



Lina Al Khaled

Executive Director

Jordan Inbound Tour Operators Association - JITO A

<http://www.jittoa.org>

Bilateral Meetings

- Thursday 10:00 - 17:00
- Friday 10:00 - 17:00

Description

In 2003, as a group of passionate local tourism professionals, we decided to take a look at our beloved Hashemite Kingdom of Jordan's tourism offerings. What we saw was a treasure trove of historical wonders, cultural riches, and unparalleled beauty. What we also saw was a rapidly changing global tourism industry, with an increasingly complex array of challenges and opportunities that were becoming increasingly difficult for local tour operators to manage alone. This was true everywhere, but especially in the MENA region. To alleviate these challenges and make the best out of the available opportunities, thus allow Jordan's vibrant tourism industry to thrive, we established the Jordan Inbound Tour Operators Association (JITOA), an organization that links all the various players in the tourism value chain, with the goal of supporting the growth, sustainability, and adaptability of the Kingdom's inbound tourism sector. We provide tour operators and other associates with the knowledge, resources, and support they need to stand out in an increasingly competitive market, while simultaneously elevating the standards and services provided to inbound tourists and visitors. JITOA Strategic Pillars: Advocacy and Lobbying Marketing Capacity Building and Training Membership Services Corporate Social Responsibility

Organization Type

Other,

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Country

Jordan

City

Amman, Amman, 15 Al Riyadh St. [Google map](#)

Idea

Linkages with other similar Associations in Poland

We would like to establish a connection with similar travel associations in Poland in order to bridge and build ties with various tour operators on both sides.