

Attitudes of Travel and Tourism Agencies toward Eco-tourism in Jordan

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Abstract

This study aimed to analyze attitudes of travel and tourism agencies toward eco-tourism in Jordan, and to determine the effect of some variables (such as qualification of the director of the company, field of study of the company director, the age of director of the company, years of experience in the management of the company, the company's ownership, years of experience in the receiving groups of tourists, number of employees in the company). The results of the study showed moderate attitudes toward eco-tourism by the sample of the study. The best attitudes were within the promotional domain and the lowest was within the social domain of eco-tourism. The results of the study showed a statistically significant impact of the variables like the field of study of the director of the company, the quality of trips promoted by the company on general attitudes of eco-tourism, while the results did not show any statistically significant effects of the other variables (educational qualification, years of experience in the management of the company, the company's ownership, years of experience in receiving groups of tourists, number of employees in the company and the total number of arriving tourists) on the general attitudes of eco-tourism.

Bait Al Anbat