

Sustainable Tourism Development in Jordan: The Impact of COVID-19 on Tourism Revenues and its Role in Unemployment Rates

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Abstract

Objective: This study aimed to examine out the effect of COVID-19 on Jordanian tourism revenue and its role in unemployment.

Methods: A questionnaire was distributed to a random sample of 300 workers in the tourism sectors such as restaurants; hotels; travel agencies; and handicraft shops, based in the cities of Amman, Jerash, Aqaba, and Petra. The data was analyzed using SPSS, which includes distribution of frequency, t-test, and analysis of factors.

Results: The results of the study showed that Covid-19 has contributed negatively impact in Jordanian tourism sector, increasing unemployment levels sharply and decreasing the sector's revenues. The government's measures to fight the pandemic were found to have a negative impact on the vitality of the tourism sector, especially the consequences of the various stages of lockdown that worsen the tourism sector's ability to recover.

Conclusions: The study recommended the necessity of cooperation between the public and private sectors to find innovative and creative actions to stimulate the return of tourism revenues and employment in this sector.

Keyword: COVID-19, Tourism Revenue, Unemployment, Jordan

التنمية السياحية المستدامة في الأردن أثر فيروس كورونا على عائدات السياحة ودورها في معدلات البطالة

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ملخص

الأهداف: هدفت هذه الدراسة إلى تعرّف تأثير فيروس كورونا على عائدات السياحة الأردنية ودورها في البطالة بالاعتماد على الأدبيات النظرية والدراسات الحديثة ذات الصلة.

المنهجية: طورت الدراسة أداة استبانة باستخدام عينة عشوائية مكونة من 300 شخص، وجرى استرداد 280 استبياناً صالحاً للتحليل من خلال برنامج التحليل الإحصائي SPSS-24، جرى حساب الوسيط والانحرافات المعيارية، إضافة إلى عينة واحدة T- test.

النتائج: أظهرت نتائج الدراسة أن كوفيد-19 ساهم على نحو كبير في الإضرار بقطاع السياحة الأردني، وزيادة معدلات البطالة على نحو حاد وانخفاض عائدات القطاع. وتبين أن الإجراءات الحكومية لمكافحة الوباء كان لها تأثير سلبي في حيوية القطاع السياحي الأردني، لا سيما تداعيات مراحل الإغلاق المختلفة التي أدت إلى تفاقم قدرة قطاع السياحة على التعافي. الخلاصة: أوصت الدراسة بضرورة التعاون بين القطاعين العام والخاص على نحو فوري على أساس إيجاد حلول مبتكرة وخلاقة لتحفيز الأنشطة على العودة والاعتماد على التجارب الناجحة في العديد من الدول المتقدمة للوصول إلى نتائج مجدية والابتعاد عن السعي الشعبوية في صناعة القرار. الكلمات الدالة: كوفيد-19، إيرادات السياحة، البطالة، الأردن.

1.1 Introduction

With the spread of the Coronavirus around the world, many countries have imposed travel restrictions to contain it, creating severe decline in the operations of many airlines and forcing them to resort to government rescue operations within weeks to avoid bankruptcy.

Tourism is one of the major economic sectors in the world, and it is the third -largest export category (after fuels and chemicals). In 2019, tourism represented 7% of global trade. According to the World Tourism Organization, in 2019, the number of tourist arrivals reached 1.5 billion, against the backdrop of a decade of continuous growth. All regions of the world witnessed robust growth until the beginning of 2020. About 9 billion more people traveled within their countries.

Globally, tourism supports 1 in 10 jobs and provides livelihoods for millions in developing and developed economies. Tourism is one of the sectors most affected by the COVID-19 pandemic. The crisis is unprecedented in scale and scope, as all parts of the sector's vast value chain are affected.

In 2020, the number of international tourist arrivals could decrease by between 58% and 78%, putting 100 million direct tourism jobs at risk. Small businesses (which assume 80% of global tourism) are particularly vulnerable.

The World Tourism Organization (UNWTO) stresses the importance of continued coordination and cooperation at all levels, to affirm the principle that "Together we are stronger". The UNWTO leadership warned of the short and long-term consequences of unilateral government decision-making, including the potential negative impact on broader recovery efforts, consumer confidence and confidence in international tourism. The international organization is keen on returning the tourism sector to its previous state before the pandemic, and it is working to help countries push forward in this direction.

1.2 The importance of the study

The economic impacts of the spread of the new virus are numerous and profound. It is expected that the global economic growth rates will decline as a result of three main channels. First, the supply side is affected due to production disruptions caused by Covid-19 infection as well as measures to contain it. Second, the demand side is affected globally, especially in the tourism and entertainment industry. Third, the spread of these effects globally as a result of the transmission of the virus across borders, in addition to the decline in global demand rates in the major industrial countries and China. This situation will also have negative impact on the Arab economies through several channels, at the top of which are tourism and oil export revenues. On the other hand, there are some beneficiaries from the spread of the Coronavirus, at the top of which is environment, as carbon dioxide emissions have decreased due to the decline in global industrial activities; as well as other sectors such as pharmaceuticals, telecommunications, and e-commerce companies. Countries and economic institutions will need a set of policies to mitigate the negative economic impacts of the spread of the new Coronavirus.

As for Jordan, the effects of the Covid-19 on the tourism sector and its revenues came as a result of the fact that Jordan has worked during the past years to rely heavily on this sector to provide foreign currency. At the same time, this sector provides jobs for tens of thousands of Jordanians, most of whom are now left unemployed because of the pandemic.

1.3 Objectives of the study

This study aims to achieve the following objectives:

1. To study the impact of Covid-19's spread on the Jordanian tourism sector.
2. To study the impact of Covid-19's spread on the revenues of the Jordanian tourism sector
3. To study the impact of Covid-19's spread on the workers of the Jordanian tourism sector.

1.4 Study hypothesis

H1: The government procedures applied in Jordan during the Covid-19 outbreak did not negatively affect the economic situation in Jordan.

H2: The consequences of Covid-19 outbreak in Jordan did not decrease the negative impact on economy.

H3: The surviving plans in Jordan during the Covid-19 outbreak did not decrease the negative impact on economy.

1.5 Study questions

The study works to answer the following questions:

What are the economic impacts of Covid-19 outbreak on the Jordanian tourism sector, in relation to revenues or employment? What are the future prospects for this sector in the short term?

1.6 Literature review

UNWTO (2020). assessed that international tourist would decline by 1%–3% compared to 2019 rather than the predicted 3%–4% growth. As a result, global tourism has slowed down significantly. The number of international flights dropping by more than half following the tourism industry temporarily laid off half of their workforce (Gössling et al., 2020). The World Travel & Tourism Council forecasts a tourism-related loss of up to US\$ 2.1 trillion in 2020 and up to 75 million jobs.

Bayat (2020) evaluated the effects of COVID-19 on the Tourism sector and hotel businesses in Marmaris (Turkey). The study has been examined with the pandemic preparations for the opening of the hotel businesses, tourist expectations for the summer season of 2020, the concerns about the tourists to stay if the hotels are put into service, the measures they have taken and will take to protect the hotel employees, and the preparations to provide training for the hotel employees on Covid-19. Among the qualitative research techniques, a semi-structured interview technique has been used. Interviews were done with the authorities (general managers, restaurant managers and operation managers) ($n = 8$) determined by the purposeful sampling method. As a result of this test, the domestic and international reservations of the hotels have been canceled due to the bans and restrictions brought by Covid-19, or the postponement of the hotel operators. Even though preparations for the Covid-19 measures are taken, hotel operators are not very hopeful in the 2020 Summer season.

Uğur and Akbiyik (2020) aimed to present the reactions of travelers during the pandemic trends outlined by adopting text mining techniques. Between December 30, 2019–March 15, 2020, approximately 75,000 comments are retrieved from the TripAdvisor forums, and 23,515 cases from the US, Europe, and Asia forums are employed for analyses. The results reveal that the tourism sector is easily affected by global crises. It is almost the same day that travelers decide to cancel or delay their trips, with the spread of the news. More in-depth analyses uncovered several topics consisted of comments on benefiting from travel insurance and refund due to the travel cancellations. Travel insurance has become a hot topic, which may be a way of reanimating the industry by offering travel packages, including travel insurance services.

Skare et al. (2021) estimated the impact of the pandemic crisis on the tourism industry worldwide. Past pandemic crises operated mostly through idiosyncratic shocks' channels, exposing domestic tourism sectors to large adverse shocks. Once domestic shocks perished (zero infection cases), inbound arrivals revived were immediately. The COVID-19 pandemic, however, is different; and recovery of the tourism industry worldwide will take more time than the average expected recovery period of 10 months. Private and public policy support must be coordinated to assure capacity building and operational sustainability of the travel tourism sector during 2020–2021. Study results show that COVID-19 proves that pandemic outbreaks have a much larger destructive impact on the travel and tourism industry than previous studies indicate. The study recommended that Tourism managers must carefully assess the effects of epidemics on business and develop new risk management methods to deal with the crisis. Furthermore, during 2020–2021, private and public policy support must be coordinated to sustain pre-COVID-19 operational levels of the tourism and travel sector.

Dogra (2020) examined the effect of COVID-19 on the tourism industry in India. The tourism industry as compared to the other important industries of a country is highly affected due to internal and external shocks. In the past few months, the drastic outbreak of the novel Coronavirus has caused great losses to the tourism industry. The Indian tourism industry accounted for 9.2% of India's GDP in 2018 and braced 42.673 million jobs, 8.1% of its total employment. The Indian tourism and hospitality industry is now gawking at a likely job loss of around 38 million. Governments across the world are trying to woo back visitors from domestic and international markets. Travel and tourism companies will have to recuperate the trust and confidence of people in the recovery period to travel again after the pandemic. The present study suggests that the travel and hospitality sector should restructure their approach by introducing measures like changing people's social behavior, wearing a mask when stepping out, social distancing, and hesitation to travel far distances.

This pandemic has since altered most people's lifestyles around the world, threatening their health and triggering widespread job losses, as businesses have shut down to inhibit the spread of the disease (Lee et al., 2020). Since travel can

spread infection risk and most governments quickly imposed travel bans and restricted various outdoor activities, the travel and leisure industry soon felt the severe consequences from the virus. The COVID-19 outbreak currently exhibits a nonspecific duration and unlimited space, which may result in its impacts lasting longer. With so many flights having been canceled and transport systems closing down globally, COVID-19 has triggered severe economic losses, particularly more so in the travel and leisure industry, because security is the key issue when foreign travelers make their travel decisions. The COVID-19 outbreak has created international anxiety due to its ease of transmission and the speed of its spread through travel. Although news reports have all stated COVID-19's negative influence, they are not grounded on a strong econometric method. Due to impairments arising from COVID-19 and subsequent epidemic impacts, the virus is much more serious than any previous diseases. Thus, the necessity for better protection in the event of a similar eruption like that of COVID-19 warrants attention and action from academia and authorities (OECD, 2020).

Gil-Alana and Poza (2020) examined the impact of COVID-19 on the Spanish tourism sector by using a strong dependence model. Daily data from five equity markets are used and we find that the Coronavirus crisis has increased the persistence in the data, moving in some of the series from a mean-reverting process to a non-mean reverting one. Thus, shocks that were expected to be transitory have become permanent, implying the need for strong policy measures to come the series back to their long-term projections. Results indicate that this sanitary crisis has been particularly serious in the case of companies related to tourism, increasing the level of persistence, and moving from mean reversion (and transitory shocks) before the crisis to lack of mean reversion (with permanent shocks) during it. Thus, strong policy measures should be taken into account by the companies (and authorities) if we want to recover the original levels-trends before the crisis.

Jaipuria et al. (2020) indicated that the pandemic has not only affected the foreign exchange earnings (FEE) but also affected various regional developments, job opportunities, thereby disrupting the local communities as a whole. As there has been a substantial decline in the arrivals of overseas tourists in India in 2020, this paper aims to predict foreign tourists' arrival in India and FEE using artificial neural networks (ANN).

As the COVID-19 epidemic spread globally, international tourist arrivals are forecasted to decline in 2020 by up to 30%, with a loss of worldwide tourism revenue of US\$ 450 billion (UNWTO, 2020b). This is ten times more than the global financial impact of the SARS epidemic. Thus, it can be concluded that the COVID-19 outbreak is expected to critically impact international tourism compared to the previous pandemics and outbreaks in the world (Lustig & Mariscal, 2020).

Bakar and Rosbi (2020) evaluated the effect of the supply and demand curve to detect economic changes in their work. The result shows that COVID-19 reduces demand for the tourism industry and causes panic among the public. This is due to the spreading of the disease, including the quarantines and restrictions that have been applied. This scenario contributes to the low demand price by the customer. Therefore, the price of the tourism sector continues to decrease in line with the decrease in demand according to the market balance of the supply-demand theory. This study is very important for the government in terms of preventing and stopping the decreasing demand in the tourism industry. Governments need an antivirus-enhancing mechanism for the economy as well as COVID-19. If the prevention action does not match properly, the tourism industry will experience lesser effects leading to economic collapse.

According to the research findings of Hoque et al. (2020), with the start of Coronavirus in China there are significant effects have been seen all over the world. Due to this virus threat, people are afraid to interfere with the Chinese population. Global tourists cancel their schedules to visit China, and Chinese tourists are prohibited from visiting international nations. The rapid spreading of the Coronavirus in China has stopped the regular life of people in China. This fear affected the tourism industry of the country at home and abroad. Airlines canceled their flights to and from China, so the virus did not move to other countries. The country's economy was greatly affected by this. The increase of the Coronavirus is thought to have a long-term effect on China's tourism industry.

International travel restrictions and quarantines have caused a major stop in all economic sectors, including tourism (Gössling et al. (2020)). The anxiety, fear and crisis caused by the outbreak bother both the individuals and sectors. Economic difficulties faced by businesses have been added to sociological and psychological problems, especially at the individual and social levels, and its reflection on people has increased the effects of the epidemic (Economic Society of Australia, 2020).

1.7 Tourism and COVID-19 in Jordan

The Coronavirus crisis and the decisions taken by the government to confront the spread of the epidemic caused a significant increase in the unemployment rate locally and the return of thousands of Jordanian workers abroad. Appointments in the government apparatus were suspended and the services of many workers - under the system of contracts and service purchases - in government institutions were terminated. On the other hand, thousands of private sector workers lost their jobs (Jordan strategy forum, 2021).

The unemployment rate in Jordan rose sharply as a result of the economic shock from the pandemic, reaching 24.7% in the fourth quarter of 2020. Moreover, youth unemployment (15-24 years old) has jumped significantly - from 40.6% in 2019 to an all-time high of 50% by the end of the fourth quarter of 2020 (The World Bank, 2021).

The deficit (including grants) had decreased from 7% of GDP in 2018 to 2.1% of GDP in 2019; however, in 2020, it expanded to 8% of GDP in 2020 because of an unprecedented (76%) decline in travel receipts along with a 9% decline in remittances, despite significant contraction in the trade balance (The World Bank, 2021).

Tourism income decreased by 70 percent in the first eight months of this year, 839 million dinars, compared to the same period in 2019. Knowing that the total tourism income in 2019 reached 4.1 billion dinars, according to the Central Bank (Union of Arab Chambers, 2020).

In order to face the repercussions of the Corona pandemic on the tourism sector, which is an important tributary of the Jordanian national economy, the government has harnessed its capabilities to save the sector by taking several measures for financial impact. Of these, an estimated amount of more than 30 million dinars was pumped into the sector to provide the necessary liquidity to empower tourist facilities and enable their gradual reactivation (Jordan strategy forum, 2021).

The procedures included exempting owners and practitioners of tourism professions from fees and fines for renewing licenses for the year 2020, exempting investors in tourist sites from the management and operating fees allowance, and rents due for the same year, and refunding the money received for this purpose. In addition to returning the subscription fees and contribution of the Jordan Tourism Board's members, exhibition fees received for this year from hotels, travel and tourism offices; specialized tourism transport; airlines; and tourism professions associations, and exempting unpaid entities from the fees owed to them for the year 2020 (Jordan strategy forum, 2020).

The measures also covered the tourist guides in the soft loans program. That was announced by the Central Bank in coordination with the Jordan Loan Guarantee Corporation and the Jordan Tourism Board (Jordan News Agency, 2020a).

The government decided to direct the budget allocations of the Jordan Tourism Board (JTB) to support domestic tourism, allocated 10 million dinars to support domestic tourism, aiming to maintain the status of local tourism products and services, contribute to their restoration and sustainability, moreover allocate an additional 5 million dinars to support local events and activities, coordination was made with major international e-commerce companies to contribute to the establishment of a specialized online platform to promote traditional Jordanian handicraft and Dead Sea products. Local suppliers were encouraged to communicate with the Ministry of Tourism to learn about the foundations and standards for online marketing for their products (Jordan News Agency, 2020a).

In June 2020, the Jordanian government took a package of measures to support the economic sectors affected by pandemic. To support the tourism sector, the government pumped direct and indirect flow of liquidity into the sector at an amount of 190 million dinars. The package aimed to support soft loans, stimulate domestic tourism by reducing some taxes and supporting domestic tourism programs. The government aimed at supporting various components of tourism activities such as tourism transport and guiding tourists, tourism and travel offices, various tourism facilities, accommodation and events, and also aimed to expand protection and support programs for tourism workers (Jordan News Agency, 2020b).

The package also suggested support for banking facilitations worth 150 million dinars supported by the Central Bank's Advance Program and the National Program of Financing and Guarantee Loans. The facilitations aim to cover salaries and operational expenses in all hotels and tourist facilities, through concessional facilities, guaranteed by 85% by the Jordanian Loan Guarantee Company for the period of 42 months, including a grace period of 12 months. The government will bear 2% of the interest of these loans throughout the loan period (Jordan News Agency, 2020b).

The government stipulated that tourism establishments wishing to benefit from this financing should maintain the Jordanian employment during the period of disbursement – of the financing. At the same time, the Ministry of Tourism and Antiquities has announced a special email address to answer inquiries and follow up on any difficulties in applying for this banking solution. (Jordan News Agency, 2020b).

The government also presented the tourism sector with an offer to pay in installments the amounts due to the income tax for the year 2019 without fines or interest, according to a schedule and with payment rates that extend during the period from July to December 2020. In addition to reducing the general tax on sales of hotels and tourist restaurants as of The first of July 2020 to 8 percent instead of 16 percent and reducing the service tax on restaurants and tourist hotels to 5 percent instead of 10 percent. The oriental antiques shops were included by the soft facilitation programs provided for tour guides. The facilitation programs are provided by local banks at a value of 3 million dinars, and with the guarantee of the Jordan Tourism Board (The Jordan Times, 2020).

1.8 Methodology of the study

1.8.1 Study population and sample

This study targeted a random sample of 280 workers in the tourism sectors: restaurants; hotels; travel agencies; and handicraft shops, based in the cities of Amman, Jerash Aqaba and Petra. The targeted individuals were asked to fill the study questionnaire in 2020.

1.8.2 Study analysis

The study analysis relied on calculating the means and standard deviations, in addition to one sample –test.

1.8.3 Analysis results

- **Liability test**

To test the liability of the study tool item (questionnaire) research used Cronbach- Alpha, the value is 0.80 means that the questionnaire items are internally consistent.

- **Demographic data**

Table (1) Demographic data:

| Variable | | Frequency | Percentage |
|-------------------|--------------|------------|-------------|
| Gender | Male | 180 | 0.64 |
| | Female | 100 | 0.36 |
| | Total | 280 | 1.00 |
| Age | 20-30 | 90 | 0.32 |
| | 31-40 | 80 | 0.29 |
| | 41-50 | 70 | 0.25 |
| | 51 and more | 40 | 0.14 |
| | Total | 280 | 1.00 |
| Education | High school | 160 | 0.57 |
| | Bachelor | 80 | 0.29 |
| | Master | 40 | 0.14 |
| | Total | 280 | 1.00 |
| Experience | 1-5 year | 80 | 0.29 |
| | 5-10 year | 110 | 0.39 |
| | 10-15 | 50 | 0.18 |
| | 16 and more | 40 | 0.14 |
| | Total | 280 | 1.00 |
| Sector | Hotels | 120 | 0.43 |

| Variable | | Frequency | Percentage |
|--------------------------|-------------------|------------|-------------|
| | Travel agency | 80 | 0.29 |
| | Restaurants | 70 | 0.25 |
| | Handicrafts shops | 10 | 0.04 |
| | Total | 280 | 1.00 |
| Tourism workplace | Amman | 120 | 0.43 |
| | Aqaba | 80 | 0.29 |
| | Petra | 50 | 0.18 |
| | Jerash | 30 | 0.11 |
| | Total | 280 | 1.00 |

The demographic data shows that 64% of the study sample are males and 36% are females. As for the age group, it is found that 32% of the study sample are between 20-30, 29% are between 31-40 and 25% of the study sample are between 41-50.

Data analysis reveals that the education levels for the population of study sample are as follows: 57% high school, 29% of bachelor`s, and 14% master's. Moreover, the data shows that 29% have experience between 1-5 years, 39% of the sample members have work years between 5-10 years, 18% have experience between 10-15 years, and 14% of the study sample have more than 16 years of experience.

The data shows that 29% of the study sample work in tourism services, 43% work in hotels, and 25% of the study sample work in Restaurants. Likewise, 43% of the study sample worked in Amman and that 29% of the study sample worked in Aqaba, while 18% worked in Petra, and 11% of the study sample worked in Jerash.

- **Means and standard deviation**

Table (2) Government procedures

| No. | Item | Mean | Standard deviation |
|--------------|--|---------------|--------------------|
| 1 | Procedures in airports and borders are too strict | 3.84 | 1.062 |
| 2 | No clear policies to deal with Covid-19 | 3.31 | 1.177 |
| 3 | There is no fit management to apply in tourism sector | 3.82 | 1.023 |
| 4 | Absence of cooperation among government unit | 3.54 | .994 |
| 5 | Numerous decisions and references in public sector | 3.75 | 1.042 |
| 6 | Government plans are not based on scientific bases | 3.22 | 1.219 |
| 7 | Current Government policies are not enough to restore tourism confidence | 3.67 | 1.111 |
| Total | | 3.5923 | .69855 |

The results of means and standard deviations show that the value of the means for the paragraphs of government procedures are averaged between high and medium, and total mean is 3.59, which is at a high degree. This indicates that government procedures were not appropriate in light of Corona's procedures and contributed significantly to impeding economic activities, including the tourism sector. Moreover, these procedures are not clear and do not depend on a clear scientific vision, this is due to the lack of exposure to such conditions and the lack of readiness of state agencies in general to deal with this crisis.

The lack of cooperation between state agencies, the tightening of laws, the lack of readiness, the multiplicity of legal references, and the absence of research centers specialized in crisis management, all of these measures led to the aggravation of the crisis and the lack of access to mechanisms to deal with it and mitigate its effects on the tourism sector. There are many countries that were able to deal better and succeeded in sustaining Working in the tourism sector and not being exposed to negative results, as happened in Jordan.

Table (3) Covid-19 Consequences

| No. | Item | Mean | Standard deviation |
|-----|--|--------|--------------------|
| 1 | I am currently unemployed due to the COVID-19 crisis | 3.16 | 1.204 |
| 2 | My position in tourism has not been affected by the COVID-19 crisis | 3.27 | 1.125 |
| 3 | I have been unemployed since before the COVID-19 crisis | 3.32 | 1.143 |
| 4 | I am on unpaid leave from my most recent work in the tourism | 3.39 | 1.088 |
| 5 | Tourism is responsible for the COVID-19 crisis | 3.18 | 1.190 |
| 6 | I feel optimistic about the recovery of tourism in Jordan | 3.37 | 1.148 |
| 7 | Global Covid crises lead visitors to visit safe areas | 2.62 | 1.212 |
| 8 | The economic situation in Jordan does not allow to continue in some tourism activities | 3.60 | 1.086 |
| 9 | Jordan tourism sector too sensitive to external crises | 3.50 | 1.233 |
| 10 | Tourism sector in Jordan is not due to recover at the short term | 4.04 | 1.029 |
| 11 | Tourism sector revenue in Jordan declined to low levels | 3.60 | 1.113 |
| | Total | 3.3692 | .71883 |

The results of the means for the paragraphs of the consequences of the Coronavirus on the tourism sector showed that the majority of the arithmetic circles are of a medium degree and the total mean is 3.36 at a medium degree. This means that the study sample members indicated that the effects of the Coronavirus had a clear impact on the tourism sector at a medium degree, and emphasized that the Corona crisis affected the continuity of tourism activities; in terms of low revenues on the one hand and the layoffs of thousands of workers on the other hand. The tenth paragraph indicated that the Jordanian tourism sector could not recover in the short term based on the current crisis, while the fifth paragraph indicated that the Tourism sector itself was a direct cause for the spread of the virus. Due to the fact that Jordan is part of the international system, economic activities - especially in the tourism sector, are highly sensitive to external crises.

Table (4) Covid-19 crises and surviving plans

| No. | Item | Mean | Standard deviation |
|-----|--|--------|--------------------|
| 1 | Lifting travel restrictions | 3.5500 | 1.04949 |
| 2 | Working with businesses to access liquidity supports | 3.5964 | 1.19046 |
| 3 | Apply new health protocols for safe travel | 3.7750 | 1.05209 |
| 4 | Help to diversify their markets | 3.2607 | 1.07425 |
| 5 | Restoring traveler confidence and stimulating demand with new safe and clean labels for the sector | 3.5357 | 1.12585 |
| 6 | Information apps for visitors and domestic tourism promotion campaigns | 3.4929 | 1.15468 |
| 7 | Preparing comprehensive tourism recovery plans | 3.5750 | 1.13974 |
| 8 | Rebuild destinations | 3.5286 | 1.10355 |
| 9 | Encourage innovation and investment | 3.3607 | 1.13050 |
| 10 | Support tourism activities by findings | 3.4214 | 1.11727 |
| | Total | 3.5096 | .52111 |

The results of the means for the paragraphs of the Jordanian stimulus plans for the tourism sector shows that the majority of the circles are of a medium degree and the total mean is 3.5 at a medium degree. Results indicate that the response plans for the tourism sector were disappointing to a medium degree and did not contribute to moving the wheel of the economy.

In addition, these plans did not find an application that would lead to limiting the catastrophic effects of the Corona epidemic. The multiplicity of laws and regulations aiming to stop the spread of the epidemic led to the exacerbation of the crisis and the inability of stimulus plans to rise again in the tourism sector.

- **Study Hypothesis**

H1: Government procedures applied in Jordan during the Covid-19 outbreak did not affect negatively the economic situation.

H2: Covid-19 outbreak consequences in Jordan during the pandemic outbreak did not decrease the negative impact on the economy.

H3: Surviving plans in Jordan during the Covid-19 outbreak did not decrease the negative impact on economic.

Table (5) Study hypothesis

| No. | t-value | Sig | Decision |
|-----------|---------|------|----------|
| H1 | 14.189 | .000 | Rejected |
| H2 | 8.593 | .000 | Rejected |
| H3 | 16.365 | .000 | Rejected |

The results of the first hypothesis shows that the measures taken by the government to reduce the Corona epidemic negatively affect the economy. And this required rejecting the hypothesis, as these measures contributed to the collapse of the tourism sector and the spread of unemployment at high rates, and this indicates that these measures were not based on administrative plans nor based on scientific information, as these procedures were overlapping and useless, and some facilities were not fully prepared for such a crisis.

With regard to the second hypothesis, the consequences of the Corona crisis have deepened the economic crisis significantly and led to the collapse of many tourism facilities and the service. Moreover, this requires rejecting the hypothesis, meaning that the consequences of the Corona crisis were catastrophic for the Jordanian economy in general and the tourism sector in particular.

The results of the third hypothesis test show that the incentive plans for the tourism sector in light of the Corona crisis were not successful and did not contribute to the return of the sector to its vitality. Therefore, this requires rejecting the hypothesis, meaning that the plans were not at the required level, and this contributed to deepening the negative effects of the crisis on the tourism sector, as these plans were random.

1.9 Results and recommendations

The results of the study show that the Corona crisis aggravated the economic crisis in Jordan significantly, as tourism revenues decreased, and unemployment spread dramatically. Moreover, the measures taken by the government to limit the spread of the virus In addition to the issuance of various defense laws and lockdowns had greatly affected the tourism sector, and the consequences of these measures were catastrophic. Many tourism facilities and hotel have closed their doors and laid off their employees, as they are no longer able to pay their salaries, and this is mainly due to the institutions' inability to respond largely to the spread of the virus by adopting alternative plans to harmonize between the viruses and keeping economic activities open.

As for the stimulus plans, they were disappointing and did not lead to moving the wheel of activities appropriately, which contributed to the deepening of the crisis significantly. The stimulus plans must be based on applicable programs and contribute to revitalizing the tourism sector, not only externally but also internally based on the theory of cost reduction. This may positively affect the gradual return of activities and services.

The study recommended the necessity of cooperation between the public and private sectors immediately based on finding innovative and creative solutions to stimulate activities to return and rely on successful experiences in many developed countries to reach viable results and to move away from seeking populism in decision-making.

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