

Youth Attitudes Towards Women's Work In Tourism Sector: Case Study: University of Jordan

Abstract

The study aimed to identifying the trends of the youth attitudes towards women's work in tourism sector in Jordan, through the identification of the relationship between the variables of social, demographic and economic variables of the women's work in tourism sector from youth perspective. This study also detects the challenges that prevent the women from working in the tourism sector and its relation with the social, demographic, and economic elements. In addition, it highlights the expectations and solutions that may contribute in increasing the involvement of women in the tourism sector from the youth's perception. The study population consisted of students of the University of Jordan (both male & female) from the colleges of Business Administration, Languages, History, Tourism and Archaeology, and Information Technology. The number of students that surveyed represents 20% of the total number of students. The descriptive analytical method was applied to the study, whereby a questionnaire tool was developed, further, the program Statistical Package For Social Science (SPSS) was used to analyze data.

The study concluded that there is a positive trend among male and female students towards the women's access to the labor market, despite the existence of positive trend among male and female students towards the women's access to the tourism sector with a medium degree.

There are also statistically significant differences in the trends of the male and female students due to the age and in favor of the ages between (22-24 years). Moreover, there are statistically significant difference due to the college in favor of Tourism and Archaeology College. In addition, there are statistically significant differences due to the number of the family members and in favor of 6 members. Lastly, there are statistically significant differences among male and female students towards the women's work in tourism sector due to place of residence in favor of Badia residents, and in connection with female students in favor of the residents of villages. The results have shown clear awareness by the male and female students in connection with the challenges that prevent women from working in the tourism sector. And there is an agreement between females and males on these challenges. The results have shown that the fourth education term; the age between 22-24 years old; the male and female students of the history and languages colleges; the family income exceeding JD 500; and small-size family as well as the parents' high education level have a positive impact on the awareness of the male and female students to these challenges. As for the place of residency, the female students residing in villages and male students residing in Badia enjoy more awareness of those challenges. The results have shown a clear awareness by all male and female students in connection with the incentives that encourage the women to work in tourism sector.