misleading and false information and harness digital technologies in various aspects of the response. The resolution also calls on international organizations to confront false and misleading information in the digital space, work to address harmful electronic activities that undermine the health response to the pandemic, and support the availability of accurate scientific data to the public.

Hypotheses Analysis

The size of the decline in tourism revenues in Jordan due to the Corona virus for the year 2020, the Jordanian tourism sector before and after Corona

The Jordanian tourism sector is the first source of hard currency, as it provided approximately 450 million dinars to the state's public treasury, in the form of sales tax and revenues of tourist sites in 2018. (Ministry of Tourism, Department of Information and Statistics: 2019). The tourism industry is one of the most important and most developed and growing industries in the world, as this industry occupied the first ranks in the global economy, in terms of invested capital, foreign currency returns and the number of workers in this field. Given the role that tourism plays in comprehensive development, many countries,

especially The developing ones chose this industry as the cornerstone of its national economy, such as Jordan, where tourism is considered one of the greatest and fastest growing industries due to the diversity of its historical, natural, religious and therapeutic overtones, and its traditions are a rich heritage for most of the civilized world. Therefore, Jordan, like the rest of the developing world, depends on tourism as a resource. It is based on the national income, and it strives to provide all the requirements of this industry and find the required balances, in order to achieve effective and positive tourism in the national economy and raise the income of individuals and the standard of living. (Alomari & others 2015).

Official statistics show us the positive role played by the tourism sector in the Jordanian economy, and the remarkable improvement in the sector in the last three years (please note the tables 1). For example, the number of tourists who visited Jordan in 2019 reached 5,360,587 million tourists, as they generated a tourist income that reached In Jordan, to 4108.4 billion dinars, with a contribution rate of 14% to the gross domestic product, in addition to the role played by tourism in providing job opportunities, as about 53,488 thousand people work in the Jordanian tourism sector for the year (Jordanian Ministry of Tourism and Antiquities, 2019).

Table 1: Shows the development of tourism in Jordan from 2017-2019 / prepared by the researcher. Shows the number of tourists coming to the Kingdom Tourism income in Jordan The percentage of tourism's contribution to the Jordanian GDP The total number of workers in the various tourism sectors.

Years	Billion	Million	Thousand
Year 2017	3293.6	4,565,158	11.5% 51,365
Year 2018	3726.6	4108.4	12.5% 51,550
Year 2019	4108.4	5,360,587	14% 53,488

Reference: The website of the Jordanian Ministry of Tourism and Antiquities / Tourism Statistical Bulletin 2017-2019.

Through the analysis, Table No. (1) shows the remarkable improvement of the Jordanian tourism sector, in the last three years of 2017-2019, after six bad years in the history of Jordanian tourism from the beginning of 2011 until the end of 2016, when that period was known (the Arab protest movements). This situation of political instability had a negative impact on the Jordanian tourism market, after an unprecedented improvement in the Jordanian tourism sector at the end of 2007, and this improvement continued until the end of 2010 once Petra was declared the second of the Seven Wonders of the World, which was known as the golden phase. The Jordanian tourism sector, and this can be seen primarily on the significant growth in the number of tourists, where we achieved the highest number in the history of the Kingdom for the number of tourists coming to Jordan and that was for the year 2010, which amounted to 8,247.136 million, noting that there was no significant negative impact of the global financial crisis on The Jordanian tourism sector, and the economic statistical ratios in Table No. (2) confirm this, and show the opposite is the positive improvement in tourism activities in the years 2008-2010, and the reason for this, as we mentioned previously, was that Petra was transformed into a I am the Seven Wonders of the World, which led to the influx of the world's elite tourists with limited income and the wealthy to visit this wonder, by virtue of the media coverage and

foreign tourism marketing that Petra was subjected to in that period, and we can note this through the high tourism income of that period, as a measurement indicator For the quality of class and income for tourists coming to Jordan, knowing that the Jordanian tourism product is considered expensive compared to other countries, as a result of the high operational cost on tourism service providers, especially the hotel sector. See Table No. (2).

Table 2: which shows the improvement of tourism activities for the years 2008-2010. Number of tourists coming to the Kingdom Tourism income in Jordan Total number of workers in various tourism sectors

Year	Billion	Million	Thousand
Year 2008	2088.9	7,100,482	34,966
Year 2009	2067.0	7,084,552	40,092
Year 2010	2423.3	8,247,136	41,900

Reference: Website of the Jordanian Ministry of Tourism and Antiquities / Tourism Statistical Bulletin 2008-2010.

In general, the Jordanian tourism sector has suffered from multiple shocks in the last seventeen years, beginning with the events of the occupation of Iraq in 2003 AD, to the global financial crisis in 2008 AD, which greatly affected the Jordanian tourism sector, to the Arab protest movements in 2011 AD, which affected the The Jordanian economy in general and the tourism sector in particular (Alomari & others 2015), and ending with the events of the Corona epidemic crisis in the year 2020, and here and in this research we try to shed light on the issue of the Corona virus in Jordan, and its effects on the Jordanian tourism sector and ways to evaluate it and how to deal with its results and treatment, also compare For indicators and the situation before and after Corona.

Analyzing

After the World Tourism Organization announced its expectations for the year 2020 regarding incoming international tourism, as it became negative, representing a decline ranging between 1% to 3%, which translates into an estimated loss of between 30 to 50 billion US dollars in international tourism revenues globally until April 1, 2020, Before the outbreak of the Covid-19 virus, the organization expected a growth of between 3% to 4% for the current year, and this preliminary assessment expects that the Asia and Pacific region and the Middle East region will be the most affected, with an expected decrease in the number of arrivals ranging from 9% to 12%, and the intensification The World Tourism Organization stresses that these expectations should be treated with caution, which are likely to change (UNWTO, 2020).

Locally, she told (IATA) that the number of flights in the Middle East decreased by 95% in the first quarter of this year, and added that the return of airlines to work depends on governments' assessment of risks, and the return of tourism and travel offices to work, depending on the return of airlines to work and reopening Airports again, and there is an expectation of a gradual recovery in air traffic in the third and fourth quarters of this year, thus a gradual recovery in the tourism and travel offices sector in the first quarter of 2021, and a strong return in the Jordanian tourism sector will be late until the fall of 2021. (Al-Omari, Sawt al-Haq News 2020).

Also, governments have not learned from the aforementioned temporary crises, how to set up a crisis management system that leads us to adapt to the change taking place, and to maintain the continuity of growth and profit in the tourism sector, and this thing can be observed these days with the Corona virus crisis, where we have not seen any official move At the level of the tourism sector to manage and deal with the crisis, despite the presence of global early warning in public, when the first case was announced in China, two months before the first case was recorded in Jordan, which was on March 2, 2020 (Ministry of Health, 2020). In other words, a period of two months is not long, but it is enough to develop a plan at the level of the tourism sector to manage the crisis, in the event that it reaches us, but unfortunately, what we expected happened and the disease reached Jordan, and we sat and looked at the tourism sector with suffocated hands as it eroded in front of us for the year 2020, where it stopped The tourism movement is completely closed with the closure of all international land crossings, airports and the port of Aqaba, in front of the movement of passengers so that no traveler enters or exits Jordan, as a therapeutic measure by the Jordanian government to limit the spread of the virus, in the event that no one from the Jordanian people, especially those working in the sector Tourist Any one of the injured tourists coming to Jordan, and this happened after a number of injuries in contact with a Canadian tourist were recorded. This study comes to discuss the impact of the Corona crisis on the Jordanian tourism sector, especially after the statement of the Minister of Tourism, who said that there is no appeal to tourism activity locally and globally until the end of October of this year, because the Corona epidemic is very difficult to control, and the possibility of activating domestic tourism as a plan Alternative as it solves 10-20% of the impact of the crisis, and does not fully compensate for the loss of tourism and incoming, and indications that what Jordanians spend on outbound tourism for the purposes of domestic tourism can be employed, as Jordanians spent nearly one billion Jordanian dinars on tourism outside Jordan for the year 2019. (Al-Ghad newspaper 2020). However, the compensation rate was only 3% of the size of the loss through domestic tourism, represented by the establishment of the "We Wanted a Paradise" and "We Wanted a Good" program.

There is no doubt that tourism plays an important role in supporting the economies of the third world countries, including Jordan, where tourism contributed 14% of the gross domestic product for 2019 and an income of more than 4 billion Jordanian dinars., but unfortunately the tourism sector was the largest affected and the last to recover from the Corona virus crisis that we are going through. Now, as government statistics showed us the negative role of the pandemic on the sector, locally and globally, it was as follows:

1. Tourism income decreased by 37%, in the first third of this year, and until the end of November of this year, Jordan lost 4 million visitors, and 3 billion in income from the tourism sector.
2. Total tourism income in Jordan amounted to about 819 million dinars until the end of July of this year, while it amounted to 2.3 billion dinars for the same period last year 2019, a decline of 53%, and the decline in Jordanian spending on travel with the Corona pandemic, as it reached until the end of July for this

The year was about 67 million dinars only, while the expenditures of Jordanians on travel amounted to about 820 million dinars for the same period in 2019, a decline of 85%.

3. 3-107.2 million losses for Royal Jordanian Airlines in the first 9 months of this year due to the Corona pandemic, with the rate of decrease in the number of passengers reaching 74%. Also in Jordan, 60 travel and tourism offices closed and declared bankruptcy in the first 10 months of this year out of 782 licensed offices until 2020.
4. The Jordanian Strategy Forum stated that 46% of workers in the tourism sector had lost their jobs until 1/9/2020 as a result of the Corona pandemic. And that the extent of damage to the tourism sector due to the Corona pandemic is very large, indicating that the losses of the tourism sector are estimated at one billion dinars (1.4 billion dollars). Globally, international tourism declined by 70% in the first 8 months of this year, after a decline in the number of tourists, which reached 700 million, with losses amounting to 730 billion dollars in the global tourism sector. Also, global aviation revenues fell by 46% in the first 8 months of this year, and a warning of the layoffs of millions of workers. Global FDI is down 49% this year.
5. The occupancy rate in hotels in the tourist city of Aqaba in Jordan has decreased to its lowest level, compared to previous years, reaching less than 25%, according to the Commissioner for Tourism and Economy, in the Aqaba Special Economic Zone Authority, Sharhabil Madi, until 10/1/2020.
6. The Central Bank of Jordan confirmed that the volume of tourism income in Jordan decreased by 63.7% in the first 7 months of 2020, to record 819 million dinars. He added that the spending of Jordanians on travel decreased by 67% in the first seven months of this year, to record this 205 million dinars.

The Jordanian Strategy Forum had recently issued a report on the performance of the tourism sector during the Corona pandemic, where it expected a decrease in tourism revenues in 2020 by 58% (ie no more than \$2.4 billion) compared to 2019 revenues, which amounted to \$5.8 billion. He also confirmed that 46% of workers in the tourism sector in Jordan are expected to lose their jobs due to the Corona pandemic.

Government solutions to save the tourism sector were through the "We Wanted a Paradise" program

Domestic tourism in light of the current situation is the only opportunity currently to compensate for even a small part of incoming tourism, but what the government has done is just obtaining a grant from Japan to activate the domestic tourism program as an attempt to compensate for the loss, through the ways of the program "We Wanted Paradise and We Wanted Well" as previously mentioned, but The compensation rate was only 3% of the loss (Ministry of Tourism 2020). Some statistics about the program until 1/8/2020 13,731 participants in the "Our Jordan is a Paradise" program, during the first two weeks only 494 tourist buses transported the participants in the program from the starting points scattered in various governorates. 8 thousand people participated in the program, by registering through the program's electronic application. In addition to 360 tourist guides participated in the program.

The Corona pandemic cause the collapse of the tourism sectors at the national level?

This health crisis will lead to the spread of major economic repercussions, as a reflection of shocks to supply and demand that differ from previous crises. Governments must put in place substantive policies directed at helping economies weather the epidemic, while maintaining the integrity of the network of economic and financial relationships between workers and businesses, lenders and borrowers, suppliers and end users in order for activity to recover when this outbreak subsides. The goal is to prevent a temporary crisis like this from permanently harming people and businesses through job losses and bankruptcies. The loss of life due to the outbreak of the Coronavirus disease (Covid-19) has increased at an alarming rate while the disease is spreading to include more countries. It is clear that the highest priority should be given to maintaining the health and safety of people as much as possible. Countries can help by spending more to support their health systems, including spending on personal protective equipment, testing and diagnostic tests, and adding more hospital beds. While a vaccine has not yet been found to stop the spread of the virus, countries have taken the necessary measures to limit its spread, such as placing travel restrictions, closing schools for temporary periods, and quarantining. These actions save valuable time to avoid placing a heavy burden on health systems.

Economic repercussions

The economic impact is already evident in the countries most affected by the outbreak. For example, in China, activity in the manufacturing and services sectors declined sharply in February. While the decline in activity in the manufacturing sector is on par with the level at the beginning of the global financial crisis, the decline in services appears to be greater this time - due to the large impact of social distancing.

The Jordan Strategy Forum shares important economic information collected from various local and global sources; With the aim of spreading awareness about economic and social matters and raising awareness in light of the changes taking place in the world, in order to keep abreast of the latest developments and to provide room for thinking about solutions that work to develop and strengthen the national economy

Specialized data showed that the Jordanian tourism sector lost about \$4.7 billion during 2020 as a result of the Corona virus, which caused the tourist season to stop completely for more than 9 months.

Meanwhile, the government has begun to take stimulus steps to restore activity to the sector during the current year. The data issued in a study by the World Tourism Organization in cooperation with the National Academy for Training Tourism and Aviation Sciences in Jordan indicated that tourism revenues declined by 81% last year, compared to 2019. Dozens of hotels, more than 400 tourist restaurants and 400 popular restaurants and cafes in Jordan closed, About 14,000 employees lost their jobs. The number of establishments operating in the tourism sector is about 4,500 establishments, employing more than 53,000 people in various disciplines.

The Jordanian Ministry of Tourism expects the sector to recover from the crisis in the middle of this year, to return to normal by 2022, and finally announced the launch of a \$28

million tourism risk fund to support the sector and mitigate the damage it has suffered.

The tourism sector preparing to activate domestic tourism after containing the “Corona” crisis

Through the field study, the researcher sees the following

The tourism sector in the Kingdom seeks to compensate for the losses it suffered as a result of the Corona crisis and the decline in the number of tourists to the Kingdom for the current summer season. In their interview dedicated to promoting domestic tourism, officials in the sector revealed that the tourist season is still in its infancy and that the government is seeking to raise and support these indicators. The Jordan Tourism Board confirmed that it is currently working on activating domestic tourism through incentive programs to visit Jordanian tourist sites, with the exception of the Dead Sea, with a government support of 40%, estimated at 10 million dinars. The Director of the Tourism Promotion Authority, Abdul Razzaq Arabiyat, indicated that tourism income fell to about “zero” after the closures that took place since mid-March due to the outbreak of the Corona epidemic, pointing out that tourism income amounted to 5.3 billion dollars during 2019. He stressed that Jordan is currently working on Containing the crisis, noting that Jordan's success in containing the crisis provides an opportunity to better promote Jordan in the coming months. And he indicated that the authority is working on photographing tourist sites in Jordan and conducting a virtual tour through virtual reality technology, pointing out that there are many ideas, programs and plans to save the tourism sector.

The researcher believes that the economic and tourism situation in the city of Petra, Wadi Rum, or even Aqaba is no longer a normal situation that can be overcome with a few sedatives or “dreads” and it is no longer possible to search for any therapeutic patterns to be followed to overcome the stifling crisis it is going through, but it has become an imperative for concerted efforts Concerned to create and formulate a package of measures based on principles to save the economic, social and tourism situation.

It is worth pointing out here that the initiatives and measures aimed at improving the conditions in these cities were numerous, but unfortunately, so far, no serious, radical solutions have been reached, and everything that was taken in this framework did not exceed the limits of announcements of plans and strategies without any actual results on the ground, which led to a number of From the owners of hotels and restaurants in the city to laying off their workers, while some of them offered their hotels for sale and others whose debts exceeded hundreds of thousands of dinars, and a continuous cycle of problems that threaten these cities and their residents, not a specific sector. Officials have worked hard about a serious plan to get out of the stagnation of these cities and find ways out of their crisis. The Ministry of Tourism and Antiquities is presenting a new project to stimulate tourism to the city, the first of its kind that it has begun to implement and will continue until the first of Eid al-Adha, where the Ministry agreed with hotels to submit offers to visit the city, including hotel accommodation Providing a meal, transportation, entrance fees to ancient Petra, tax and services at reduced prices starting from “7” dinars per person, while the ministry, in cooperation with the Ministry of Planning and the Tourism

Promotion Authority, will cover part of the costs of the tourism programs offered to Jordanian tourists so that the hotels do not suffer any financial losses and make an advertising and media plan. For the project, I started publishing daily advertisements about the project and its programs in the daily newspapers.

Conclusion and recommendations

The repercussions of the Corona epidemic on the tourism sector in Jordan and the world, the damage to the tourism sector, the lack of travel and movement internally and externally, the tourism movement has stopped for a year and a half, and there are no government mechanisms in place regarding the return of the tourism sector to its previous era and the suspension of the promotional process, electronic promotion of national and international tourism

The researcher found that tourism is currently the sector most affected by the outbreak of the Corona virus, which has paralyzed all aspects of life, as the economy has been disrupted and all sectors have stopped working, and that the outbreak of the Corona virus COVID_19 poses a great challenge to the tourism sector, as the World Tourism Organization has become. He is in constant contact with the World Health Organization, which is why the researcher believes and recommends that the official authorities do the following:

1. Providing long-term financing facilities to mitigate the great damage caused to the wheel of economic activity and the tourism sector in particular due to the Corona pandemic, as well as working on the development of internal tourism by expanding support for a tourism program such as "Our Jordan is a Paradise", and involving the tourism sector in planning and developing solutions to face the repercussions pandemic.
2. The study also recommends, and from the point of view of workers and investors - problems and solutions, "providing financial support to small and medium sectors to sustain their work or securing them with soft loans to be repaid after the return of tourism.
3. The study also recommends exempting investors in the tourism sector from licensing fees during the pandemic period by all parties, postponing bank loans incurred by investors and workers in the sector and exempting them from fines, as well as scheduling income tax entitlements incurred by them in the years during the pandemic.
4. The study showed a decline of 81 percent in the value of revenues transferred to the treasury from the tourism sector by the end of 2020, with a loss estimated at about 3.3 billion dinars, as the value of revenues for the sector amounted to 784 million dinars until December 2020, compared to the same period in 2019 which amounted to 4.1 billion dinars..
5. The study indicated that since the beginning of the emerging Corona Virus pandemic, 60 official tourist offices have been closed, and this number is expected to double during the current year, as well as the closure of dozens of hotels, tourist and popular restaurants, and oriental antiques shops, and more than 400 tourist restaurants, and 400 popular restaurants and cafes. And 14,000 employees lost their jobs in tourist restaurants and cafes classified as tourist. The study sought to measure some indicators and shed light on the risks resulting from the pandemic, and these could be some

solutions to get out of it with the least losses, as well as achieve recovery in the Jordanian tourism sector, and it constitutes a call to identify and address the social, economic and psychological effects of this pandemic.

6. The study showed that the Corona pandemic caused the collapse of the tourism sectors at the national level, and it was found through the study that the psychological impact of the Corona pandemic on workers in the tourism sector, and their dissatisfaction with the official measures taken to contain the health pandemic and the extent of its impact on them, is no less dangerous than the impact. healthy. And that the crisis has inflicted the most damage on the weak communities that depend entirely on tourism, and that lives near the tourist trends, and have no other income except from it, as well as workers in the tourism sector.

References

1. Ioannides D, Gyimóthy S. The COVID-19 Crisis as an Opportunity for Escaping the Unsustainable Global Tourism Path. *Tour. Geogr. Int. J. Tour. Place Space Environ* 2020;22:624-632.
2. Tranfield D, Denyer D, Smart P. Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of System-Atic Review. *Br. J. Manag* 2020;14:207-222.
3. Lee C, Olasehinde-Williams G, Akadiri SS. Geopolitical Risk and Tourism: Evidence from Dynamic Heterogeneous Panel Models. *Int. J. Tour. Res* 2020;23:26-38.
4. Abate M, Christidis P, Purwanto AJ. Government Support to Airlines in the Aftermath of the COVID-19 Pandemic. *J. Air Transp. Manag* 2020;89:101931.
5. Shao Y, Hu Z, Luo M, Huo T, Zhao Q. What Is the Policy Focus for Tourism Recovery after the Outbreak of COVID-19? A Co-Word Analysis. *Curr. Issues Tour* 2020, 1–6.
6. Zhang K, Hou Y, Li G. Threat of Infectious Disease during an Outbreak: Influence on Tourists' Emotional Responses to Disadvantaged Price Inequality. *Ann. Tour. Res* 2020;84:102993.
7. Lew AA, Cheer JM, Haywood M, Brouder P, Salazar NB. Visions of Travel and Tourism after the Global COVID-19 Transformation of 2020. *Tour. Geogr. Int. J. Tour. Place Space Environ* 2020;22:455-466.
8. Khan I, Haleem A, Javaid M. Analysing COVID-19 Pandemic through Cases, Deaths, and Recoveries. *J. Oral Biol. Craniofac. Res* 2020;10:450-469.
9. Aliperti G, Cruz AM. Investigating tourists' risk information processing. *Annals of Tourism Research* 2019;79:1-18.
10. Carriere KR. Threats to human rights: A general review. *Journal of Social and Political Psychology* 2019;7(1):8-32.
11. Al-Gad Jordanian News paper 2019/2020/2021
12. Aljazeera T.V 2019/2020/2021
13. The Jordanian newspaper Al-Dustour