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**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

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## THE RELUCTANCE OF JORDANIAN WOMEN IN WORKING IN THE TOURISM SECTOR: CASE OF JORDANIAN FEMALE

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**HAIL**

### ABSTRACT

*The study aims at determine the reluctance of Jordanian women in working in the tourism sector. Data have been processed and analyzed through the use of "SPSS" program in order to obtain means, standard deviations, and percentages for the demographic characteristics of the sample. Moreover, analysis of variance (ANOVA) is conducted to test if there are any statistical evidences of the existence of difference between participants to the independent variables, "t-test" and "Tukey test" used for prior comparisons. The study revealed that there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the status, qualification, work Location and years of experience in tourism sector. The results showed that the women who have diploma or less feel more than the one who had graduate study of the factors affecting the reluctance of Jordanian women in working in the tourism sector that the time constraints and the risk involved and those in Aqaba City feel that the women are restricted to the private sphere and the informal tourism sector is not as accessible for them, Introduction of tourism in local communities affects the traditions and social life of the women and the society looks at working women in tourism sector as a kind of shame more than the one in Amman City. Result of the "Tukey Test" showed that those who have 5 years & above years of experience feel more than the one who have 3 – less than 5 years of experience that the factors affecting the reluctance of Jordanian women in working in the tourism sector are the tourists themselves may be become a social burden in the sense of introducing new kinds of behavior, and thereby challenging traditional codes of behavior and the traditions' effect on the female's work in the tourism sector.*

### KEYWORDS

Jordan, reluctance, tourism, Means, ANOVA.

### INTRODUCTION

Tourism presents immense opportunities for women's employment and income-generation, setting the foundations for poverty reduction and local economic development. For these opportunities to be realized, tourism activities must respect the principle of gender equality, as set out in the Global Code of Ethics for Tourism."

<http://www.failteireland.ie/authoritymembers>

According to the UN Global Report on Women in Tourism the tourism sector, one of the most significant generators of wealth and employment globally, is also credited with providing valuable income-generation and career opportunities for women. In contrast with other sectors women are almost twice as likely hold positions as employers in tourism and the leadership possibilities span the whole spectrum of roles from hotel proprietors right up to government ministers; women hold one in five tourism ministries worldwide, more than in any other branch of government. However, despite this relatively high representation it should be pointed out in this context that 20% is still appalling and that our own Leo Varadkar is quite clearly a man. (ILO, 2008).

It is normally expected that raising the levels of education and training will increase women's labour force participation rates. Also, generally, the more education an individual has, the greater their income potential. Comparative studies examining the impact of female education on gross domestic product (GDP) and poverty reduction demonstrate positive effects. Education and skills enhance the productivity of both women and men, and increase their opportunities for paid employment in the formal sector (ILO, 2008).

### PROBLEM OF THE STUDY

The idea of setting out this study emerges to find answers for some important questions such as:

1. Is there a relationship between the reluctance of Jordanian women in working in the tourism sector and personal variables: (Status, Qualification, Work Location and Years of experience in tourism sector)?
2. Is there any contribution of the Jordanian women that effect of this reluctance?

### RELATED LITERATURE REVIEW

**Ahlam Hassan Al Marzouqi, Nick Forster(2011)**, describe the principal reasons why Emirate women are under-represented in the United Arab Emirates (UAE) information technology (IT) sector; and the barriers and challenges that national women have encountered while working in this sector of the national economy. The results show that cultural and familial factors still inhibit many young Emirate women from choosing careers in this profession, and negative gendered attitudinal assumptions about women are still prevalent within the local IT sector.

**Robert Waryszak, Brian King(2011)**, identifies the extent to which front-line managers in the hospitality, retail and banking sectors perceive work activities to be pleasant or unpleasant. General factorial multivariate analysis of variance was used to assess attitudes towards ten activities according to demographic characteristics. The activities were: deskwork, decision making, developing, disciplining, informing, innovating, leading, monitoring, persuading and time pressure. The findings indicate that managers in the service sector generally have a range of perceptions about activities, with some regarded as pleasant and others as unpleasant.

**Jusuf Soehanović, Miroslav Zougaj, Danijela Krizoman, Benedikt Bojanic'-Glavica(2010)**, their research results on some characteristics of women managers in hotel enterprises in Istria, the best-developed Mediterranean tourist region in the Republic of Croatia. The results pertain to number of women in management, age and educational structure, permanent education, necessary knowledge, capabilities and skills, and delegation of authority and responsibility.

**Elbeyi Pelit, Yüksel Öztürk, Yalçın Arslantürk(2011)**, The main objective of this study is to determine the impact of employee empowerment on job satisfaction. To serve this purpose, empowerment is taken into consideration as two dimensions : behavioral and psychological – and the effect of employee empowerment on the level of job satisfaction was examined by taking these two dimensions into consideration as a whole and separately. The findings suggest that the most positive aspects related to job satisfaction are relations with the colleagues and physical conditions, while the most negative aspect is the wage issue, i.e. unfair payment.

**Joaquín Alegre, Magdalena Cladera (2012)**, the purpose of this paper is to analyze tourist and trip-related characteristics and tourist motivations in connection with the decision to participate in shopping and for those tourists who decide to participate, the main determinants of the amount of expenditure. The results

indicate different motivations and tourist and trip-related characteristics are associated with the decision whether or not to participate in shopping and with the level of shopping expenditure. This facilitates the identification of the type of tourist may be of more interest to the destination in terms of shopping behavior.

**Jessica L. Hurst, Linda S Niehm (2012)**, this study focuses on the unique challenges of retail service delivery in rural tourism markets. This paper specifically address: 1) factors attracting individuals to a rural tourism community, 2) factors motivating resident and tourist customers to engage in tourism shopping, 3) satisfaction of resident and tourist customers with local retailers, and 4) strategies to assist retailers in successful service delivery. An important implication from this study is rural tourism retailers need to develop a comprehensive customer relationship management strategy to encourage repeat shopping and sustained patronage behavior.

**Ahmad Abu Raddaha, Jafar Alasad, Zainab Albikawi, Khulood Batarseh, Eman Realat, Asia Saleh, Erika S Froelicher (2012)**, The study aimed to identify factors that influenced job satisfaction and dissatisfaction, and the intention of staff nurses to quit nursing in three Jordanian healthcare delivery sectors. *Practical implications* - The results can be used as a basis for decision making and future planning. Results also highlight the need to emphasize positive factors to enhance employees' satisfaction and to brainstorm solutions for improving job satisfaction and retaining nurses

**Finian O'Driscoll (2012)**, the study presents institutional research and aims to explore the underlying factors that contribute to hospitality management students' satisfaction and perceptions of service quality at a higher education college in Ireland. Research focusing on hospitality and leisure management education argues for greater cognisance of the relevance of students' experience with third level. Furthermore, the concept of student Therefore, the current paper seeks to address the issue of student feedback and satisfaction measurement in light of recent proposals.

**Jenny Cave, Keith G. Brown (2012)**, the paper identifies the contributions made to this field by the authors and the implications of their innovative research for island tourism and destination management.

## THE IMPORTANCE OF THE STUDY

The subject of this study was selected for its theoretical and practical importance in the field of tourism in general and reluctance of Jordanian women in working in the tourism sector in particular. From the practical point of view, this study attempts to draw the attention of the reluctance of Jordanian women in working in the tourism sector.

The study also contributes a bit in the structure of the Arabian Library in this vital field.

## RESEARCH METHODOLOGY

### DATA SOURCE

The data were collected using the quantitative method. The data that had been collected for the research were both primary and secondary data.

### PRIMARY DATA

The primary data collected for the research was questionnaire that was collected from number of 120 participants which fit the sampling frame. The primary data are the most reliable data that were used in order to achieve the objectives as well as gives answers to the purpose of this research.

### SECONDARY DATA

The secondary data for the research were collected through books, journals, online articles and previous researches conducted by other people.

Obtaining the secondary data had been much easier than the primary data.

Yet, the availability of information and previous studies regarding the women working in the tourism sector in Jordan was limited.

### HYPOTHESES OF THE STUDY

H1: there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the status of the women at  $\alpha \leq 0.05$

H2: there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the qualification of the women at  $\alpha \leq 0.05$

H3: there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the work location of the women at  $\alpha \leq 0.05$

H4: there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the years of experience in tourism sector of the women at  $\alpha \leq 0.05$

### LIMITATIONS OF THE STUDY

As it is expected to contribute to theoretical and practical areas, this study is limited to the following:

- (1) It is based only on a questionnaire that was especially developed to fulfill the objectives of the study.
- (2) It has been conducted within a short period of time which may not reflect an accurate and valid profile.
- (3) The number of researches and studies conducted based on the women in the tourism sector in Jordan are very rare and limited

### POPULATION AND SAMPLE

The population of the study is all women working in the tourism sector in Jordan.

A stratified proportional-random sample is selected in order to answer the questions posed in the questionnaire. Total of (98) useable questionnaires were obtained.

### DATA COLLECTION

The questionnaire consists of two parts: The first part included general data of personal variables: Status, Qualification, Work Location and Years of experience in tourism sector.

The second part included (15) items representing causing factors affecting the reluctance of Jordanian women in working in the tourism sector

### DATA ANALYSIS METHODS

Statistical Package for Social Sciences (SPSS) is used.

statistical methods for analysis: Descriptive statistics, to describe the characteristics of the sample depending on frequencies, percentages, means, and standard deviation, "t-test" and "Tukey test" for prior comparisons, ANOVA to measure the effects of the independent variables on the dependent variable.

### VALIDITY AND RELIABILITY

#### VALIDITY

Academic staff from the Jordanian universities has evaluated the questionnaire.

#### RELIABILITY

Reliability with composite measures is evaluated for the internal consistency through the "Cronbach's Alpha" measure. The Alpha's for the items are not below (0.69). Therefore, it can be concluded that the reliability of the questionnaire is high.

### CHARACTERISTICS OF THE SAMPLE

Table (1) shows the sample distribution according to the demographic variables. Figures show that the majority (75.5%) of the sample are married and only (24.5%) are single. Moreover, most observations (76.5%) are from Amman city.

As far as the qualification, the table shows that (54) observations of the sample (55.1%) have Diploma or less.

TABLE (1) SAMPLE DISTRIBUTION

Variable	Frequency	%
<b>Status:</b>		
Married	74	75.5
Single	24	24.5
<b>Qualification</b>		
Diploma or less	54	55.1
Batchelor	28	28.6
Graduate study	16	16.3
<b>Work Location:</b>		
Amman	75	76.5
Zarqa	4	4.1
Aqaba	19	19.4
<b>Years of experience in tourism sector:</b>		
1 year - less than 3 years.	28	28.6
3 years – less than 5 years.	46	46.9
5 years & above.	24	24.5

**THE TOOL**

The three- point scale was used for each item in the questionnaire: “agree” given (3) points, “neutral” given (2) points, “disagree” given (1) points.

**STATISTICAL RESULTS**

What are the major factors affecting the reluctance of Jordanian women in working in the tourism sector? It was found that there are positive attitudes toward questions mentioned in table (2) because their means are above mean of the scale (2), also a quick review of the result in table 2 reveals clearly that variable (8) has the highest mean value (2.9184) and this means that the respondents feel very strongly that the women have no voice in the opinion that they should have in local participation in tourism planning Variable (13) has the least mean value (1.8265).

TABLE (2) DESCRIPTIVE STATISTICS

	N	Minimum	Maximum	Mean	Std. Deviation
VAR00001	98	1.00	3.00	2.5612	.59320
VAR00002	98	1.00	3.00	2.5612	.74704
VAR00003	98	1.00	3.00	2.3878	.86909
VAR00004	98	1.00	3.00	2.4898	.74950
VAR00005	98	1.00	3.00	2.7449	.57993
VAR00006	98	1.00	3.00	2.6224	.68135
VAR00007	98	1.00	3.00	2.6735	.63855
VAR00008	98	2.00	3.00	2.9184	.27521
VAR00009	98	1.00	3.00	2.6531	.65962
VAR00010	98	1.00	3.00	2.6531	.64380
VAR00011	98	1.00	3.00	2.5102	.70703
VAR00012	98	1.00	3.00	2.1939	.92679
VAR00013	98	1.00	3.00	1.8265	.87373
VAR00014	98	1.00	3.00	2.7857	.43672
VAR00015	98	1.00	3.00	2.5408	.74845
Valid N (listwise)	98				

Hypothesis (1):

H1: there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the status of the women at  $\alpha \leq 0.05$

The “independent sample t. test” analysis was applied to test the hypothesis (summarized in Table 3). The married feel more than the single in variables 3,4 and 12. The single feel more than the married in variables 2,5 and 15 variables. The other variables are the same.

We accept the hypothesis.

TABLE (3) t-TEST FOR THE STATUS VARIABLE

		Report						
status		VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00012	VAR00015
1.00	Mean	2.5000	2.4459	2.5676	2.7162	2.5811	2.2973	2.9730
	N	74	74	74	74	74	74	74
	Std. Deviation	.79811	.84630	.72303	.63073	.72162	.90250	.23250
2.00	Mean	2.7500	2.2083	2.2500	2.8333	2.7500	1.8750	3.0000
	N	24	24	24	24	24	24	24
	Std. Deviation	.53161	.93153	.79400	.38069	.53161	.94696	.00000
Total	Mean	2.5612	2.3878	2.4898	2.7449	2.6224	2.1939	2.9796
	N	98	98	98	98	98	98	98
	Std. Deviation	.74704	.86909	.74950	.57993	.68135	.92679	.20203

**HYPOTHESIS (2)**

H2: there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the qualification of the women at  $\alpha \leq 0.05$

One Way Analysis Of Variance (ANOVA) were used to test the hypothesis, table (4) and the results show that variables 2, 3, 4, 5, and 12 are significant. Furthermore Tukey posttest, used to find which level of qualification is higher

Result of the “Tukey Test” (Table 5) showed that the one who have graduate study feel more than the one who have diploma or less that the factors affecting the reluctance of Jordanian women in working in the tourism sector are the lack of language skills, the incentives that the tourism sector provides discourage women to work in tourism and religious beliefs.

The test also showed that who have diploma or less feel more than the one who had graduate study of the factors affecting the reluctance of Jordanian women in working in the tourism sector is the time constraints and the risk involved , and the who have diploma or less feel more than the one who have Bachelor that factors affecting the reluctance of Jordanian women in working in the tourism sector is that the women who have traditionally been involved in tourism sector by handicraft making, already have many responsibilities in addition to their work.

We accept the hypothesis.

TABLE (4) ANOVA FOR THE "QUALIFICATION OF THE WOMEN" VARIABLE

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
VAR00002	Between Groups	4.540	2	2.270	4.348	.016
	Within Groups	49.593	95	.522		
	Total	54.133	97			
VAR00003	Between Groups	4.812	2	2.406	3.339	.040
	Within Groups	68.454	95	.721		
	Total	73.265	97			
VAR00004	Between Groups	4.985	2	2.492	4.783	.010
	Within Groups	49.505	95	.521		
	Total	54.490	97			
VAR00005	Between Groups	2.791	2	1.395	4.444	.014
	Within Groups	29.832	95	.314		
	Total	32.622	97			
VAR00012	Between Groups	6.517	2	3.259	4.031	.021
	Within Groups	76.799	95	.808		
	Total	83.316	97			

TABLE (5) TUKEY TEST FOR THE "QUALIFICATION OF THE WOMEN" VARIABLE

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) qualification	(J) qualification	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
VAR00002	1.00	2.00	-.37963	.16826	.067	-.7803	.0210
		3.00	-.50463*	.20565	.042	-.9943	-.0150
	2.00	1.00	.37963	.16826	.067	-.0210	.7803
		3.00	-.12500	.22643	.846	-.6641	.4141
	3.00	1.00	.50463*	.20565	.042	.0150	.9943
		2.00	.12500	.22643	.846	-.4141	.6641
VAR00003	1.00	2.00	.32407	.19768	.234	-.1466	.7948
		3.00	.57407	.24162	.051	-.0012	1.1494
	2.00	1.00	-.32407	.19768	.234	-.7948	.1466
		3.00	.25000	.26603	.617	-.3834	.8834
	3.00	1.00	-.57407	.24162	.051	-1.1494	.0012
		2.00	-.25000	.26603	.617	-.8834	.3834
VAR00004	1.00	2.00	.36376	.16811	.083	-.0365	.7640
		3.00	.56019*	.20547	.021	.0710	1.0494
	2.00	1.00	-.36376	.16811	.083	-.7640	.0365
		3.00	.19643	.22623	.662	-.3422	.7351
	3.00	1.00	-.56019*	.20547	.021	-1.0494	-.0710
		2.00	-.19643	.22623	.662	-.7351	.3422
VAR00005	1.00	2.00	-.33598*	.13050	.031	-.6467	-.0253
		3.00	-.34491	.15950	.083	-.7247	.0349
	2.00	1.00	.33598*	.13050	.031	.0253	.6467
		3.00	-.00893	.17562	.999	-.4271	.4092
	3.00	1.00	.34491	.15950	.083	-.0349	.7247
		2.00	.00893	.17562	.999	-.4092	.4271
VAR00012	1.00	2.00	-.13360	.20939	.800	-.6321	.3649
		3.00	.63426*	.25592	.039	.0249	1.2436
	2.00	1.00	.13360	.20939	.800	-.3649	.6321
		3.00	.76786*	.28178	.021	.0969	1.4388
	3.00	1.00	-.63426*	.25592	.039	-1.2436	-.0249
		2.00	-.76786*	.28178	.021	-1.4388	-.0969

\*. The mean difference is significant at the .05 level.

**HYPOTHESIS (3)**

H3: there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the work location of the women at  $\alpha \leq 0.05$

One Way Analysis Of Variance (ANOVA) were used to test the hypothesis, table (6) and the results show that variables 1, 7, 12, 13, and 15 are significant. Furthermore Tukey posttest, used to find which level of work location has higher

Result of the "Tukey Test" (Table 7) showed that those in Aqaba City feel that the women are restricted to the private sphere and the informal tourism sector is not as accessible for them, Introduction of tourism in local communities affects the traditions and social life of the women and the society looks at working women in tourism sector as a kind of shame more than the one in Amman City .

And those who are in Zaqa City feel more than the one in Amman City and in Aqaba City that the factors affecting the reluctance of Jordanian women in working in the tourism sector is low management support

And in the one in Amman City feel more than the one in Aqaba City that the factors affecting the reluctance of Jordanian women in working in the tourism sector is the negative influence of the society.

We accept the hypothesis.

TABLE (6) ANOVA FOR THE "LOCATION" VARIABLE

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
VAR00001	Between Groups	2.662	2	1.331	4.018	.021
	Within Groups	31.471	95	.331		
	Total	34.133	97			
VAR00007	Between Groups	2.463	2	1.232	3.155	.047
	Within Groups	37.088	95	.390		
	Total	39.551	97			
VAR00012	Between Groups	5.085	2	2.543	3.088	.050
	Within Groups	78.231	95	.823		
	Total	83.316	97			
VAR00013	Between Groups	4.820	2	2.410	3.307	.041
	Within Groups	69.231	95	.729		
	Total	74.051	97			
VAR00015	Between Groups	10.053	2	5.027	10.783	.000
	Within Groups	44.284	95	.466		
	Total	54.337	97			

TABLE (7) TUKEY TEST FOR THE "LOCATION" VARIABLE

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) location	(J) location	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
VAR00001	1.00	2.00	-.38667	.29536	.394	-1.0899	.3166
		3.00	.35018	.14783	.051	-.0018	.7021
	2.00	1.00	.38667	.29536	.394	-.3166	1.0899
		3.00	.73684	.31663	.057	-.0170	1.4907
	3.00	1.00	-.35018	.14783	.051	-.7021	.0018
		2.00	-.73684	.31663	.057	-1.4907	.0170
VAR00007	1.00	2.00	-.26667	.32063	.684	-1.0301	.4968
		3.00	.36491	.16048	.064	-.0172	.7470
	2.00	1.00	.26667	.32063	.684	-.4968	1.0301
		3.00	.63158	.34372	.163	-.1868	1.4500
	3.00	1.00	-.36491	.16048	.064	-.7470	.0172
		2.00	-.63158	.34372	.163	-1.4500	.1868
VAR00012	1.00	2.00	-.20667	.46567	.897	-1.3154	.9021
		3.00	.55649*	.23307	.049	.0016	1.1114
	2.00	1.00	.20667	.46567	.897	-.9021	1.3154
		3.00	.76316	.49921	.282	-.4255	1.9518
	3.00	1.00	-.55649*	.23307	.049	-1.1114	-.0016
		2.00	-.76316	.49921	.282	-1.9518	.4255
VAR00013	1.00	2.00	-.29333	.43807	.782	-1.3364	.7497
		3.00	-.55649*	.21925	.034	-1.0785	-.0345
	2.00	1.00	.29333	.43807	.782	-.7497	1.3364
		3.00	-.26316	.46962	.841	-1.3813	.8550
	3.00	1.00	.55649*	.21925	.034	.0345	1.0785
		2.00	.26316	.46962	.841	-.8550	1.3813
VAR00015	1.00	2.00	1.62667*	.35036	.000	.7925	2.4609
		3.00	.10035	.17535	.835	-.3172	.5179
	2.00	1.00	-1.62667*	.35036	.000	-2.4609	-.7925
		3.00	-1.52632*	.37559	.000	-2.4206	-.6320
	3.00	1.00	-.10035	.17535	.835	-.5179	.3172
		2.00	1.52632*	.37559	.000	.6320	2.4206

\*. The mean difference is significant at the .05 level.

HYPOTHESIS (4)

H4: there are statistical differences between factors affecting the reluctance of Jordanian women in working in the tourism sector and the years of experience in tourism sector of the women at  $\alpha \leq 0.05$

One Way Analysis Of Variance (ANOVA) were used to test the hypothesis, table (8) and the results show that variables 5, 8, 12, and 14 are significant. Furthermore Tukey posttest, used to find which level of years of experience in tourism sector of the women is higher.

Result of the "Tukey Test" (Table 9) showed that those who have 5 years & above years of experience feel more than the one who have 3 – less than 5 years of experience that the factors affecting the reluctance of Jordanian women in working in the tourism sector are the tourists themselves may be become a social burden in the sense of introducing new kinds of behavior, and thereby challenging traditional codes of behavior and the traditions' effect on the female's work in the tourism sector.

And those who have 1 - less than 3 years of experience feel more than the one who have 3 – less than 5 years that the factors affecting the reluctance of Jordanian women in working in the tourism sector are Women who have traditionally been involved in tourism sector by handicraft making, already have many responsibilities in addition to their work and the society looks at working women in tourism sector as a kind of shame.

We accept the hypothesis.

TABLE (8) ANOVA FOR THE "EXPERIENCE" VARIABLE

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
VAR00005	Between Groups	3.012	2	1.506	4.832	.010
	Within Groups	29.611	95	.312		
	Total	32.622	97			
VAR00008	Between Groups	.511	2	.256	3.553	.033
	Within Groups	6.836	95	.072		
	Total	7.347	97			
VAR00012	Between Groups	10.755	2	5.377	7.040	.001
	Within Groups	72.562	95	.764		
	Total	83.316	97			
VAR00014	Between Groups	1.303	2	.652	3.600	.031
	Within Groups	17.197	95	.181		
	Total	18.500	97			

TABLE (9) TUKEY TEST FOR THE "EXPERIENCE" VARIABLE

## Multiple Comparisons

Tukey HSD

Dependent Variable	(I) experience	(J) experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
VAR00005	1.00	2.00	-.41304*	.13382	.007	-.7317	-.0944
		3.00	-.20833	.15530	.376	-.5781	.1614
	2.00	1.00	.41304*	.13382	.007	.0944	.7317
		3.00	.20471	.14058	.317	-.1300	.5394
	3.00	1.00	.20833	.15530	.376	-.1614	.5781
		2.00	-.20471	.14058	.317	-.5394	.1300
VAR00008	1.00	2.00	.00776	.06430	.992	-.1453	.1609
		3.00	-.17262	.07462	.059	-.0050	.3503
	2.00	1.00	-.00776	.06430	.992	-.1609	.1453
		3.00	-.16486*	.06754	.043	.0040	.3257
	3.00	1.00	-.17262	.07462	.059	-.3503	.0050
		2.00	-.16486*	.06754	.043	-.3257	-.0040
VAR00012	1.00	2.00	-.77174*	.20948	.001	-1.2705	-.2730
		3.00	-.33333	.24311	.360	-.9122	.2455
	2.00	1.00	.77174*	.20948	.001	.2730	1.2705
		3.00	.43841	.22007	.120	-.0856	.9624
	3.00	1.00	.33333	.24311	.360	-.2455	.9122
		2.00	-.43841	.22007	.120	-.9624	.0856
VAR00014	1.00	2.00	.00932	.10198	.995	-.2335	.2521
		3.00	.27381	.11835	.059	-.0080	.5556
	2.00	1.00	-.00932	.10198	.995	-.2521	.2335
		3.00	.26449*	.10713	.040	.0094	.5196
	3.00	1.00	-.27381	.11835	.059	-.5556	.0080
		2.00	-.26449*	.10713	.040	-.5196	-.0094

\*. The mean difference is significant at the .05 level.

**CONCLUSIONS**

The main results and conclusions of this study are summarized as follows:

There are significant statistical evidences that there is reluctance of Jordanian women in working in the tourism sector. These differences are according to the following factors: Status, Qualification, Work Location and Years of experience in tourism sector

**RECOMMENDATIONS**

- (1) Developing recruitment and employment methods to reduce the reluctance of Jordanian women in working in the tourism sector
- (2) Conducting training courses based on identification of training needs, to provide women in working in the tourism sector with the required information, and to develop their abilities, skills, and attitudes

**FUTURE STUDIES**

Conclusions of the previous studies, as well as the conclusions of this study, are worth investigation and revision by researchers; hence the researchers recommend conducting the following studies:

- (1) Effects of tourism sector in women
- (2) lighten the reluctance of Jordanian women in working in the tourism sector from marketing point of view

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**ANNEXURE**

**QUESTIONNAIRE: THE RELUCTANCE OF JORDANIAN WOMEN IN WORKING IN THE TOURISM SECTOR: CASE OF JORDANIAN FEMALE**

**FIRST SECTION**

Mark the appropriate answer with (X):

1. Status

Married

Single

2. Qualification

Diploma or less

Bachelor

Graduate study

3. Work Location:

Amman City

Zaqa City

Aqaba City

4. Years of experience in tourism sector:

1 - less than 3 years.

3 – less than 5 years.

5 years & above.

**SECOND SECTION**

No.	The reluctance of Jordanian women in working in the tourism sector	Agree	Neutral	Disagree
	Women are restricted to the private sphere and the informal tourism sector is not as accessible for them			
	Time constraints and the risk involved are one of the reluctance of Jordanian women working in the tourism sector			
	The lack of language skills is one of the reluctance of Jordanian women working in the tourism sector			
	The incentives that the tourism sector provides discourage women to work in tourism.			
	Women who have traditionally been involved in tourism sector by handicraft making, already have many responsibilities in addition to their work			
	The low salaries that the tourism sector offers are one of the reluctance of Jordanian women working in the tourism sector			
	Introduction of tourism in local communities affects the traditions and social life of the women.			
	The tourists themselves may be become a social burden in the sense of introducing new kinds of behavior, and thereby challenging traditional codes of behavior.			
	Women have no voice in the opinion that they should have in local participation in tourism planning			
	religious beliefs is one of the reluctance of Jordanian women working in the tourism sector			
	The refusal of society to women joining the tourism sector is one of the reluctance of Jordanian women working in the tourism sector			
	The society looks at working women in tourism sector as a kind of shame.			
	The negative influence of the society on the females' acceptance to work in the tourism sector.			
	The traditions' effect on the female's work in the tourism sector.			
	low management support			

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