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E-Newsletter

Jordan Tourism Board North America (JTBNA)
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**Experience
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Support for Inbound Tour Operators a reality with new association



The Jordan Inbound Tour Operators Association (JITOA) was established in July 2003 in response to recommendations by the National Tourism Strategy 2004-2010. In cooperation of the Ministry of Tourism and Antiquities, the Jordan Tourism Board and major tourism stakeholders, it was created to empower this important segment of the industry and assist inbound tour operators in their role as leaders in the promotion of Jordan.

Its mission, as stated by Ahmad El-Bashiti, JITOA Managing Director, is “to raise the standard of the inbound tourism industry in Jordan” and its objective is to “enhance the performance and profitability of its members by upgrading service quality according to international standards through training, collaboration, research and an improved environment that will ultimately lead to a sustainable increase in tourist arrivals.” Sighting the Inbound Tourism Industry as the corner stone of National Economic Development, the core value of JITOA is to provide a high standard for all involved.

With training as a valuable benefit to membership, JITOA recently completed its first certification program. The Tourism Destination Management and Marketing Certificate Program for Professionals recently took place at the Amman Marriott in cooperation with The International Institute of Tourism Studies of George Washington University, Washington, D.C. Its purpose was to provide World Tourism Organization (WTO) and Them is Foundation qualified professionals in Jordan, thus enhancing their competitive status in

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the world market. An alumni of George Washington University, Bashiti called upon his former professors to coordinate the training for JITOA and its members. "Travel and tourism is an expanding industry in Jordan, we asked experts in the tourism industry to help our tour operators acquire the skills necessary to advance to the next level of performance," he said. A successful collaboration, the first graduating class of certified professionals totaled 24, representing different segments of the cluster, Tour operators, hotels, business association, JTB, and AMIR program, on different levels as management and staff.

For more information on JITOA, call Tel: 0962-6-5538597, Fax: 0962-6-5528598, email: info@jitoa.org , www.jitoa.org

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