

Jordanian Women Obstacles Working in Local Tourism**¹Dr. Khaled Jumah****²Pfro. Mustafa Al-Shaikh ³Prof. Marwa Ahmed ⁴Maryam Zaher****¹ Zarqa University/ Faculty of Business/ Jordan****² Dean Faculty of Graduate Studies, Zarqa University / Jordan****³ Ex-Dean/ Faculty of Business, Philadelphia University / Jordan****⁴ Doctoral Candidate, Jaume University / USA****ABSTRACT**

The study aimed to find out what are the challenges faced by women in Jordan who work in the local tourism sector, based on a number of personal and demographic data, during the period of the Corona pandemic. For the purpose of achieving the objectives of the study, the researchers designed a questionnaire consisting of two parts, the first part is about personal information, and the second part is paragraphs related to the challenges faced by women in the field of domestic tourism. This questionnaire was distributed to 130 women .The statistical program SPSS was used to analyze the results, and one-way analysis of variance was used to show the differences between the sample members. The results of the study showed that one of the challenges faced by female workers is the blemish culture, and the results also showed that the working woman living in the city of Zarqa feels that one of the challenges is the lack of acceptance of society and the family to work in the field of domestic tourism more than the of the working woman living in the city of Amman.

Keywords: Obstacles, Local Tourism, . And Jordan.

1. INTRODUCTION

The Hashemite Kingdom of Jordan is famous for being an attractive area for tourism, as it has topographic and historical importance, in addition to the religious importance and medical tourism for which it is famous. Jordan is playing a role of mediator in the region, and looking to organize the tourist's field very well.

To promote the internal tourist sites, the media must play a role in terms of encouraging local tourism, and encouraging tourism offices to market the Jordanian tourism product.

In this regard, the community must be aware of tourism and the environment and encouraging women working in the field of tourism. The spread of the Corona pandemic affected the implementation of the country's programs that seek to control the epidemic, as it made some modifications to the mechanism of implementing the programs, which are necessary to help the country adapt to the effects of the pandemic, and there is also support from donors through the budget and concessional financing, and this support helps in adaptation with the effects of the pandemic.

2. PROBLEM OF THE STUDY AND THE QUESTIONS

The problem of the study mainly lies in the fact that there are obstacles facing Jordanian women to work in the field of local tourism, which disrupts their work in this field as required. That's why the main question for this research is what are the challenges faced by Jordanian women who work in the field of local tourism during corona virus pandemic? The following questions arise from the main question is:

- How can we overcome the difficulties faced by Jordanian women in tourism?
- What are the suggestions that help support Jordanian women in their work in local tourism?

3. IMPORTANT OF THE STUDY

The study aimed to find out what are the challenges faced by women in Jordan who work in the local tourism sector, based on a number of personal and demographic income, during the period of the corona pandemic.

4. OBJECTIVES OF THE STUDY

The study aims to clarify the difficulties faced by women in the field of local tourism; specifically the study aims to know the relationship between personal variables and challenges faced by women.

5. LITERATURE REVIEW

The studies shows that the UAE is interested in domestic tourism, so it attracts local tourists and provides distinguished services to them, despite the weak role of Emirati women in the field of local tourism [1].

Other study recommended that the government should make high efforts to pay attention to the tourism sector for the economic development of the country and to benefit from the tourism resources to achieve the welfare of the community [2]. Moreover, one of the study showed that there are difficulties faced by Russian tourism, and that is why Russia has turned to developing its internal resources in the field of tourism and diversifying regional tourism opportunities [3]. Meanwhile some studies showed basic information for people, is the economic conditions and challenges in the field of tourism in Canada, where it found that there are challenges faced by tourism in Canada, including the scarcity of employment in the field of tourism [4].

[5] The study aimed to aid students in the field of tourism to evaluate tourism events and activities in the United Arab Emirates. This is to develop rural tourism and analyze the institutions using SWOT analysis. [6] the study showed the factors affecting the development of tourism in Iran, as it indicated the weak participation of women in Iran in the field of tourism. [7] on his study dealt with women in Ghana who sought to set up their own small businesses, and the women showed that they could be invested in tourism without leadership skills. And based on the foregoing the study of [8] concludes that female workers in the Gulf countries showed satisfaction with hotel management despite the presence of negative attitudes to women's work. Last but not least the women's responses indicated in other study that they have an interest in the field of tourism, despite the fact that there are obstacles to their efforts to work in this field, especially working as a tourist guide [9].

Among the obstacles that women face are social traditions, religious matters, and family culture. The role of women in the field of tourism has been clarified and the areas in which women can improve their role in the field of tourism have been identified.

The stability of the Jordanian economy has been maintained despite the challenges facing the economy and despite the financial weaknesses, and there are high efforts to reduce the level of unemployment and control debts in a downward manner (International Monetary Fund, 2020).

6. RESEARCH METHODOLOGY

The descriptive approach was used, which depends on the field study, in order to access the data through the distribution of a questionnaire designed by the researchers. The validity and reliability of the tool were verified, as the questionnaire was presented to a number of specialized arbitrators to express their opinion on the paragraphs and their construction. The questionnaire was modified based on the observations of the arbitrators. And the coefficient of Cronbach's alpha was extracted, which amounted to (0.88). This is considered acceptable for study purposes. The statistical program SPSS 24 was used and the following statistical methods were used: mean, standard deviation, one-way analysis of variance and post-test Scheffe Test.

6.1 STATISTICAL METHODS

The statistical program SPSS was used to analyze the results, and one-way analysis of variance was used to show the differences between the sample members.

6.2 HYPOTHESES

These hypotheses will be examined:

H1: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the challenges faced by the women working in the field of local tourism due to work nature during corona pandemic.

H2: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the challenges faced by the women working in the field of domestic tourism due to place of residence during corona pandemic.

H3: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the obstacles faced by the women working in the field of

local tourism due to the number of training program that women attend on the domestic tourism field during corona pandemic.

H4: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the obstacles faced by the women working in the field of local tourism due to the marital status during corona pandemic.

H5: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the obstacles faced by the women working in the field of local tourism due to the educational level during corona pandemic.

6.3 SAMPLE SIZE

The study population consisted of all Jordanian women working in the field of local tourism. A random sample of women was selected from Amman, Irbid and Zarqa, 180 questionnaires were distributed to them, and 130 questionnaires were retrieved used in the analysis, while the rest of the questionnaires were invalid to use.

6.4 SAMPLE CHARACTERISTICS

Questionnaires were analyzed and it was found that 44.6% of women work in Amman, 46.2% of women has attended one training course, and 46.2% are unmarried, while 40% of women have obtained a diploma. Table 1

| | NUMBER | % |
|---|--------|------|
| Place of residence | | |
| Amman | 44.6 | 44.6 |
| Irbid | 23.1 | 23.1 |
| Zarqa | 32.3 | 32.3 |
| Marital Status | | |
| Married | 52 | 40.0 |
| Singles | 60 | 46.2 |
| Other | 18 | 13.8 |
| Educational level | | |
| High school/Tawjeh | 33 | 25.4 |
| Diploma | 52 | 40.0 |
| University graduate bachelor degree | 45 | 34.6 |
| Number of training program that you attend in the tourism field | | |
| None | 28 | 21.5 |
| One | 60 | 46.2 |
| Two | 22 | 16.9 |
| Three and more | 20 | 15.4 |

| | | |
|-----------------------------|----|------|
| Nature of the work | | |
| A tour guide | 64 | 49.2 |
| Working in hotels. | 41 | 31.5 |
| Working with travel agents. | 2 | 19.2 |

TABLE 1 FOR SAMPLE SIZE

7. LIMITATIONS

The limitations of the study were that it was implemented during the first semester of the academic year 2021-2022. It was restricted to women in three cities: Amman, Irbid and Zarqa only, and did not include the rest of the Jordanian cities. Also, one of the study's limitations is that the questionnaire was designed by researchers and the scarcity of previous studies related to women's work in the field of local tourism, this is in addition to the difficulty of distributing the questionnaire due to the virus.

8. RESULTS AND HYPOTHESES TESTING

What are the obstacles facing Jordanian women working in the field of local tourism during corona pandemic? To be able to answer the main question, the mean, standard deviation, was asked for all paragraphs, and it was found that paragraph 22 with highest mean 4.9923 and it state that one of the obstacles is blemish culture occupied, and they feel little that there is no encouragement from the government for women to work in the field of local tourism Table 2.

TABLE2 For Mean And Standard Deviation For All Variables

| | N | Minimum | Maximum | Mean | Std. Deviation |
|-----|-----|---------|---------|--------|----------------|
| Q1 | 130 | 1.00 | 5.00 | 4.7385 | .82174 |
| Q2 | 130 | 1.00 | 5.00 | 4.5077 | 1.31919 |
| Q3 | 130 | 1.00 | 5.00 | 4.5000 | 1.30146 |
| Q4 | 130 | 1.00 | 5.00 | 3.6615 | 1.71430 |
| Q5 | 130 | 3.00 | 5.00 | 4.9385 | .34672 |
| Q6 | 130 | 1.00 | 5.00 | 3.8615 | 1.63182 |
| Q7 | 130 | 1.00 | 5.00 | 3.6769 | 1.71729 |
| Q8 | 130 | 3.00 | 5.00 | 3.4231 | .81522 |
| Q9 | 130 | 1.00 | 5.00 | 2.5462 | 1.27657 |
| Q10 | 130 | 3.00 | 5.00 | 4.7769 | .62587 |

| | | | | | |
|---------------------|----------|------|------|--------|---------|
| Q11 | 130 | 1.00 | 5.00 | 3.1231 | 1.16150 |
| Q12 | 130 | 1.00 | 5.00 | 2.0462 | 1.27505 |
| Q13 | 130 | 3.00 | 5.00 | 3.6923 | .95517 |
| Q14 | 130 | 1.00 | 5.00 | 2.5538 | 1.22672 |
| Q15 | 130 | 3.00 | 5.00 | 4.7923 | .60612 |
| Q16 | 130 | 1.00 | 5.00 | 4.3308 | 1.44881 |
| Q17 | 130 | 1.00 | 5.00 | 4.4538 | 1.28866 |
| Q18 | 130 | 4.00 | 5.00 | 4.9231 | .26750 |
| Q19 | 130 | 1.00 | 5.00 | 4.6769 | 1.07267 |
| Q20 | 130 | 1.00 | 5.00 | 4.8692 | .67501 |
| Q21 | 130 | 1.00 | 5.00 | 4.7385 | .96893 |
| Q22 | 130 | 4.00 | 5.00 | 4.9923 | .08771 |
| Q23 | 130 | 3.00 | 5.00 | 4.6154 | .70858 |
| Q24 | 130 | 2.00 | 5.00 | 4.6077 | 1.01536 |
| Q25 | 130 | 1.00 | 5.00 | 3.8846 | 1.19841 |
| Q26 | 130 | 1.00 | 5.00 | 4.4308 | 1.19390 |
| Q27 | 130 | 1.00 | 5.00 | 4.8385 | .65656 |
| Q28 | 130 | 1.00 | 5.00 | 4.0154 | 1.51471 |
| Q29 | 130 | 1.00 | 5.00 | 4.2077 | 1.33350 |
| Q30 | 130 | 1.00 | 5.00 | 4.6000 | 1.03878 |
| Q31 | 130 | 1.00 | 5.00 | 3.9462 | 1.39940 |
| Q32 | 130 | 1.00 | 5.00 | 4.0846 | 1.45759 |
| Q33 | 130 | 1.00 | 5.00 | 3.3385 | 1.92315 |
| Q34 | 130 | 1.00 | 5.00 | 4.5923 | 1.02448 |
| Q35 | 130 | 1.00 | 5.00 | 3.7000 | 1.75495 |
| Q36 | 130 | 1.00 | 5.00 | 4.2462 | 1.31221 |
| Q37 | 130 | 1.00 | 5.00 | 4.3923 | 1.19103 |
| Valid (listwise) | N 130 | | | | |

H1: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the obstacles faced by the women working in the field of local tourism due to work nature.

To test this hypothesis, One-Way Analysis of variance was calculated table 3, and the results showed that the F-value was high and there is a statistical significance attributed to the work nature in the paragraphs 3,4,6 and 19 related to the challenges facing female workers in the field of tourism which are : no focusing on the role of women in tourism and the lack of regular working hours, as well as the fear of harassment, and there is no privacy for working women, and that there is no body that takes

care of tourist places, in addition to the fact that the infrastructure is not ready, so we do not accept the hypothesis.

To know the nature of work that women feel more than others. post-test Scheffe was conducted, and the results showed that female works in hotels feel more than female works as tourist guides, that one of the challenges faced by female workers is that there are no programs that focus on the importance of the role of women in the field of tourism and the lack of regularity at work in addition to the fear of working late.

Also, female works in hotels feel more than female works in travel agencies that one of the obstacles facing female workers is the lack of privacy and the absence of bodies to manage tourist places, while female works in travel agencies feel more than women works in hotels that the infrastructure is not ready to work in the field of local tourism.

TABLE3 Anova Test For Nature Of The Work

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----|----------------|----------------|-----|-------------|--------|-------|
| Q3 | Between Groups | 23.650 | 2 | 11.825 | 7.707 | <.001 |
| | Within Groups | 194.850 | 127 | 1.534 | | |
| | Total | 218.500 | 129 | | | |
| Q4 | Between Groups | 44.305 | 2 | 22.153 | 8.403 | <.001 |
| | Within Groups | 334.802 | 127 | 2.636 | | |
| | Total | 379.108 | 129 | | | |
| Q6 | Between Groups | 69.742 | 2 | 34.871 | 16.177 | <.001 |
| | Within Groups | 273.765 | 127 | 2.156 | | |
| | Total | 343.508 | 129 | | | |
| Q19 | Between Groups | 12.969 | 2 | 6.484 | 6.079 | .003 |
| | Within Groups | 135.462 | 127 | 1.067 | | |
| | Total | 148.431 | 129 | | | |

H2: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the obstacles faced by the women working in the field of local tourism due to place of residence.

To test this hypothesis, One-Way Analysis of variance was calculated table 4 , and the results showed that the F-value was high and

there is a statistical significance attributed to the place of residence in the paragraphs 1,2,3,7,13,16,17,19 and 33 related to the obstacles facing female workers in the field of tourism which are: society and the family do not accept women's work in the tourism field and that work in tourism and the work is seasonal and there are no programs that focus on the importance of work women in tourism In addition to long working hours, lack of clarity in the job description, low level of service and job instability , so we do not accept the hypothesis

To know the workplace that women feel more than others. post-test Scheffe was conducted, and the results showed that working women in the city of Zarqa feel more than working women in the city of Amman that one of the obstacles they face is that society and the family do not accept work in the tourism field, that the work is seasonal, and the lack of clarity in the job description, the low level of service and the instability at work.

It was also found that women working in the city of Irbid feel more than women working in the city of Amman that one of the challenges that women face in the field of tourism work is that there are no programs that focus on the importance of women's work in tourism and the lack of job stability.

H3: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the obstacles faced by the women working in the field of local tourism due to the number of training program that women attend on the tourism field.

To test this hypothesis, One-Way Analysis of variance was calculated table 5, and the results showed that the F-value was high and there is a statistical significance attributed to the number of training program that women attend on the tourism field in the paragraphs 20,27 and 33 related to the obstacles facing female workers in the field of tourism which are : hard work, which leads to the inability to adhere to social duties, as well as that places those frequented by tourists are not adequately equipped and there is no job stability. so we reject the hypothesis.

To find out the differences between number of training courses, post-test Scheffe was used, and the results as follows: the female who attend two training courses feel stronger than others that social obligation is one of the obstacles they face And those who attended one training program feel

stronger than others that the places frequented by tourists are not adequately equipped and there is no job stability.

TABLE 5 ANOVA Test For Number Of Training Program That Women Attend In The Tourism Field

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---------|----------------|----------------|-----|-------------|-------|------|
| Q2 0 | Between-Groups | 6.259 | 3 | 2.086 | 5.005 | .003 |
| | Within-Groups | 52.518 | 126 | .417 | | |
| | Total | 58.777 | 129 | | | |
| Q2 7 | Between-Groups | 5.624 | 3 | 1.875 | 4.726 | .004 |
| | Within-Groups | 49.983 | 126 | .397 | | |
| | Total | 55.608 | 129 | | | |
| Q3 3 | Between-Groups | 41.699 | 3 | 13.900 | 4.022 | .009 |
| | Within-Groups | 435.409 | 126 | 3.456 | | |
| | Total | 477.108 | 129 | | | |

H4: There are no statistically significant differences at the level of ($\alpha < 0.05$) towards the obstacles faced by the women working in the field of local tourism due to the marital status.

To test this hypothesis, One-Way Analysis of variance was calculated table 6, and the results showed that the F-value was high and there is a statistical significance attributed to the marital status in the paragraphs 11, 21, 33 and 35 related to the obstacles facing female workers in the field of tourism which is that the job description of workers in the field of tourism is not clear and there are no rest areas on the roads that lead to tourist places and there is no job stability, in addition to the fact that local tourism is expensive, so we do not accept the hypothesis.

To find out the differences between number of training courses, post-test Scheffe was used, and the results as follows: the married feel stronger than non-married that there are no that there are no breaks on the roads that lead to tourist places, and that there is no job stability, and that married women feel more than others that it is one of the obstacles they face. The obstacles are job instability, and single women feel more than

others that one of the obstacles is that the job description of workers in the field of tourism is not.

TABLE 7 ANOVA Test For Status

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----|----------------|----------------|-----|-------------|-------|------|
| Q26 | Between Groups | 8.894 | 2 | 4.447 | 3.227 | .043 |
| | Within Groups | 174.983 | 127 | 1.378 | | |
| | Total | 183.877 | 129 | | | |
| Q34 | Between Groups | 11.008 | 2 | 5.504 | 5.620 | .005 |
| | Within Groups | 124.384 | 127 | .979 | | |
| | Total | 135.392 | 129 | | | |

H5: There are no statistically significant differences at the level of ($\alpha \leq 0.05$) towards the obstacles faced by the women working in the field of local tourism due to the educational level.

To test this hypothesis, One-Way Analysis of variance was calculated table 7, and the results showed that the F-value was high and there is a statistical significance attributed to the educational level in the paragraphs 11, 21, 33 and 35 related to the obstacles facing female workers in the field of tourism which is: no the lack of tourism areas in tourist places And the lack of job stability, so we do not accept the hypothesis.

To find out the differences between numbers of training courses, post-test Scheffe was used, and the results showed that female workers who have a Tawjehi education feel more than those who have a diploma education, and the inequality between women and men in salaries, and there is no privacy for working women.

The women with diploma degree feel that rest areas are not enough more than the one with bachelor's degree. Also, they feel no job stability.

TABLE 7 ANOVA Test For Educational Level

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----|----------------|----------------|-----|-------------|-------|------|
| Q11 | Between Groups | 17.471 | 2 | 8.736 | 7.086 | .001 |
| | Within Groups | 156.559 | 127 | 1.233 | | |
| | Total | 174.031 | 129 | | | |
| Q21 | Between Groups | 9.610 | 2 | 4.805 | 5.473 | .005 |
| | Within Groups | 111.498 | 127 | .878 | | |

| | | | | | | |
|-----|----------------|---------|-----|--------|--------|-------|
| | Total | 121.108 | 129 | | | |
| Q33 | Between Groups | 43.657 | 2 | 21.828 | 6.396 | .002 |
| | Within Groups | 433.451 | 127 | 3.413 | | |
| | Total | 477.108 | 129 | | | |
| Q35 | Between Groups | 102.105 | 2 | 51.053 | 21.964 | <.001 |
| | Within Groups | 295.195 | 127 | 2.324 | | |
| | Total | 397.300 | 129 | | | |

9. CONCLUSION

The conclusions reached by the study can be summarized as follows: The women face a number of difficulties and one of these is culture difficulties. There are statistically significant differences due to the nature of the work, where female workers in hotels feel that there are no programs that care for women working in the tourism field more than female workers as tourist guides, and that the working hours are not arranged, and there is a fear of working late.

There are statistically significant differences attributed to the place of residence, as it was found that working women from the city of Zarqa feel more than the women from the city of Amman that the society does not accept the work of women in the tourism field and that the work is seasonal and the job description is not clear. There are statistically significant differences due to the training courses attended by working women, as it was found that adolescent girls who joined two training courses are more than those who did not attend any courses is that the challenges they face are difficult to abide by social conditions as a result of hard job, and the women who attend only one course feel stronger than the women attend 3 courses, of the challenges that they face in the tourist places frequented by tourists are not appropriate. It was also found that married members of the sample found that married members of the sample feel stronger than non-married that there are no rest areas on the roads that lead to tourist places, and that there is no job stability. There are statistically significant differences attributable to the educational level, as it was found that female workers who have a Tawjehi education feel more than those who have a diploma education, that there is an inequality between women and men in salaries, and there is no privacy for working women.

10. RECOMMENDATIONS

Consider and pay attention to religious tourism, which helps revive the economy and revive local tourism developing the role of women in Jordan to serve tourism is one of the internal difficulties they face encourage young people and raise their efficiency in the field of tourism.

11. FUTURE STUDIES

This study showed the difficulties and obstacles that women in tourism sector face .There are topics that can be studied in the future, such as the impact of customs and traditions in Jordanian society on women's work in local and foreign tourism.

12. REFERENCES

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