



May 3, 2005

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## E-Newsletter

Jordan Tourism Board North America (JTBNNA)  
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Volume 22, Number 1

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## Tourism Ministry unveils \$60 million plan for new product development

AMMAN (JT) — The Ministry of Tourism and Antiquities on Tuesday showcased its plans to invest more than \$60 million in the immediate future to develop new and existing tourism sites in the Kingdom.

During a tourism product development workshop, the ministry sought feedback from the private sector to refine and finalise these plans before their implementation.

According to Nadim Muasher, chairman of the National Tourism Strategy Steering Committee, the private sector is discussing the creation of a private-public sector company to manage publicly-owned tourism sites with the ministry.

“The ministry is living up to its promise to engage the private sector in planning for tourism product development,” said Zaid Goussous, product development and competitiveness team leader at Tuesday’s Public-Private Partnership in Tourism Product Development workshop.

“The human resources development pillar (committee) already has a public-private partnership working toward upgrading industry workers’ skills through the Applied University of Jordan: Faculty of Tourism and Hospitality,” Goussous said.

The ministry also shared a list of tourist sites to invest in and/or manage with investors from the private sector.

“These investments are crucial to emphasise Jordan’s rich product offering and diversity,” Minister of Tourism and Antiquities Alia Hattough-Bouran said.

“Through letting investors and stakeholders know about these potential investment opportunities, we want to get everyone involved in creating quality tourism.”

The minister reiterated that it is up to the entire tourism industry to improve the tourism product. Tour operators for instance, must present creative itineraries to extend tourists’ stay in the Kingdom, while tour guides must develop new routes for tourists, many of whom are already seeing Jordan as an attractive tourist destination.

The workshop was attended by industry leaders from the public and the private sectors, including tour operators, restaurant owners, hoteliers, tourism guides, NGOs, community-based organisations and private investors.

The development of the National Tourism Strategy is supported by the United States Agency for International Development (USAID) and implemented in partnership with the USAID-funded AMIR Programme.

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