

The Role of Tourism in Reducing the Rate of Unemployment in Touristic Professional Institutions in Jordan (*From the point of view of workers in the tourism sector*)

MOHAMMAD NAYEF ALSARAYREH
mohammad_n_k_s@yahoo.com
Al-Balqa' Applied University, Jordan

Abstract

The study focuses on unemployment and its concern at the local and international levels, one should look at the causes and factors that lead our societies towards the accumulation of youth without work and the waste of energies, especially as young people are the source of the strength of society and the measure of its growth, progress and prosperity.

The study aims to draw conclusions that help to identify and understand tourism and its role in reducing the unemployment rate. The study found that there is a statistically significant impact of touristic education in reducing the unemployment rate, except that there are not enough training institutes in tourism education to qualify graduates to work in the touristic professional organizations. There is a statistically significant impact of the nature of work in touristic professional organizations in reducing the unemployment rate, although the wages of employees are not commensurate with the nature of their work and their productivity, and there is a statistically significant impact of the proficiency of languages and its importance to work in tourism sector in reducing the unemployment rate.

The study recommended that there is a need to provide specialized institutes in tourism education to qualify more graduates from youth category to work in touristic professional organizations to reduce the unemployment rate and to improve the wages of employees to be commensurate with the nature of their work and their productivity in touristic professional organizations. Moreover it is recommended to motivate the employees by providing a range of job incentives so that the country's citizens will be able to work in touristic professions.

Keyword: Tourism, Unemployment, Touristic, workers

Introduction

Today, tourism is considered one of the most important economic and social sectors in the world, which plays a prominent role in the development of countries, and has become increasingly important as an industry and a profession through all media, especially after establishing ministries of tourism in most countries of the world and the opening of universities and colleges and technical institutes specialized in tourism, as well as the wide spread of books, studies and scientific researches related to tourism affairs.

The activities of tourism are practiced through its service units such as hotels, restaurants, transport means, etc., which in turn interferes with the production elements and transforms them into a service package sold to tourists. Tourism plays an important role in the economies of countries and occupies a prominent place and have a global attention by governments and experts, stressing that any country that has been developing the tourism sector is in its way to economic development and to the improvement of the economic structure. The economic impact of tourism is demonstrated by the increase of tourism revenues from foreign exchange which gives the necessary thrust for development by providing the largest amount of foreign currency spent by tourists on various touristic and non-touristic services and goods during their stay.

Moreover, these touristic expenditures have a multiplier effect if they are spent a number of times on improving goods and services, thus doubling this income. The benefit of the national economy is not limited to current tourism activity, but touristic investment contributes to the development of a number of sectors that feed the tourism sector with the necessary goods and services.

The tourism is considered an important export industry as it is the most growing and developing one, moreover it is one of the wide commercial activities all over the world. Tourism industry is considered one of most important economic sectors and one the main sustainable development elements in the world. Despite the challenges and difficulties facing tourism in the Kingdom, tourism is able to employ much labor force and thus contribute to the reduction of unemployment and poverty.

Unemployment is a phenomenon that faces most of the developing communities whose roots are economic, social and demographic.

The exacerbation of this phenomenon for many years and the imbalance in the economic and social situation has resulted impact on all levels (economic, social, political and development projects). Unemployment is an economic phenomenon that results in social problems. The consequences of unemployment are too many and serious for the individual and society.

Problem of the study:

The problem of the study is about unemployment and the concerns it forms at the local and international levels, it is very important to look at the causes and factors that lead our societies towards the accumulation of youth without work and waste of energies, especially as young people are the source of the strength of society and the measure of growth, progress and prosperity.

The following question highlights this problem: What is the role of tourism in facing the problem of unemployment?

The importance of the study:

Experts in the tourism sector have agreed that tourism is an industry in itself as they stressed that many countries in the world rely on this sector in building their economies and increasing their financial revenues.

In addition to its role in giving a civilized image of the country and its contribution to development, it is able to move the wheel of economic growth, to operate many economic sectors and to reduce the rates of poverty and unemployment.

Tourism is a vital and important resource for the economy and development, which should be preserved to achieve what is known as sustainable resources as a philosophy of development. It is necessary to mobilize energies and efforts to develop all economic sections and resources in the tourism sector as the backbone of economic life and to find practical plans and programs developed by the Government with the involvement of the private sector.

Research Objectives:

The national economy is suffering from a severe problem of unemployment. The results of a study conducted by the Center for Human Resources Development in Jordan indicate that the number of those able to work between 15 and 64 years will reach 7 million in 2030, while the current number is 4 million, only 1.25 million of them are actually work.

The aim of the study is to draw conclusions that help to understand tourism and its role in reducing the unemployment rate, to achieve greater dissemination of information about Jordan and to develop a future plan for tourism development based on the needs of the country.

Literature Review:

Omaish, Sameerah, The impact of sustainable touristic development in facing the Unemployment development: A case study of Algeria, This paper discusses the important role played by sustainable development in the tourism sector at the theoretical and practical levels as well as the most important economic methods in order to address the problem of unemployment at the global and national levels.

Ahmed Tabbosh, 2016, touristic development as a solution of the problem of local development: a case study of Bashar Governorate, This study focused on the problem of local development and touristic development as a solution by determining the role played by policies, investments and public projects of tourism development in mobilizing the local development through a study of the reality and prospects of tourism in the region of Bashar and what may be provided by the development of tourism sector of the region to ensure employment and thus reduce the unemployment rates and activate the mobility of all relevant sectors and to activate the economic movement in the region.

Zayyan Brojeh, Ali, 2012, the reality and importance of touristic competitiveness of Arab countries in the light of current challenges: a case study of Hasibah bin BoAli Elshelf, Master Thesis, Arab countries have great tourism potential that can qualify them to be one of the most attractive areas of the world, but their share of world tourism does not exceed 7%, which is not commensurate with the richness of the Arab countries of different natural, cultural and civilization resources. Arab countries have recognized the importance of the tourism sector in economic growth, poverty alleviation and the alleviation of unemployment rates, and have placed the

importance of tourism competitiveness at the top of their priorities. Through this research, the researchers try to address the reality and importance of tourism competitiveness of the Arab countries in light of the new changes and contemporary challenges faced by the world and Arab countries, which in turn led to change the map and trends of international tourism. In this study, the researchers will also discuss the tourism and travel indicators in Arab countries represented in the regulatory framework of tourism and travel, the priorities of tourism and travel; the natural and cultural resources of tourism.

Salah ZainAddin, study of opportunities and challenges of sustainable touristic development in Egypt, The study consisted of three topics: The first topic examines the nature of tourism and sustainable tourism development and the importance of international cooperation in this field. The study explained the basic concepts of sustainable tourism development and the goals of sustainable tourism development, then clarified the importance of international cooperation in the field of sustainable tourism and the role of the World Tourism Organization in this regard. The second topic is devoted to the opportunities and possibilities of sustainable tourism development in Egypt, where the researcher present the importance of tourism as a main source of national income, explain the concept and principles of eco-tourism, then study the forms and possibilities of eco-tourism in Egypt. Also explain the administrative and legal obstacles of tourism development, in addition to analyze the challenges of development in the Egyptian desert, then show some negative effects of environmental tourism.

Mohammad Fatehi Awad Hasanyn, tourism and its impact in development in Ethiopia: a case study in tourism geography. Phd Dissertation, the Institute of African Research and Studies - Geograohy Department, Cairo University. Tourism in Ethiopia is one of the new national income sources in Ethiopia. It is considered one of the important activities to promote Ethiopian economy and to achieve the development that the government is seeking to implement. It works to eliminate unemployment and to provide jobs where all types of cultural, historical and leisure tourism are available.

Study Hypotheses:

- 1- There is a statistically significant impact of touristic education in reducing unemployment rate.
- 2- There is a statistically significant impact of the nature of work in touristic professions institutions in reducing the unemployment rate.
- 3 - There is a statistically significant impact of language proficiency and its importance to work in the touristic sector and its role in reducing the unemployment rate.
- 4 - There is a significant statistical impact of the private sector in providing employment opportunities in touristic professions and their role in reducing the unemployment rate.

Type of study and methodology:

This study belongs to the analytical exploratory studies and adopts the method of collecting and analyzing data to reach the results. The study is conducted through the distribution of a questionnaire on websites to a number of tourists where 250 questionnaires were distributed, 180 copies were restored, 20copies were excluded. So (160) copies were adopted of a number of tourists coming to Jordan whose data were obtained representing the research population and the sample of the study.

Statistical analysis:

Table 1 shows that 63.75% of the sample are male and 36.25% of it are female. It was found that the age of 35.63% of the sample lies between 36 - 45, 26.88% aged 46 and more, 24.38% between the ages of 26 - 35, and 13.13% of the sample aged between 18-25 years.

Table (1) Frequencies and Percentages of the Personal Variables of the Respondents

Factor		Frequency	Percentage
Gender	Male	102	63.75
	female	58	36.25
Age	25 - 18	21	13.13
	35 – 26	39	24.38
	45 – 36	57	35.63
	And more 46	43	26.88
Education level	Less than General Secondary Certificate	14	8.75
	General Secondary Certificate	29	18.13
	Diploma	64	40.00
	Bachelor	49	30.63
	Higher Studies	4	2.50
Income	200 - 500	97	60.63
	501 - 1000	53	33.13
	More than 1000	10	6.25

Table (1) indicates that 40% of the sample are of Diploma holders, 30.63% are of Bachelor holders, 18.13% of the sample are holders of general secondary certificate and 8.75% their education level is less than General secondary certificate and 2.5% are holders of higher studies certificates.

The table illustrates that 60.63% of the sample are of 200 - 500 income category while 33.13 of the sample their income ranges between 501 - 1000 and 6.25 their income exceeds 1000 Dinars.

Testing hypotheses:

The first hypothesis: There is a statistically significant impact of touristic education in reducing unemployment rate.

Table (2) indicates that all items has got arithmetic averages greater than 3.00 and significance level less than 0.05 except item 4 which got an arithmetic average less than 3.00 so it is statistically insignificant which means that there is no enough training institution in touristic education to equip graduate to work in professional touristic organizations.

For all items held together, the arithmetic average equals 4.07 which is greater than 3.00 at 0.05 significance level so they are statistically significant, so the first hypothesis will be accepted , i.e., there is a statistically significant impact of touristic education in reducing unemployment rate.

Table (2) Arithmetic Averages, standard deviations t values and observed significance levels related to touristic education and its role in reducing unemployment

No.	Item	Mean	S.D	t	Sig.
1	The curricula of the colleges are commensurate with the needs of the touristic labor market	4.45	0.63	29.00	0.00
2	Tourism education takes its place and its real importance in educational curricula	4.68	0.60	35.60	0.00
3	The current education system opens the way for everyone to know their abilities and their tendencies in tourism education, so there is no real mechanism to distinguish between one person and another	3.86	0.96	11.31	0.00
4	There are sufficient training institutes in tourism education to qualify graduates to work in tourism professions	2.79	1.16	-2.26	0.00
5	The tourism programs and plans offered in educational institutions are commensurate with the requirements of the labor market and contribute to unemployment	4.59	0.65	30.99	0.00
	Item Sum	4.07	0.40	33.61	0.00

Second Hypothesis

There is a statistically significant impact of the nature of work in touristic professions institutions in reducing the unemployment rate.

Table (3) indicates that all items has got arithmetic averages greater than 3.00 and significance level less than 0.05 except item 6 which got an arithmetic average less than 3.00 so it is statistically insignificant which means that the wages of the employees do not commensurate with their work nature and the work productivity in touristic professions.

For all items held together, the arithmetic average equals 3.15 which is greater than 3.00 at 0.05 significance level so they are statistically significant, so the second hypothesis will be accepted , i.e., there is a statistically significant impact of the nature of work in touristic professions institutions in reducing the unemployment rate.

Table (3) Arithmetic Averages, standard deviations t values and observed significance levels related to the role of the nature of work in professional touristic institutions in reducing unemployment

Sig	T	S.D	Mean	Item	NO
0.00	11.08	1.13	2.01	Do your wages commensurate with the nature of your work and your productivity in touristic professions	6
17.57	17.57	0.92	4.28	You do not face disguised unemployment in your work, i.e., spending working hours without being productive in professional touristic organizations	7
1.95	1.95	1.21	3.18	Currently you are working in your field of specialization in tourism professions	8
2.73	2.73	0.71	3.15	Item Sum	

Third Hypothesis

There is a statistically significant impact of language proficiency and its importance to work in the touristic sector and its role in reducing the unemployment rate.

Table (4) indicates that all items has got arithmetic averages greater than 3.00 and significance level less than 0.05 so they are statistically significant.

For all items held together, the arithmetic average equals 3.60 which is greater than 3.00 at 0.05 significance level so they are statistically significant, so the second hypothesis will be accepted , i.e., there is a statistically significant impact of language proficiency and its importance to work in the touristic sector and its role in reducing the unemployment rate.

Table (4) Arithmetic Averages, standard deviations t values and observed significance levels related the role of language proficiency and its importance in reducing unemployment

Sig.	t	S.D	Mean	Item	No.
0.00	4.54	1.04	3.38	The need to master foreign languages in many jobs in the tourism sector	9
0.00	6.11	1.13	3.54	Proficiency of foreign languages helps to obtain a job in tourism institutions	10
0.00	10.68	1.03	3.87	The trend to recruit foreign university graduates in tourist professions institutions	11
0.00	9.75	0.77	3.60	Item Sum	

Fourth Hypothesis

There is a significant statistical impact of the private sector in providing employment opportunities in touristic professions and their role in reducing the unemployment rate.

Table (5) indicates that all items has got arithmetic averages less than 3.00 and significance level less than 0.05 except item 12 which got an arithmetic average greater than 3.00 so they are statistically insignificant which means that the financial incentive is not available in touristic professions in the private sector to reduce the increase in unemployment and wage in private sector's touristic professions are not enough and private sector has not any characteristics that help to reduce unemployment after recruitment.

For all items held together, the arithmetic average equals 2.46 which is less than 3.00 at 0.05 significance level so they are statistically significant, so the fourth hypothesis will be rejected , i.e., there is a statistically significant impact of the private sector in providing employment opportunities in touristic professions and their

role in reducing the unemployment rate.

Table (5) Arithmetic Averages, standard deviations t values and observed significance levels related to the role of private sector in providing jobs in professional touristic institution in reducing unemployment rate

Sig.	t	S.D	Mean	Item	No.
0.00	3.80	1.04	3.31	Private sector has a clear role in providing job opportunities in professional touristic institution	12
0.00	-10.55	1.12	2.07	Financial incentive is available in touristic professions in private sector which help in reducing the increase in unemployment	13
0.00	-5.57	1.26	2.44	Wages of touristic professions in private sector are sufficient	14
0.00	-11.08	1.13	2.01	Private sector has after recruitment characteristics that help to reduce unemployment	15
0.00	-8.33	0.82	2.46	Item Sum	

Results

- 1 - There is a statistically significant impact of tourism education in reducing the unemployment rate, except that there is not enough training institutes in tourism education to qualify graduates to work in tourism professions.
- 2- There is a statistically significant impact of the nature of work in touristic professions institutions in reducing the unemployment rate, except that the wages of the employees do not commensurate with their work nature and productivity in touristic professions.
- 3 - There is a statistically significant impact of language proficiency and its importance to work in the touristic sector and its role in reducing the unemployment rate.
- 4 - There is no significant statistical impact of the private sector in providing employment opportunities in touristic professions and their role in reducing the unemployment rate. As the financial incentive is not available in touristic professions in the private sector to reduce the increase in unemployment and wage in private sector's touristic professions are not enough and private sector has not any characteristics that help to reduce unemployment after recruitment. But the private sector has a clear role in providing job opportunities in professional touristic institutions.

Recommendations:

- 1 - Provide institutes specialized in tourism education to qualify the largest number of graduates from youth category in order to work in tourist professions institutions to reduce the unemployment rate.
- 2 - Improve the wages of employees to commensurate with the nature of their work and productivity in the institutions of tourism professions.
- 3 - Work to motivate employees by giving them a range of job incentives in order to attract country's people to work in professional touristic institutions.
- 4 - Give the private sector more space through the procedures followed by the State due to its obvious role in creating employment opportunities for citizens, especially the youth, in order to reduce the unemployment rate.

References:

1. *Salah ZainAddin*, study of opportunities and challenges of sustainable touristic development in Egypt, Tanta University, the third scientific reseach conference for law and tourism (26 - 27 April, 2016). EQYPT.
2. *Mohammad Fatehi Awad Hasanyn*, tourism and its impact in development in Ethiopia: a case study in tourism geography. Phd Dissertation, the Institute of African Research and Studies - Geograohy Department, Cairo University. Eygpt
3. *Zayyan Brojeh, Ali*, 2012, the reality and importance of touristic competitiveness of Arab countries in the light of current challenges: a case study of Hasibah bin BoAli Elshelf, Master Thesis, Algeria.
4. *Omaish, Sameerah*, The impact of sustainable touristic development in facing the Unemployment development: A case study of Algeria, Algeria.
5. *Ahmed Tabbosh*, 2016, touristic development as a solution of the problem of local development: a case study of Bashar Governorate, Master Thesis, Algeria.
6. *Emily McIntyre* "Ethical implications of tourism in developing countries" September 26, 2006, TREN 3
7. *Schubert S. & Brida G.*, 2009, Macroeconomic effects of changes in tourism demand: a simple dynamic model, *Tourism Economics*, Vol. 15,

8. *Shah, K* "Tourism: the poor and other Stakeholders: *Asian Experience*" ODI, Fair-trade in Tourism paper, London .2000.
9. Europarc Federation: European Charter for Sustainable Tourism in Protected Areas: Renewal and Retraining, *International Academy for Nature Conservation*. Isle of Vilm, Germany, April1st - 4th 2014.
10. *Schubert S.*, 2011, The effects of total factor productivity and export shocks on a small open economy with unemployment, *Journal of Economic Dynamics and Control*, Vol. 35, pp. 1514-1530.