



ADMINISTRATIVE CONTROL MEASURES IN PROTECTING TOURISM ACTIVITIES

MEDIDAS DE CONTROLE ADMINISTRATIVO NA PROTEÇÃO DAS ATIVIDADES TURÍSTICAS

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ABSTRACT

The tourism activities of countries that depend on tourism for their main income require fundamental administrative management tools to regulate and protect these sectors for instance Jordan. The research investigates the protective legal and administrative procedures managed by administrative control which aim to protect the tourism sector through analysis of current laws and examination of their ability to build safe sustainable tourism environments. The research determines the contribution of government institutions especially the Ministry of Tourism and Antiquities and the Jordan Tourism Promotion Authority along with security agencies who work together to execute regulatory frameworks which preserve national and international tourism requirements. The analysis focuses on three main obstacles in administrative control for Jordan's tourism industry: the lack of coordination between authorities and outdated legislation and the need for modern





advancements as well as insufficient protection provided by legislations to historical sites and natural landscapes from damaging tourism practices. The evaluation of strategic problems delivers suggested plans to boost administrative management effectiveness which promotes balanced tourism development accompanied by cultural and environmental financial security. Older tourism services must be maintained at high levels to ensure Jordan maintains its position as a distinctive tourist destination.

Keywords: Administrative regulation; Tourism in Jordan; Tourism legislation; Administrative oversight; Sustainable development.

RESUMO

As atividades turísticas de países que dependem do turismo para sua principal renda exigem ferramentas fundamentais de gestão administrativa para regular e proteger esses setores, por exemplo, a Jordânia. A pesquisa investiga os procedimentos legais e administrativos protetivos geridos pelo controle administrativo que visam proteger o setor turístico através da análise das leis vigentes e exame de sua capacidade de construir ambientes turísticos seguros e sustentáveis. A pesquisa determina a contribuição de instituições governamentais, especialmente o Ministério do Turismo e Antiguidades e a Autoridade de promoção do Turismo da Jordânia, juntamente com agências de segurança que trabalham em conjunto para executar marcos regulatórios que preservam os requisitos nacionais e internacionais de turismo. A análise se concentra em três principais obstáculos no controle administrativo para a indústria do turismo da Jordânia: a falta de coordenação entre as autoridades e a legislação desatualizada e a necessidade de avanços modernos, bem como a proteção insuficiente fornecida pelas legislações a locais históricos e paisagens naturais de práticas prejudiciais ao turismo. A avaliação de problemas estratégicos oferece planos sugeridos para impulsionar a eficácia da gestão administrativa que promove o desenvolvimento equilibrado do turismo acompanhado de segurança financeira cultural e ambiental. Os serviços turísticos mais antigos devem ser mantidos em níveis elevados para garantir que a Jordânia mantenha sua posição como um destino turístico distinto.

Palavras-chave: Regulação administrativa; Turismo na Jordânia; Legislação Turística; Fiscalização administrativa; Desenvolvimento sustentável.





1. INTRODUCTION

The tourism sector in Jordan serves as a fundamental pillar of the national economy, as it boasts unique tourism assets that combine rich historical heritage, outstanding archaeological sites, and breathtaking natural landscapes (Jamhawi et al., 2023). Tourism is a major source of national income, significantly contributing to job creation and economic development (Naseem, 2021). Given Jordan's globally recognized tourist destinations, such as Petra, the Dead Sea, Jerash, and Wadi Rum, the need for effective regulatory mechanisms to protect this sector from potential challenges—whether environmental, security-related, or administrative—has become essential. This is where administrative regulation plays a crucial role by establishing laws, regulations, and procedures that ensure the sustainable development of tourism while maintaining security, stability, and the quality of services provided to tourists (Al-Halbouni et al., 2022).

The tourism sector of Jordan receives protection through different types of administrative regulation measures. The Jordanian government establishes regulations through legal statutes for tourism facilities and implements licensing programs with hotel inspection procedures as well as travel agency oversight and adopts security policies for tourism (Martins et al., 2023). The measures protect archaeological sites along with natural sites by keeping exploitation at minimum levels while safeguarding the cultural heritage identity of the Kingdom of Jordan. The government of Jordan through the Ministry of Tourism and Antiquities joins forces with the Tourism Promotion Board together with security agencies to regulate both tourism and antiquities sectors. The tourism sector in Jordan follows three primary processes to achieve compliance which includes the creation of laws alongside monitoring execution and planning sustainable development that supports international tourism industry shifts (Lazarević et al., 2022).

The tourism sector in Jordan deals with three main difficulties alongside economic swings and regional unrest as well as natural disasters and the pandemic of COVID-19 which notably reduced visitor traffic (AlMasri & Ababneh, 2021). The essential need for adaptive administrative regulation policies exists because they need to respond to worldwide changes. Tourism industry digitalization today has become essential because it enables better regulatory control through modern technological implementation. The system includes digital archives where tourists





register while platforms for booking tourism services operate online along with digital quality assessment methods for service monitoring in tourism facilities (Al-Addous et al., 2023).

The Jordanian administrative regulation system emphasizes environment preservation through sustainable tourism policies while maintaining economic and administrative operations. As tourist numbers increase annually the requirement emerged to restrict selected archaeological sites for protection and to raise environmental understanding among travelers and business operators in tourism.

The construction of modern infrastructure and legislative updates concerning adventure and ecotourism operations bring better services and protect Jordan's natural heritage and cultural heritage (Sharaf, 2023).

The regulatory practices of administration maintain Jordan's tourism sector through continuous sustainability and economic prosperity. Tourism visitors find security in this environment because the system improves service standards while protecting traditional culture and maintaining national pride. Jordan aims to boost its tourist industry through administrative policy development combined with enhanced public-private sector coordination as well as modern technological implementation therefore attracting more international visitors.

1.1. Significance of the Study

The findings of this research possess high value because tourism represents an essential economic sector in Jordan. Tourism stands as a primary economic sector which helps increase national earnings and generates employment positions for numerous thousands of employees. Tourism now holds an essential place as an economic growth stimulus so the sector requires increasing measures for sustainability protection from challenges which include economic crises alongside security changes and environmental threats. The research explores the procedures and policy instruments which develop secure tourism environments. The investigation of this study has vital importance because it evaluates administrative regulations to determine their ability in maintaining cultural value protection and national identity during tourism development. Jordan encounters challenges regarding archaeological site maintenance as well as traditional heritage preservation during its increasing annual tourism growth under global openness. Hence, this study seeks to explore ways to enhance sustainable tourism and ensure that cultural and natural heritage remains unaffected by unregulated tourism expansion. Besides, the





significance of this study lies in providing a comprehensive vision of the role of government agencies and tourism-related institutions in Jordan in establishing regulatory policies that enhance the quality of tourism services. Tourism is not solely dependent on the availability of attractive sites; it also requires a well-developed regulatory framework that includes clear laws, high operational standards, and oversight mechanisms to ensure that tourism establishments comply with required specifications. Therefore, this study highlights the legislation and regulatory procedures in place and evaluates their effectiveness in strengthening the confidence of both tourists and investors in the tourism sector.

Additionally, this study contributes to guiding policymakers and researchers toward adopting more effective policies for tourism development by leveraging successful global experiences in administrative regulation. By analyzing regulatory mechanisms in other countries, valuable lessons can be drawn to help Jordan improve its regulatory policies and develop new strategies that align with global tourism trends, especially in light of digital transformations that have become essential in managing tourism activities.

1.2. Research Problem

The Jordanian tourism industry encounters numerous obstacles because of inadequate administrative management that organizes tourism operations and safeguards against diverse threats. The important economic standing of tourism with its support to the national economy faces potential problems because of incomplete administrative oversight and irregular regulatory enforcement practices eventually affecting tourism service quality and cultural and environmental sustainability. Jordan faces restrictions in developing its tourism sector and improving regional and international competitiveness because relevant authorities lack coordination along with insufficient strategic plans to deal with sectoral economic and security problems.

The research problem involves studying the effectiveness of Jordan's administrative regulation framework for safeguarding the tourism sector together with evaluating its capability to address sustainability threats. The research investigates methods which boost the efficiency of administrative oversight and strengthen the quality of tourist services.

This study centers its research inquiry on the following main question: What measures assigned by administration present for tourism sector defense in Jordan and what effectiveness does this protection level possess for sustainable





tourism growth?

2. METHODOLOGY

The researcher has adopted an analytical legal approach to study administrative control systems used in Jordan's tourist sector. The research evaluates the regulatory framework which controls the tourism sector in the Kingdom of Jordan through an analysis of laws pertaining to tourism operation management and tourism activity oversight and natural site preservation.

The research examines three core tourism laws of Jordan starting with the Tourism Law and extending to the Antiquities Protection Law and executive rules for hotel operations and tour agencies and tourist activities. This study evaluates the laws to determine their capability for creating strong regulatory standards which protect and sustain tourism operations in the country.

The research examines legislative changes affecting these laws which occurred over the past years because of environmental tourism emergence alongside digital tourism adoption and international market shifts. The review examines whether current amendments successfully adapt to new modern requirements needed by the tourism industry in Jordan.

The research analyzes the regulatory systems created through these laws which include licensing procedures and management systems for tourism facilities alongside instruments for service quality assessment. This research examines how well the mentioned systems operate to enforce legal compliance by assessing regulatory texts and their implementation results in tourism field operations.

This research will analyze the existing legal texts to reveal their weaknesses which affect the administrative control system in tourism. The research will end by proposing legal suggestions to enhance tourism sector regulations and laws which match international benchmarks and current market obstacles.

3.RESULTS AND DISCUSSION

3.1. Tourism Administrative Control Measures:

The tourism sector depends on administrative control as it serves both to organize and protect the industry (Cheng and Gao, 2024) while guaranteeing its sustainability under all circumstances. Tourism expansion worldwide demands countries to establish modern regulatory systems and organizing principles for their





domestic tourism management programs. The Jordanian economy recognizes tourism as a vital foundation so regulatory systems must be established for conducting structured and secure tourism operations (Khan et al., 2021). The article investigates the methods through which Jordan implements administrative regulation for tourism sector management. The system implements rules and executive regulations and oversight procedures to maintain international service conformity standards alongside protecting natural forces and local traditions and ecosystem sites. This text examines both the oversight activities of A Ministry of Tourism and Antiquities and Jordan Tourism Promotion Board and security agencies when they carry out these regulatory policies.

3.2. Legal Methods of Tourism Administrative Regulation

Tourism activities rely on legal methods to achieve regulatory oversight and defend them from possible dangers. Through multiple laws and regulations, the Kingdom of Jordan maintains tourism administrative regulation to protect both tourism sector safety and promote sustainable development of the industry. Tourism establishment licensing combined with legal systems for tourism facility organization and site protection join forces with systems that ensure high-quality safe tourism services across the board. The purpose behind these strategies rests on creating harmonious relationships between tourism sector growth with tourist rights defense and local population rights defense while maintaining cultural elements and natural environments (Machnik et al., 2024).

Section 1: Tourism Administrative Regulatory Bodies: All administrative bodies receive their authority from the legislator to oversee tourism regulation with the mandate to achieve sector goals through provided legal instruments. These bodies are as follows:

1. Central Tourism Administrative Bodies

As Jordan implements both decentralized and centralized administration approaches the government has delegated regulatory functions to specific bodies that organize the tourism sector. Among these significant bodies the tourism sector maintains two primary organizations.

1. Ministry of Tourism and Antiquities:





As a legal institution the ministry serves as the main organizing and supervising authority for tourism which promotes tourism activities throughout the nation and world while working to enhance tourism development. The ministry must create appropriate conditions alongside tourism regulations which ensure sector security for all activities. The Minister of Tourism holds the power to create organizing regulations and decisions for the tourism domain through the Administrative Organization System of the Ministry of Tourism, No. 40 of 1996 Article 9. The legislation establishes the entire range of duties entrusted to the ministry in its tourism sector role (Ministry of Tourism and Antiquities Jordan, 2005-2018).

A prime responsibility falls to alert the public about risky sites including adventure areas so warning signs should be set up alongside designated security personnel to stop accidents. A notorious tourist accident happened at the Dead Sea location of Zarqa Ma'in on October 25th, 2019. The Court of Cassation showed evidence that the Ministry is responsible for safety protocols and tourism law compliance through its ruling about drowning cases that occurred from safety standard breakdowns and negligence (Alananzeh& Alshraifat, 2022).

3.3. Ministry of Interior

The Ministry of Interior is responsible for ensuring the safety of tourists and facilitating their entry and exit through regular ports and tourist sites. It is also responsible for issuing visas and inspecting tourist locations, ensuring that tourism contributes positively to the Jordanian economy. This includes actions under exceptional circumstances, such as those related to Defense Orders No. 7 of 2020 issued on 22/7/2020 under the Defense Law, which regulated tourism activities during the COVID-19 pandemic (Nguyen et al., 2022).

Administrative governors (such as the governor and district commissioner) are affiliated with the Ministry of Interior under the Administrative Organization System No. 47 of 2000. These governors are responsible for implementing laws and regulations to maintain public order. They have the authority to take necessary measures regarding the opening and closing of establishments, inspecting them, and taking appropriate actions as needed to maintain order (Khraisat, 2015).

3.4. Ministry of Health

The Ministry of Health is responsible for ensuring the health security of the





country, monitoring food safety, public health, and providing healthcare services. It also promotes medical tourism in Jordan by improving healthcare facilities and services. During the COVID-19 pandemic, the Ministry took several preventive and therapeutic measures to ensure the continuity of tourism in line with health requirements and current regulations (Erkanli, E., Kilic, H., & Ozturen, A., 2024).

Royal Directorate for Environmental Protection and Tourism: Which established on March 19, 2020, after merging a Royal Environmental Protection Directorate and the Tourist Police Directorate, aims to contribute to achieving environmental security for tourism and preserving ecosystems by enforcing the law, raising awareness, and promoting environmental and tourism culture. It also supports tourism through building institutional support in a participatory approach to achieve sustainable development (Public Security Directorate, Royal Affairs for Environmental Protection and Tourism). Secondly: Decentralized Tourism Administrative Control Authorities

The decentralized tourism administrative control authorities vary between the Tourism Promotion Authority and the local administration under the Jordanian Local Administration Law No. 22 of 2021.

1. The Tourism Promotion Authority, established in 1998 as an independent administrative and financial body under a system aimed at overseeing and unifying the promotion and marketing operations for tourism in the Kingdom, seeks to increase demand for Jordanian tourism products. Tourism promotion is considered a critical necessity in light of the increasing competition among countries and the growing economic importance of the tourism sector. The Authority's system outlines the tourism objectives and goals it aims to achieve (Al-Gasawneh et al., 2022).

2. Municipalities under the Local Administration Law No. 22 of 2021 and its Amendments: Municipalities play a role in maintaining the beauty and charm of cities and villages, as this is one of the primary duties of the municipal council, which is responsible for ensuring cleanliness, preventing pollution, and conducting regular inspections of shops. The council also regulates restaurants, cafes, entertainment centers, and tourism and heritage sites within its jurisdiction. Additionally, it is responsible for overseeing the comprehensive landscaping of areas designated for tourism and resorts, ensuring compliance with public health standards to enhance health and security measures, which in turn improves tourism at the local and municipal levels. This, according to the researcher, positively impacts the reputation of tourism both domestically and internationally and encourages tourism through





promotion to both Arab and foreign tourists.

Second Branch: Tourist Administrative Control Decisions: Tourist administrative control decisions vary between regulatory and individual decisions, as follows:

First: Regulatory Decisions for Tourist Administrative Control:

The purpose of these regulations is to keep up with developments and changes that serve the tourism sector and its objectives. Regulatory decisions have specific goals and specialized aims (Calle-Vaquero, et al., 2021).

These decisions are subject to strict legal compliance, both in terms of form and substance, based on the principle of legality. For example, the Jordanian Administrative Court issued Decision No. 224 of 2020, which discussed the Tourist Guide Services System No. 31 of 2020. This system, issued pursuant to Article 19 of the Tourism Law and its amendments No. 20 of 1988, aligns with the constitutional framework that authorizes the issuance of necessary systems to implement laws. Article 31 of the Jordanian Constitution distinguishes the authority to issue regulations needed to enforce the provisions of laws. The Tourist Guide Services System No. 31 of 2020 was established in accordance with the constitutional and legal provisions, ensuring its legitimacy. The ruling confirmed that the system did not conflict with the law under which it was issued, as its purpose was to regulate the profession of tourist guiding, making the issuance of the system consistent with both the constitution and the law.

As observed, these systems, with their general and abstract rules, address individuals based on their attributes rather than their identities. For example, the prohibition of serving alcoholic beverages to individuals under the age of 18 is based on Article 5 of the Restaurants and Tourist Rest Areas System. These regulations apply to everyone without discrimination. Among these regulations are the Association of Tourism and Travel Offices and Companies System No. 15 of 2016 and its amendments, the Tourist Guides Association System No. 29 of 2020, which regulates the work of tourist guides, and the Economic Activities Licensing System in the Petra Development and Tourism Region No. 16 of 2016.

The researcher notes the diversity and multiplicity of these regulations issued derived from the legal texts governing the tourism sector. This diversity results from the variety of tourism activities, their types, and patterns.





Second: Individual Tourist Administrative Control Decisions: These are administrative decisions issued by the tourism administrative control authorities to apply them to a specific case or cases or to a specific individual or group specifically identified, in various fields of tourism activities (Mihai et al., 2023).

Most of these decisions are issued based on legislation enacted by the competent authority. For instance, the administrative court stated:

"The decision was issued by the competent authority, namely the Minister of Tourism and Antiquities, after fulfilling the required formalities, including a recommendation from the Director General of the Department of Antiquities, in accordance with the authority granted by Article 91/C/2 of the Civil Service System. As a general rule, an administrative decision is presumed to be legitimate and free from defects."

Similarly, the now-abolished Supreme Court of Justice ruled that: "The Director General of Tourism and the Governor of Aqaba were not competent to issue the contested decisions, which involved closing the petitioner's tourism office on the grounds of multiple violations of the Tourism Law and the regulations and instructions issued under it. The Tourism Board is the competent authority to suspend a license if its owner fails to fulfill their obligations. Furthermore, the Higher Administrative Court ruled in one of its sessions that if the appellant obtained preliminary approval to open a tourism and travel office under category 'B,' but sold travel tickets without actual reservations and advertised bookings and ticket sales without the proper authorization only permitted under categories 'C' and 'D' for specified tourism programs this constitutes a violation of the Tourism and Travel Offices and Companies System No. 14 of 2016. Consequently, the decision issued by the respondent is an administrative decision that aligns with the provisions of Article 11/B of the Tourism and Antiquities Law, which grants the respondent the authority, under special and justified circumstances, to close any tourism establishment."

The administrative control authority, as emphasized by the researcher, must strike a balance when issuing decisions between safeguarding the public interest related to the public order of the tourism sector and protecting the rights and freedoms of stakeholders in the industry. The authority should select individual-specific decisions and penalties because improper choices can result in nullified decisions or illegal stance.

Physical Means of Administrative Control in Tourism: The process of order maintenance through legal tools in the tourism sector requires careful management





by the administration. The implementation of administrative decisions occasionally faces barriers when trying to enforce them against those who defier the authority. Administrative bodies need to receive physical tools that help them perform their duties because compulsory enforcement power is fundamental for their work. The authority to use compulsory enforcement enables administrators to put force into practice without needing court approval when people defy their administrative orders.

Compulsory enforcement exists under defined legal frameworks that determine its utilization practices. Any administrative action must be based on legal legitimacy and a specific legal provision that permits the administration to use coercive force to enforce its decisions. The administration must first exhaust all possible legal means to implement its decisions. Additionally, necessity must be present, meaning a serious threat to public order that cannot be addressed through ordinary means, making extraordinary measures essential.

If these conditions are not met, the administration risks legal challenges against its decisions and liability claims for damages before the courts. The use of force and compulsory enforcement is among the most sensitive measures that can endanger individual rights and freedoms.

The use of compulsory force by administrative control bodies can occur in both ordinary and exceptional circumstances. For instance, during the period of COVID-19 pandemic, the tourism administrative control authorities enacted decisions and measures to limit the spread of the virus, impacting the tourism sector and travel activity in the Kingdom.

Administrative control authorities' resort to compulsory execution as an exception to the general principle, which requires judicial intervention through a ruling that authorizes the use of physical force. The tourism administrative control authorities use compulsory force to prevent violations against tourist sites, damage to them, and to compel individuals to respect laws, regulations, and tourist instructions. The legislation governing tourism activities includes several provisions regarding compulsory execution, provided that this execution and the use of physical force are based on a legal text that permits the administration to do so, or in cases of urgent necessity that cannot tolerate delay, or in cases where individuals resist the administrative control officers.

For instance, Article 15 of the Tourism and Travel Offices and Companies Regulation states: "If the office's license is revoked for any reason, the office must, at its own expense, announce this in two daily newspapers at least once... If the office





does not announce in accordance with paragraphs (A) and (B) of this article, the Ministry will carry out the announcement, and the cost will be deducted from the office's guarantee after the license is revoked." This means that, in the researcher's view, violators must be compelled to remove the violation and close the violating establishment unless they rectify their situation.

Tourism Administrative Control Methods and Related Disciplinary Penalties: Tourism administrative control bodies implement a range of legal methods, granted to them by the legislator, to organize, manage, and protect the tourism sector. These methods may lead to restrictions on individuals' freedoms and the regulation of their tourism activities. However, their primary aim is to maintain public order in tourism and balance competing interests at the same level. These regulations vary in their intensity and flexibility, ensuring the proper management of the tourism sector. In certain situations, the administration may resort to imposing administrative penalties, as authorized, to achieve the public interest. Therefore, the researcher will explore these methods, regulations, and administrative penalties in tourism (Calle-Vaquero et al., 2021).

Legal Methods of Tourism Administrative Control: The legal methods and controls available to tourism administrative authorities range from simple notification to the prohibition of certain activities. These include:

First Section: Notification, Prohibition, and Regulation:

This section discusses two key methods of tourism administrative control:

Notification involves individuals informing tourism administrative authorities of their intention to engage in a specific tourism activity. Unlike licensing, it does not require prior approval from the administration. The purpose of notification is to allow the administration to take necessary precautions regarding potential risks and challenges associated with the activity (Xu et al., 2022).

For example, tourism offices must notify regulatory authorities about tourist arrivals, festival schedules, competitions, or adventure tourism events. Legislators may require notifications to be submitted within a specific timeframe, either explicitly stated in the law or determined by the nature of the activity. The researcher suggests that a fixed notification period should be legally defined to prevent disputes over what constitutes a "reasonable period."

A legislative example states: "If a tourism facility owner decides to cease operations either upon the license's expiration or beforehand, they must notify the





Ministry of Tourism and Antiquities in writing within 15 days, stating the reasons for closure."

The purpose of notification is not to prohibit activities but to ensure administrative oversight. If the administration does not object within the notification period, individuals may proceed with their activities. However, the researcher argues that the administration has the right to temporarily suspend an activity if it identifies concerns that need to be addressed. Failure to provide valid justification for such suspension could render the decision an abuse of authority.

3.5. Prohibition and Restriction of Tourism Activities

This method involves partial, not absolute, prohibitions on legally permissible activities. It is a preventive measure designed to prevent violations or threats to public order rather than impose a blanket restriction on freedoms.

For instance, tourism administrative control authorities may prohibit:

1. The destruction, vandalism, or modification of archaeological and heritage sites.
2. The construction of buildings near heritage sites.
3. Unauthorized inscriptions, graffiti, or modifications to historical monuments.

An example from Article 5 of the Baptism Site Authority System states: "The authority must coordinate with relevant entities to prevent construction and development activities that conflict with its objectives and protect agricultural areas from urban expansion or non-agricultural activities."

This implies that construction and private ownership in tourist sites are restricted. Similarly, Jordan's Antiquities Law prohibits building near archaeological sites to protect them. The researcher believes such prohibitions should be absolute, as heritage sites contribute significantly to national economic growth and public revenue.

Upon reviewing tourism regulations, the researcher concludes that prohibitions are not intended to prevent activities outright but to regulate and define their boundaries for effective management and development.





3.6. Regulation of Tourism Activities

Regulating tourism activities involves establishing structural and procedural guidelines to ensure effective, orderly operations. These regulations help maintain public order in tourism and often include technical specifications suited to the nature of the activities.

For example, those organizing camping trips or tourism events must:

1. Provide essential travel supplies and obtain Civil Defense approval as needed.
2. Ensure adequate communication tools are available.
3. Provide portable sanitation units that meet environmental standards.
4. Install basic lighting powered by solar energy, batteries, or generators.

Second Section: Tourism Licensing:

The law requires prior authorization for specific tourism activities. This section explains tourism licensing and its significance.

1. Definition of Tourism Licensing:

Tourism licensing refers to the pre-approval required from the competent authority to engage in tourism-related activities. It is an administrative decision granting permission to conduct an activity that would otherwise be prohibited without authorization. The administration issues the license only if legal requirements are met, ensuring public order and compliance with regulations.

For instance, Article 15 of the Business Licensing Law states: "The mayor or financial officer may order inspections to ensure businesses comply with the law and related regulations. They may also close any unlicensed business until the owner obtains or renews the required license."

Additionally, the law stipulates: "A tourism business license application must be submitted to the Minister using the designated form. The application is reviewed by a committee, which provides recommendations to the Minister. The Minister has the authority to approve or reject the application if it fails to meet legal requirements."

Prior Authorization and Licensing Conditions in Tourism Administration:
The purpose of prior authorization is to ensure that tourism service providers meet the legal requirements necessary to protect and regulate tourism activities. This aims





to maintain public order in tourism and prevent risks that may conflict with tourism activities and the public interest. The researcher argues that the administrative authority's power to grant licenses is limited by legislation that outlines the conditions for obtaining a tourism administrative license. The administration must grant the license if the applicant meets the legal requirements, regardless of whether the law specifies a time frame for approval. For example, the law states that a person applying for a tour guide license automatically obtains approval if they meet the conditions in Article 4 of the Tour Guide Regulations. Furthermore, administrative courts oversee tourism licensing decisions, as they are considered administrative acts.

A relevant legal provision is Article 11/2 of Tourism Law No. 20/88, which states: "The minister may cancel or refuse to renew a tourism license if the license holder or operator is convicted of a felony or a misdemeanor involving moral turpitude, public decency, or honor unless their legal status is restored." For instance, if a tourism facility owner is convicted of running a public place for prostitution, the Minister of Tourism may revoke the facility's license and remove it from the ministry's records.

The researcher supports this judicial approach, emphasizing that tourism activities must align with public morals and decency. The ethical standards of tourism services directly impact the country's reputation and the attractiveness of its tourism sector.

Tourism Licensing Requirements: Since the administration's authority to grant licenses is legally restricted, legislators have set specific conditions for each tourism-related activity and its components. These include:

Travel and Tourism Agencies: 1. The law establishes conditions related to the company, its director, and its premises. 2. Company Requirements (Article 6 of the Travel and Tourism Companies Regulations): 3. The license applicant must be Jordanian. 4. The minimum registered capital for Jordanian applicants is 5,000 JOD. 5. If the owner is not Jordanian, the registered capital must be at least 50,000 JOD. 6. The applicant must have a clean legal record, especially regarding fraudulent bankruptcy.

Premises Requirements:

1. Ownership documents (title deed) or a certified lease agreement.
2. The office must be at least 40 square meters.





3. The facility must meet health and safety standards.
4. The company's name must be displayed in Arabic and English.

Director Requirements:

1. The director must be fully dedicated to managing one tourism company only.
2. Must be Jordanian and own the office.
3. Must hold at least a high school diploma.
4. A minimum of five years of experience in the tourism sector is required.

Tourist Facilities:

Tourist facilities are essential to the success of the sector as they cater to tourists' needs and expectations. Since they vary widely, regulations ensure their quality and organization.

Definition of Tourist Facilities: Tourism regulations define hotel and tourist establishments as: "Hotels, resorts, hotel apartments, guesthouses, lodges, floating hotels, and any other establishments designated as such by the Minister for the purposes of this system."

Similarly, a tourist restaurant is defined as: "A tourism facility licensed by the ministry, primarily offering food and beverage services to customers for a fee, either as an independent establishment or part of another entertainment activity."

3. Licensing Periods and Renewal:

Tourism licenses are granted for a set duration and must be renewed based on adherence to legal standards. Since a license is an administrative decision, its validity ensures that tourism facilities continually meet operational standards.

The researcher emphasizes that the rights and obligations of license holders vary based on the type of facility and its classification. Legislators differentiate between various categories of the tourism sector, ensuring regulatory flexibility based on the nature of the activity.

4. CONCLUSION

This study addressed a highly important topic: tourism administrative regulation and its role in promoting the tourism sector and the tourism industry. The study reached several findings and recommendations, the most notable of which are





as follows:

1. The tourism administrative regulatory authorities possess various legal tools and mechanisms based on diverse tourism legislation. These enable them to carry out their duties effectively, ensuring the maintenance of public order in the tourism sector and issuing relevant decisions in pursuit of the public interest, without any abuse of power, as their authority is generally constrained by legislation.

2. Tourism administrative regulatory authorities have the power to impose administrative sanctions in accordance with legislation and in proportion to the nature of the violation. These sanctions are subject to legislative conditions regardless of the identity or status of the violator.

5. RECOMMENDATIONS

1. It is recommended that the legislator conduct a comprehensive review of all laws governing tourism activities and integrate them with other relevant legislation, such as the Antiquities Law and Urban and Village Planning Laws, given the role of historical sites in boosting tourism and enhancing the beauty and appeal of cities, in addition to the Local Administration Law.

2. The development of specific legal provisions that align with modern forms of tourism and address the associated risks and challenges, ensuring a comprehensive approach to tourism and the protection of tourism-related elements.

3. A review of administrative sanctions related to tourism activities to ensure their alignment with the requirements of tourism administrative regulation.

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