



Experience
Jordan Now!

RSCN Expands Its Eco-Tourism Network

The Royal society for the Conservation of Nature is launching three new accommodation facilities this year in an effort to expand its eco tourism network in Jordan. Building on the success of the Dana nature reserve including the guesthouse and campsite, the society will during the next twelve months open two new and unique new campsites in Ajloun and Wadi Mujib as well as an eco-lodge in Wadi Feynan.

All these projects come as part of RSCN's 'helping nature helping people' mission to assist the underprivileged local communities, including women and let them benefit from the nature reserves on their doorstep. Creating benefits to the local communities makes nature relevant to the lives of people, and brings more commitment and support to its protection. It also helps to provide alternatives to livelihoods like goat grazing that are damaging the precious ecology of Jordan's wild places.

Ajloun Camp... the Oakland escape

The Ajloun Campsite is on the edge of the forest in the Ajloun Nature Reserve in the north of Jordan. It occupies a large grassy clearing, enclosed by oak, pistachio and strawberry trees and offers beautiful views of the reserve and beyond. On clear days, you can see the west bank and the snow-capped Jebel Sheikh in Syria. There are 10 four- person tented bungalows available with small terraces and beds inside. Nearby shared showers and toilets are available. Near the camp is also the reserve centre, which offers a small restaurant, interpretation room, training room and the reserve management offices. The campsite is opening mid march-mid November. **(Opening Spring 2004)**

Mujib Campsite... on the shores of the Dead Sea

Situated on the shore of the Dead Sea, this campsite offers stunning scenery and the chance to experience the unique sensation of floating in the saltiest sea on earth. There are 15 deluxe four-persons tents sitting among shrubs of tamarisk, insulated from the extremes of heat and naturally ventilated through their special design. They have simple beds over polished concrete floors and bed linen is provided, as well as moveable curtains inside. Above each tent there will be a large sunshield made of aluminium cloth giving the whole camp a special feel (it will also protect the tent from heat). There will also be tent units that will only have a very large hammock inside that can be rented out separately for individuals. The tents will be spread along the shore giving each a direct access to and view of the beach.

The restaurant which will be near the tent on the shore of the Dead Sea will serve traditional light food based on the concept of Gallayeh. We will also have fresh fish grilled with salads and stir fries. Toilets and showers are in a separate complex and there are additional free-standing showers on the shore to wash off the salt after bathing.. **(Opening November 2003)**

Feynan Wilderness Lodge...a tranquil desert refuge

Set among the arid mountains of Wadi Feynan, on the western boarder of the Dana Nature Reserve, the Wilderness Lodge will provide a cool, atmospheric retreat for tourists wishing to explore this undiscovered and archaeologically rich area of Jordan. The lodge will have a unique arabesque desert design and will use environment- friendly technologies, including solar and candle power. At night, most of the lodge will be lit by candles, making it a very romantic destination. **(Opening summer 2004).**

Amman Nature Centre... nature in the city

Located at the edge of downtown Amman, beyond the first circle. It aims to ensure the sustainability of the socio- economic initiatives by providing a unique facility for promoting the products and tourism services being developed in and around the protected areas and to rise the people's awareness about nature and the RSCN Reserves. It will have a lot of facilities, such as a café serving light meals and food products produced by the local people in the protected areas along with Internet connections to promote the environment. There will also be a showroom to promote and sell the nature crafts and a big multipurpose event room for all kinds of cultural activities related to nature. Furthermore, a small library and a training room will be part of this structure too. Finally, to generate income, four apartments for rent are being constructed inside the centre with amazing natural scenery. **(Opening October 2003)**

For more information please contact:

Ms Dalia Amasheh
Marketing Director, Eco-Tourism Unit
The Royal Society for Conservation of Nature
Tel: +962 6 5337931 Fax: +962 6 5347411
Mobil: 962 77 486008
Email: tourism@rscn.org.jo
Web www.rscn.org.jo

JITOA Officially Launched

By Dalya Dajani

AMMAN — The Jordan Inbound Tour Operators Association (JITOA) marked their official launch on Tuesday, asserting their role as essential in promoting the Kingdom's tourism industry by boosting international arrivals and enhancing service delivery.

The association, representing 20 major inbound tour operators in Jordan, seeks to consolidate the work of inbound travel agents to enhance social and economic returns for the sector, said chairman of the JITOA founding committee, Munir Nassar.

Nassar told a press gathering yesterday that Jordan Tour and Travel Agents Association initially grouped some 500 travel agencies dealing in different areas of tourism such as inbound, outbound and religious tourism (Hajj and Omra). There are a total of only 50 inbound travel agencies and their minor representation, he said, prompted seven members from the inbound tourism industry to establish an independent, private sector-led organisation that would be able to participate in decision making related to the tourism sector.

"Each segment has its own niche and concerns, hence a certain umbrella to address the issues pertaining to each must be present, and that has come with the founding of this association," Nassar told reporters.

"Our concerns can be voiced and addressed more effectively as a result, with various other benefits on the table for members," he added.

According to Nassar, to enhance social and economic returns from such a competitive industry the association will provide training programmes, various business development and market outreach opportunities and help them establish partnerships with others in the field.

The certified training will focus on various disciplines such as event and destination management and adventure tourism to better inform travel agents and tour operators on the various aspects of tourism activities.

Nassar said the association was working closely with Ministry of Tourism and Antiquities and the Jordan Tourism Board, with its vision complementing the Kingdom's tourism development strategy for the years 2004-2010.

The Kingdom's tourism sector is the second largest currency earner after remittances from abroad. Tourism revenues have, since 1994, annually contributed eight to 10 per cent of Jordan's GDP. Such growth helped the creation of 21,515 direct job opportunities and 104,910 indirect jobs in the sector in 2001.

Jordan Tourism Board
North America (JTBNA)
6867 Elm St. Suite 102
McLean, VA 22101
(877) SEE-JORDAN
Fax: (703) 243-7406

info@seejordan.org
www.seejordan.org