

Society's Stand and Attitude towards Woman's Work in Tourism Sector: A Field Study for Ajloun and Jarash Governorates in Jordan

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Abstract *This study aimed at identifying local society's attitude towards woman's work in tourism sector in Jordan, through the examining the relationship among social, demographics, economic and variables, and society's willingness towards woman's work in tourism sector and to examine challenges that hinder woman work in tourism sector, and relationship with demographic, social and economic factors. In addition, to explore as privations and solutions which may contribute in the increase of woman participation in tourism sector from society's perspective? Study revealed the presence of positive attitude by local society towards woman entry to labor market in general, however, in regard to woman's work in tourism sector, results revealed that, although there is a positive attitude by society, towards woman's work in tourism sector in medium degree, however, people still prefer more woman's work in traditional professions than her work in tourism sector.*

Keywords: Tourism, Jordan, Society, Labor

INTRODUCTION

Sustainable development requirements and proceeding toward progress cannot be achieved without woman's actual participation. This means that, achieving sustainable development and progress have become the man and woman's responsibility in all aspects and scopes of life Jordan, as any other developing state has started to be concern in woman's issues and works towards its empowerment through woman inclusion into development process in an attempt to have woman be an effective factor in this process.

In Jordan, tourism sector plays a significant role in the Jordanian economy's growth and investment attraction. In addition, tourism sector contributes in job creation and hard currency bringing to the country, whereas, tourism sector creates 42 thousand job opportunity however, woman's participation in this sector, does not exceed 10% consequently. One of national strategies for tourism objectives is to raise woman participation in workforce to

reach up to 15% (Ministry of Tourism, 2011). According to the aforementioned, this study comes to explore society's attitude towards woman's work in tourism sector, in an attempt to shed light on the status of sum attitudes and factors influencing such attitudes and identify factors which may contribute in forming positive or negative attitudes with society towards woman work in tourism sector, to understand such reasons and indications which may prompt woman to work in tourism sector from society's perspective.

The Problem of the Study

The problem of study is represented in the answering of the following questions:

1. How local society's members and people look at woman's work in tourism sector in Jordan.
2. What are the potential reflections upon society as a result of woman work in tourism sector.
3. How can woman work participation in tourism sector be enhanced?

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SIGNIFICANCE OF THE STUDY

This empirical study is significant because it is attempt to reveal youth attitude towards woman's aspiration to work in this vital sector namely tourism. Based upon the aforementioned, this study is important because it is attempt to find and suggest solution s and proposals which may benefit those who concern or involved in tourism such as ministry of tourism, universities, media and involved other, so as to work to minimize difficulties that face increasingly female college graduates to work in this vital sector.

OBJECTIVES OF THE STUDY

The following are the objectives which the study attempts to achieve:

1. Locals attitudes toward woman entry to tourism sector's labor market.
2. Challenges that hinder woman from entering females to work in tourism sector.
3. Motivations that may contribute in increase woman participation the Jordanian tourism sector.

QUESTIONS OF THE STUDY

The study will attempt answering the following question:

1. What are current attitude in society towards woman's work in tourism sector?
2. Are there statistically significant differences between society's attitude toward woman's work in tourism sector due to social, demographic and economic variables?
3. Are there statistically significant differences in challenges that hinder woman's work in tourism sector from society's perspective due to social demographic and economic variables?
4. What are incentives which motivate us to encourage woman to work in tourism sector from family and residents perspective?

LIMITATION OF THE STUDY

1. Place limits: results of this study are restricted to Ajloun and Jarash governorates>
2. Time limits: this study is conducted in the period of May 2015- October 2016

METHODOLOGY

The study will apply the following approaches

1. Descriptive approach: through available scientific references in Arabic and foreign language and scientific

studies, tourism publications which relate to the topic of the study.

2. Field study: so as to develop a questionnaire in order to be distrusted over the study's sample which consists of (1250) participants, reside in Ajloun and Jarash governorates. 1191 questionnaire were collected and were eligible to provide accurate data; while 59 questionnaires were discarded. Data collected was treated via SPSS; and statistical processes were used as follow: frequency and percenter, means and standard deviation, one way Anovd and T-test study's model as follow:

STUDY'S VARIABLES

Previous Studies

Zo'ubi and Kharouf (2015) conducted a study entitled "youth stand towards woman's work in tourism sector: A case study on University of Jordan students." Their study aimed at revealing youth stand towards woman's work in tourism sector in Jordan. They distributed a questionnaire over a sample of participants of (1321) make and female students. Results of study revealed the presence of positive attitude among students towards woman's work however; when it comes to their attitude towards woman work in tourism sector, they showed slight disagreement. Al though, they showed positive attitude towards women work in tourism sector, however, participants still prefer traditional careers for woman instead of having her work in tourism sector. Participants showed their clear awareness in regard to challenges face woman and hinder her to work in tourism sector. In regard to demographic, social and economic factors, effect on challenges that face woman to work in tourism sector; the results showed agreement with both male and female students. Jassem (2011) conducted a study entitled, the role of woman in tourism enhancement in Iraq, which aimed to shed the light on woman role in tourism enhancement in Iraq and her chances to work in tourism sector. Sample consists of (16) tutor in tourism and hotel management department. Results revealed that to have a solid and unified opinion for woman to work in tourism sector still subjected to the influence of customs and traditions, values and social values. Thus, woman still suffers from patterns of social oppression mainly the right to choose the kind of work. This type of traditions forces a woman to accept man's opinion of not entering labor market.

Woman's work in tourism sector still limited, this type of work is looked at in unfavorable way, by man at least. For that reason, for those who succeeded to work in tourism sector; their job there is restricted to office work administrative or service. In other words jobs which are acceptable by

society. However, the changes occurred in society and the complexity of economic conditions, have forced society to alleviate restrictions imposed on woman's work in tourism sector, eventually grants respect to this type of work at least partially. Maqableh (2005) study entitled woman participation dimensions in the Jordanian tourism sector. Whereas, it aimed at reveal the nature of working woman in the Jordanian tourism sector, and job the most she likes to do within tourism activities, and the most positive work aspects in tourism sector and what motivates women to work in this sector or hinders her willingness to join tourism sector. The study's sample consists of (108) women worker in tourism sector. They were chosen from a total population of 1579. The results of the study revealed that, woman prefers working in reservation reception, stewardess, sales and office work. While she prefers the least: food, drinks, hotel housekeeping and secretariat. The positive side of woman's work is that she will have the opportunity to explore other cultures and have self-actualization and contributes in tourism sector enhancement. Motivation for woman to work in tourism sector is economic, job opportunity, work easiness and joy. In regard to obstacles that hinder women for working in tourism sector are: unjust society's perspective towards working in tourism sector, and woman's social adjustment, woman's double role in life and work seasonality.

Al Sana'an (2002) conducted a study entitled "Difficulties face female workers in Tourism sector" this study aimed at: Identifying woman's role in tourism sector and tourism jobs, along with obstacles hinder woman's participation in better manner. Sample consists of (300) woman worker in tourism sector, out of 1841 population. Researcher utilized social survey to achieve the study's objective. The results of the study revealed that a great portion of women workers are educated, whole university degree. However, they face difficulties at work, mainly from administration, colleagues, customers or visitors. Also she suffers from work irregular hours, big efforts and length work hours *** of opportunity from promotion. However, work at tourism sector has positive aspects, such as it is income source, building good personality and increase woman's self-confidence. Negative aspects are represented in- long work hours and surroundings effects which may decrease work or salary delays

Maqableh (2000): conducted a study entitled; reality of woman's participation in work force at hospitality sector, in Jordan. This study aimed at examining the status and the role of woman in hospitality industry. The study revealed the presence of decrease in woman participating rate in hospitality industry: hotel sector due to customs, and traditions which forbid females from working long hours, or work at night in hotels which is considered a man and woman mingling place, with the availability of alcoholic beverages which violates religious beliefs and traditions. Furthermore, woman ties with her family and community

lead her to have double role. Also, lack of education and work experience as work requires as considered the most important obstacles which forbids woman participation in this sector. Furthermore, employers prefer man over women for this type of work. Tourism sector lacks of job promotion, nor job description clear enough for woman, low paying job, with long and irregular work hours and biased treatment faces women by managers, employees as well as visitors.

Social Attitudes

Attitude as a term is the most important social/psychology concept and the most enriching. This concept is considered to be a primary axis of social psychology. Individuals carry inside them a great numbers of attitudes towards many things and individuals, also towards themselves we in every aspect of our social life seek to reveal other people's attitude telling them about our thoughts, attempt to change their opinions is a way that agrees without attitude. (gee and gee 2006). Attitude concept has several definitions because there is no sole definition agreeable by all psychology and sociology scientists; However, the one definition which has become more popular than others is Jordan Albert's definition who defines attitude as, "it is a state of mental and nervous readiness which is organized by experience and dynamically affects individuals responses to all relevant things and stands." Attitude accumulation in one's mind, and his increased reliance upon it expands his liberty and as a result becomes, routine and frequent behavioral patterns and easy to forecast. In another aspect: it makes behavioral regulation and adjustment in knowing styles possible and easy for social life. Thus, attitude studies have become a primary element in current behavior interpretation and future behavior forecast for individual as well as groups (omar 2006). Attitude represents the effective factors on individual's psychic feelings and preparedness, whereas he directs his behavior towards a specific order in the environment he resides. The purpose of psychic feelings, whatever is connected with individual's feelings with what behavior is accompanied (almahamed 2003).

Attitude has three components: cognitive which include beliefs, opinions and thought about attitude topic. Psychic component: involved intentions and behavioral tendency or to know in a certain way the attitude topic (moghaddam 1998). Gaining social attitudes by individual through reaction approach which takes place between a person and other member of society in various joint activities which gather them. Through the social raising process and education with its different stage such as: family, friends, clubs and youth gatherings and labor unions and other (allport 1935). In another aspect social attitude is linked to individual through attitudes evolvement. Which means how a person's attitudes will be towards persons group and social systems? How a

person gains the readiness to see the world around him in a unique way. How he gains readiness to reduce some attitudes and things around place with a person occur through three methods: direct communication with attitude's subject, to be exposed to social organization which includes all life's aspects, media leads to forming of new attitudes (Ibrahim 2008). Communication occurs according to attitude through indirect way. This leads to attitude's forming towards it and takes place as a result of receiving, accumulation and repetition (allport 1935).

FACTORS INFLUENCE ATTITUDE ORIGATION

Sociologists are concerned in studying factors affecting the origination of social attitude, through their studies, analyses of how attitudes are formed. Whereas, most of their opinions to the most important factors as follow:

- Cultural framework: it is known that humans live within cultural framework.

It consists of customs, traditions, beliefs and attitudes. All of these react dynamically together so as to affect individuals and help in forming his attitudes through his social relationship, and his environment he lives in. thus, cultural framework is affected by all the aforementioned in society. Also, this cultural heritage contributes in determining the nature of attitudes (Ibrahim 2008)

- Family: family is considered to be one of crucial factors that affect the social attitudes formation because family is the institution from which individual's gains attitudes through the social raising process. Most opinions indicate in this regard that relationship between parents towards children is more than relationship between the sons with each other in one family. This appears clearly with families with economic low levels. This means that families direct son's attitudes in terms of verbal, education, and father's actual deeds.

SOCIAL RELATIONSHIPS OUT OF THE FAMILY'S PARAMETERS

This indicates relationships take place among society's members out of the family parameters, such as relationship among friends, syndicate members, official and non-official institutions, relatives and neighbors.

GENDER AND AGE

Opinions point out that attitudes are affected in their origination by gender-male, female – because attitudes differ between man and woman in the meantime, it differs by age, children's attitudes differ from adolescents' attitude or adults

and old age. (Ibrahim 2008)

MEDIA MEANS AND COMMUNICATION (TELEVISION)

Media and communication means are considered to be among significant factors that influence social attitudes, television in particular, due to TV characteristics which make it a distinguished communication means with people. Through sight and sound TV is able to affect directly individuals attitudes, also it participates greatly in people's attitudes' change, modification or adjustment according to society and age requirements (Ibrahim 2008).

ATTITUDES CHARACTERISTICS

1. Attitudes are gained not instinct no inherited: it is gained through individual's experience.
2. It is relatively stable: it is impossible to change or modify attitudes very fast: especially attitudes that fulfill individual's psychological needs.
3. Attitudes do not form without attitude subject: then, the relationship between individuals and any of life subjects is included.
4. Multi attitudes: Differs according to subject multiplicity.
5. Coherence and agreement among individual's responses toward stands and subjects are determined Allows forecast about response quality in stands not determined (zahran 2003).

Theories that Explain Attitudes Modification and Change

Learning theories: several learning theories are applied in controlling attitudes directions which individuals establish and changes. This is due to attitudes which individual forms in general are learned and gained from environment for instance the laws of conditional learning and narrative learning are utilized carefully in attitudes change process (alqadafi & althuibe 2010).

Reaction between Knowledge Elements and Attitudes Change Theories

This theory assures that attitude charge process take place when a person becomes aware of and obtaining new information which enter into reactive relationship with his previous information and beliefs. We find from the aforementioned that every theory may help us in understanding and explaining the formation and nature of attitudes whether

positive or negative, whereas attitudes are changeable and modifiable according to learning and reaction theories. Knowledge elements and attitude changes: and how these attitudes are formed by various factors all explained briefly therefore, it is possible for change or modify the negative attitudes in society, and if there is any towards working in tourism sector and convert them to positive attitudes. Among attitudes functions is benefit function which cares of to have attitude be connected to achieve a kind of positive reward. Society's knowledge of work in tourism sector may generate positive attitude towards working in this sector.

Jordanian Woman Participation in Labor Market

Jordanian citizens who are registered at the civil status bureau for the year 2013 (7130209) both males and females.

Whereas men workers reached up to (3596485); while female workers (3533724) as it is shown in table below. The majority of Jordanian females who are 15 years old and more are educated by 89,9%. Thus education is an indicator for man and woman equality. Half of the Jordanian society is females or 48.5% if population Jordanian population in 2013 is 6.530 million (D of J 2013). Among them 3.164 female and 3.660 million males. Or 106,38: 100 ratio. Woman's work participation is considered to be an important requirement for Jordan's development. Woman worker is 16% among those are workers hold bachelor degree and higher. By 56.7% or males is 20.8% 53.9% of working women, work in education sector, 45,8% in health and social sectors.

Number Of Civilian Registered Population By Gender And Age 2015

Gender percentage	Total	Female	Male	Age categories
105	163185	79702	83483	Less than 1 year
105	722038	35187	370159	4-1
104	853930	418611	435319	9-5
105	732507	357560	374947	14-10
104	710209	347871	362338	19-15
104	646852	317155	329697	24-20
102	596703	295917	30086	29-25
100	552866	276140	276726	34-30
100	477929	238412	239517	39-35
100	428776	214787	21389	44-40
99	349225	175876	173349	49-45
94	259877	133702	126175	54-50
100	186438	93234	93204	59-55
100	130331	56202	65129	64-60
94	110098	56876	53222	69-65
104	87097	42796	44301	74-70
90	56609	29861	26748	79-75
80	31092	17300	13792	84-80
65	34447	20843	13604	More than 85
102	7130209	3533724	3596485	Total

Department of statistics year book 2015

Jordanian woman's participation in Tourism labor market woman's work is considered one of the fields that contribute to woman's development and her conditions enhancement. This reflects on the country's economic production, also on the economic and social growth and education. This has resulted in gradual development in Jordanian society's values and its opinion towards the positive woman's role in productive work, and the transfer of society to be more civilized, along with small family's phenomenon to replace larger families. Furthermore, society's orientation towards

service sector while abandoning agriculture; all of this resulted increase of attitude towards office work while craft and production sectors received abandonment and inferiority in regard to tourism sector, woman participation was very week, did not exceed 9% in 1996 and 18% in 2015. Also, one third of female workers in tourism sector are concentrated in hotels, restaurants and travel and tour agencies, airport service and flight attendants. The lowest woman participation is their work as tourist guides, tourist transportation companies and other similar jobs. Work in

tour and travel agencies gives female worker a job stability, unlike flight attendants, or transportation where woman has to stay overnight away from home which is unacceptable by Jordanian society.

Number of Workers in various Tourist Activities 2013-2015

ITEM	Gender- female		
	2015	2014	2013
Hotels	1.547	1.494	1.469
Tourism restaurants	1.569	1.458	1.619
Travel agencies	1.358	1.385	1.335
Rent a car offices	29	29	29
Tourist shops	200	200	197
Tourist guides	45	52	55
Comp	28	28	28
Diving centers	9	9	9
Water sports	2	2	2
Total 2015	4.787	4.657	1.743
Relative weight %	10 %	10 %	10 %

(Ministry of Tourism, 2016)

FINDINGS AND DISCUSSION

First” What are current attitudes in society towards woman work in tourism sector? Means and standard deviation for sample responses in terms of gender regarding their support for woman working tourism sector. ANOVA to see whether there are statistically significant differences among various variables. As it is shown in table (1)

Table 1: Shows the Extent of Means and standard Deviation

Gender	Number	Means	S.D
Male	340	2.49	1.25
Female	850	3.41	1.33
Total	1190	3.10	1.31

Table (1) shows the extent of support by both sexes for the exit of women to the labor market. The table shows that there is a moderately positive trend in general, with an average of 3.10. It also shows that the trend of females towards the work of women in the tourism sector was higher of the male trend, with an arithmetic mean (3.41, 2.49) respectively. To find out if there are phenotypic medallion mediated techniques, the One Way ANOVA test, as shown in Table 2.

Table 2: Results of the Analysis of the Variance to Examine the Variation in the Direction of the Society Towards the Exit Of Women to the End of the Work

Difference	Total squares	Freedom degree	Means	(F) value	Alpha
Among group	248.468	1	248.458	126.854	0.000
Within groups	2053.265	1294	1.945		
Total	2301.733	1295			

The table shows that there are statistically significant differences in the direction of the society towards the exit of women to the labor market at the level of (0,000 = α) Second: The results related to Medi Vero statistical statistics between the trends of the general and the client of the woman

in the tourism sector are based on their demographic, social and economic characteristics. Thus, we see that there is an artistic connotation of technical trends in the trends of men, women, and women, in terms of demographic, social and economic variables, as shown in Table 3:

Table 3: The Results of the Analysis Of the Single Variance Of the Demographic, Social and Economic Variables that Affect Male Attitudes Towards the Work of Women in the Tourism Sector

Variables	Total squares	Freedom degree	Means	(F) value	Alpha
Age	19.499	4	4.785	3.771	0.015
N. of family member	39.104	3	12.305	7.882	0.000
Education qualification	16.727	4	4.457	2.897	0.002
Residence	13.773	2	6.789	3.439	0.013

The analysis of the results of the single variance in Table (3) showed statistically significant differences in male attitudes toward women's work due to some variables: age, number of family members, educational level, and place of residence, where the significance was at 0.05 α (0.015) , 0.000, 0.002,

0.013), respectively, as well as whether there is a statistical gap in the direction of women towards the work of women in the tourism sector due to the demographic, social and economic variables, as shown in Table (4).

Table 4: The Results of the Analysis of the Single Variance of the Demographic, Social and Economic Variables Affecting the Attitudes of Women Towards the Work of Women in the Tourism Sector

Variables	Total squares	Freedom degree	Means	(F) value	Alpha
Age	35.941	4	8.985	5.138	0.000
N. of family member	25.966	3	8.655	4.923	0.001
Education qualification	21.727	4	5.757	2.465	0.002
Residence	13.773	2	6.789	3.993	0.012

Table (4) shows that there are statistically significant differences in the attitudes of females towards the work of women, which are related to some variables such as age, number of family members, educational level, and place of residence., 0.012, respectively.

Thirdly: "What are the challenges or difficulties that prevent the orientation of the client to the customer in the

loss of tourism from the face of the peer of society" and to investigate whether there are statistically significant differences in the consensus of societal determinants of the constraints that prevent the work of women in the tourism sector It is contained in Table (5).

Table 5: The Results of the Analysis of the Gender Variance of the Gender Impact of the Challenges That Prevent the Work of Women in the Tourism Sector From the Point of View of Society

Challenges	Class	Different source	Totalsquares	Freedom degree	Squares Avg.	(F) value	alpha	Means
	Male	Among groups	0.238	1	0.238	0.600	0.439	3.516
	Female							3.487

The study of Table (5) shows that there are statistically significant differences in the heterogeneity of females that prevent females from working in the tourism sector from the point of view of the society due to the gender level of significance (0.439).

Fourth, "What motivates us to encourage women to work in the tourism sector from the perspective of society" and to examine whether there are technical and technical implications of the technical implications of the civilizations of the Tunisian fugitives, which push us to encourage women to work in the tourism sector. In Table (6).

Table 6: The Results of the Analysis of the Unilateral Variation of the Impact of the Incentives that Motivate us to Encourage Women to Work in the Tourism Sector from the Point of View of Society

Challenges	Class	Different source	Totalsquares	Freedom degree	Squares Avg.	(F) value	alpha	Means
	Male	Within groups	0.283	1	0.283	0.600	0.493	3.615
	Female							3.478

The study of Table (6) shows that there are statistically significant differences in the average of the community's estimates of the incentives that motivate us to encourage women to work in the tourism sector due to the gender level (0.493).

RESULTS

The results of this study should generally be a positive attitude in a medium degree for the women involvement in the labour market although both of genders answer in a variant way, where women highly agree positively for

the women involvement in the labor market while men agree for it in medium degree. This variation goes for the women awareness to the negative reflection of their lack of involvement in the labor market and the economic and social advantages of women's labor. The men's unacceptance for the women labor can be explained by the results of women's labor, which is the men participation in the household tasks and nursing the children, in addition to the men perspective to women labor which make them compete on the job opportunities. The results showed that the women's labor in the public sector is more preferable then the private sector, for men. The reason behind it that the work's stability of the

public sector is greater and its work hours are lesser for the more most of careers in the public sector conform with the typical role of women which men prefer the private sector and that is due to the long period that they have to wait on the employment lists of the services Bureau so that the opportunity of getting a job in the private sector is easier.

According to the society point of view on the women's preferable work hours' system, the results showed a mutual agreement of the both gender that the part-time is the bests work hours' system while the shifting system comes at the last rank. These results draw the attention of the agreed working system in Jordan for giving women a chance in getting a part-time jobs that don't contradict with its labor right. According to the society's point of view on the most women's preferable work's fields, the results showed a mutual agreement between the two genders that the Education field comes at the top of the rank while the tourism field comes at the last.

The society's trend toward the women work in the tourism field has shown a positive trend for the both gender toward the women's work in the tourism field. The results of this study have shown a statically significant variation in the both gender desire to work in tourism sector due to the gender and female's interest. Probably it has to do with the males preference of women's work in the typical careers more than the untypical ones, while females seeks the men's equal job opportunities in accordance with the equality, dignity and justice. According to the society's point of view on the most desired careers in the tourism field, the results has shown an agreement between the both gender in listing the priorities of the tourism field's careers which shows the best sector are: tourism offices, hotels touristic restaurant, transportation companies or (on board) or transportation companies (managerial careers) and that's due to its managerial nature which doesn't differ on the other careers. The results has shown that tourist guiding is the most unwanted sectors and that's due to the work nature of the tourist guide, through accompanying them and the necessity of staying outside the house which contradicts with the social culture in Jordan that doesn't accept women's staying outside her house. The results has shown the less desired careers are the souvenir stores, and car renting companies and that is due to the job nature, the limited promotion opportunities and the financial dimension to the job.

The results have shown the society's obvious awareness to the challenges for the women's work in the tourist sector, in addition to the mutual agreement for the both genders highly toward the social and family challenges. One of these challenges are the society and social reservation on the women's travelling for job purpose, their reservation on the late hours work, the religious contradictions with some touristic careers, difficulties in managing between the family officers and her job at the tourism sector, the possibilities

of her to being exposed to sexual abuse, in the work fields and the late marriage opportunities for the women in the tourism field. That agrees with the theoretical frame of the study in accordance with the socialization theory which refers to the process and the social efforts that aim to expose the individual behavior, a value, a standard, and social roles allows him to live mutually in a group or a society.

Furthermore, there are several challenges that hinder woman entry to work in tourism sector. These challenges are mentioned earlier in this study. In addition, female students join university according to admission criteria, not in real willingness to for tourism work. The novelty of tourism majoring in colleges also constitutes hindering challenge. Results revealed that male and female are fully aware of incentives that motivate woman to work in tourism sector: such as: decrease unemployment it gives woman opportunity to learn different languages, decrease the need for expatriate workers and give woman economic independence which increases her ability to make various decisions. Finally, results revealed the difference in male and female attitudes towards incentives, in favor of males. This result gives optimism, because those future husbands and fathers will tend to accept woman to work in tourism sector.

RECOMMENDATION

Based upon the study's results, the study recommends the following:

- Have tourist establishment to hire Jordanian women in reasonable rate.
- Enacting legislation to encourage female to work in tourism sector.
- Establish advanced and specialized training centers for women, so as to allow women in Jarash and Ajloun to enter tourism labor market.
- Have women work with flexible work schedule.
- Enhance woman's developmental role.
- Have tourism establishments with ministry of tourism collaboration and women committees in Jordan to hold training workshops for women.
- Have media focus and shed light on women's success stories in tourism sector.

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