



Tourism Sector Development in Jordan: Elements, Challenges and Requirements

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Abstract

Tourism planning in Jordan is one of the main sources of income for the Jordanian state and one of the most important tools for tourism development at present, especially with the absence of safe tourism in the Arab region through the many wars and the current security events in the region. The area aims at increasing real and national income in these dire circumstances of economic downturn and slow development, which in the opinion of the Jordanian politicians requires an exit strategy. Thus the development of civilization which is inclusive of all the natural elements, human and material attractions in the country, especially in the city of Aqaba, should be attracting tourists. Hence, tourism planning in Jordan is a necessity for sustainable development which enables developing countries, especially those like Jordan, to face competition from international tourism markets. Therefore, the planning of tourism development is an integral part of the economic and social development plan of the state, which requires the obligation of all ministries, regions, agencies and governmental and non-governmental departments to implement the tourism development policy as a joint work program of all stakeholders such as the government and private sector. Based on the findings of the research, the researchers discuss the most important ideas addressed that may serve the problematic tourism issues in Jordan.

Keywords: Jordan, tourism development, challenges, elements and needs.

Introduction

The emergence of tourist planning in Jordan and its development is of importance to tourism and a behavioral, cultural phenomenon on the one hand and socioeconomic phenomenon on the other hand. As a result of intensive tourist activities, economic, social, cultural, environmental and urban outcomes and their varied effects have had a great impact on the lives of current societies. The need now is to organize, control and evaluate these activities to reach desired goals quickly and naturally. This has resulted in the adoption of a tourism plan as a specialized science that deals with the study, analyses and interprets tourism activities and works to develop them to be more efficient.

Research problem

Despite the importance of the tourism sector in many countries, many still rely on tourism as a source of income, but the tourism sector in Jordan has not reached the level to ensure the achievement of the desired goals and tourism is thus still a limited



achievement if compared to other countries, and this is despite having many resources like religious, archaeological, cultural and environmental elements of note.

Research Hypothesis

There is a need for a strategy based on supporting and developing of the tourism sector and the importance of this sector as an important source of state revenues, as well as the employment of manpower and increasing demand for the local product cannot be underestimated. A carefully crafted strategy would develop the sector and boost it in the ranking it holds in the economy of Jordan.

Research Methodology

In this study, the researchers adopted a descriptive and analytical approach to the data and statistics available on the tourism sector in Jordan. In addition to the conclusions and recommendations, the study deals with tourism economics, the theoretical, conceptual and an administrative framework, which includes all the tourism sectors, the concept and dimensions of tourist attractions, the reality of the tourism sector in Jordan, and the means of advancement of this sector.

The importance of research lies in the following aspects:

- 1- Increasing global and Arab attention to tourism development and tourism planning at all levels and forms.
- 2 - The importance of a good planning policy that will preserve the cultural, social and economic structure in natural environmental resources to remain valid for future generations to cherish and enjoy.

Based on the importance of the research and the theoretical and intellectual framework which will be developed to achieve the objectives of the research, the researchers relied on a descriptive and analytical method of analyzing the most important issues in references used such as, Arab and foreign periodicals and statistics and official reports which then formed the literature research aspect. In addition, a survey was also distributed to a number of tourists in some of the cities of Jordan. The study considered that tourism is an important aspect of the national economy. It assumes that it can be regarded as an important industry and that its interest and development can be one of the pillars of the national economy in terms of economic and cultural aspects.

The study is based on a number of literary primary and secondary sources,

- 1) Office resources: include books, references, periodicals, and related university subject of the study.
- 2) Official sources: include information, data, reports, publications and statistics issued for official institutions such as the Ministries (Ministry of Tourism and Antiquities, Ministry of Culture Institutions, Municipalities of the regions, Central Statistical Organization and also Informal sources including publications and reports issued by research centers such as The Center for Research and Tourism Studies, NGOs such as associations and trade unions. Relevant international organizations such as personal sources: The data and information collected by the researcher include a field survey, a questionnaire, interviews, site visits as well as observations.

Statistical Processes

The statistical packages for social sciences (SPSS) were used through the following statistical treatments:

- 1) Duplicates.
- 2) Percentages.
- 3) Averages.
- 4) Standard Deviations.
- 5) Test (T) for independent variables.
- 6) Analysis of mono-variance analysis.
- 7) Cronbach Alpha Test.

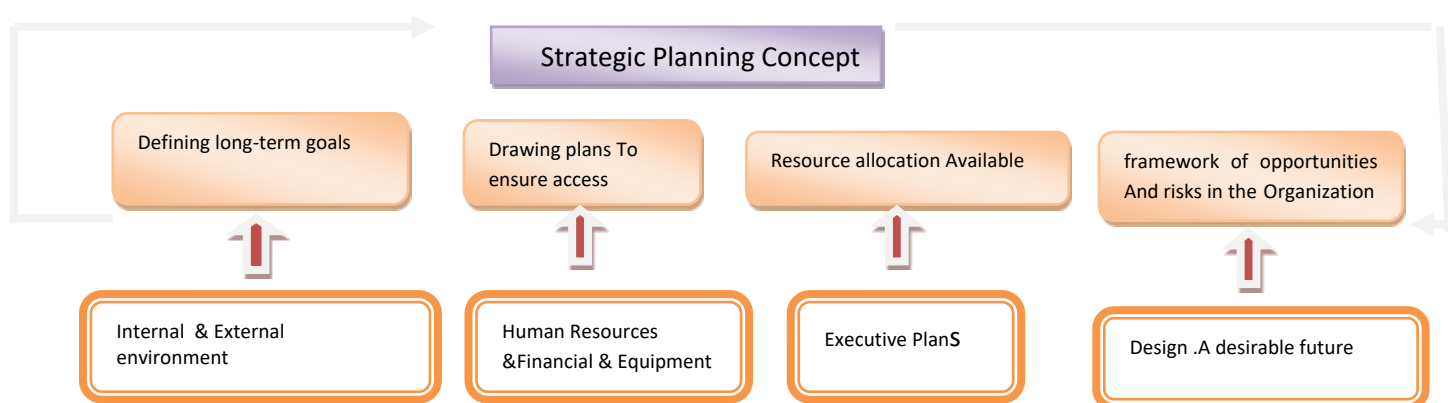
The concept of tourism planning

The concept of tourism planning did not crystallize clearly until after the Second World War, as the international travel movement developed rapidly and intensively. The number of tourists increased, along with the diversity of forms of tourism and recreation, and the varied tourist areas. In addition there were different functions and characteristics of tourism, and the need to control and guide these activities in order to reduce the negative effects on society and the environment, and also to achieve the maximum economic benefit, especially given that tourism is seen as an industry and source of income which is essential in many countries of the world. Tourism planning is a type of developmental planning, which is a set of deliberate, organized and legitimate steps aimed at maximizing the exploitation and use of available tourist attractions and maximizing the possible benefits, while following, directing and controlling this exploitation to keep it within the desirable and desired circle, Any adverse consequences need to be mitigated.

Definition of tourism planning

- 1- Tourism planning is to draw a prospective picture of the tourism industry in a particular country, according to a program that follows the steps of a specific period of time either in long term or short term, with the objectives of the tourism plan to achieve sustainable tourism development.
- 2- Tourism planning can also be defined as the plan or program that begins from the stage of defining and formulating the objectives to be achieved within a specific period of time, ending with the stage of implementation and implementation of tourism planning programs, and the possible interventions and adjustments in the framework of assessment, evaluation, analysis and recognition.

Figure 1. Strategic Planning Concept



According to the researchers, the Success of Strategic planning and factors that serve the overall development of touris should be as follows:

1. Strategic planning should be based on a realistic and integrated system away from guesswork and intuition.



2. The plan should be based on the working environment with which it is interacting.
3. All employees should participate in the development of the plan to ensure their interaction in any implementation plan.
4. To achieve the overall objectives of planning there is a need for individuals and communities to develop themselves in a way to improve the tourism sector.
5. The plan should be subject to change, development, increase and decrease in areas as required.
6. The plan should be consistent with the objectives set for achieving development of the tourism sector.
7. The plan should focus on priorities in the work of all organizations, whether public or private.
8. The plan should be capable of evaluating, monitoring and follow-up.

Some tourist planning literature considers several factors among the key factors of the success of tourism planning are four basic elements, namely:

A. Relationship of planning to economic activity.

The success of tourism activity in any region is closely linked to the levels of activities that can lead to a continuous increase in incomes and the ability of the local economy to absorb and use these incomes.

B - Relationship between planning and environment.

Tourism and the environment are the same, given that the tourist flow, is linked to tourist attractions such as climate, natural landscapes, beaches, especially in the Aqaba tourist city, etc., or in man-made attractions such as historical, archaeological and modern sites and on environmental assets.

C- Planning relation to the tourist area and enrichment.

It is convenient to prepare residents to provide tourists with information that allows them to enjoy the mental pleasure, since the synergy of both mental and mental enrichment makes tourists more willing to visit the region again and again.

D - The relation of planning to the flow of foreign exchange.

If the planning is aimed at increasing the country's foreign exchange resources, the success of tourism planning is measured for developing countries in general and Jordan in particular and for its ability to increase the flow of foreign exchange to the state either through international tourism revenues or through the flow of foreign capital for investment tourism.

The importance of tourism planning and its objectives

Tourism planning plays a very important role in the development of tourism activity, because it is a scientific approach to organizing and managing tourist activity in all its elements and patterns. It provides a common framework for decision making in the management of tourism resources and provides the responsible bodies with the methods and directions that must be followed. Tourism planning helps to unite the efforts of all units which are responsible for the development of the tourism sector and coordinate its work, and reduces the duplication of decisions and various activities, which then helps to achieve the general objectives and specific aims of this activity. Therefore, tourism planning is affected by political, social and natural fluctuations more than it is influenced by factors of production and different national economic conditions.



The most important advantages and benefits which require the adoption of a new method of planning for tourism in Jordan at all levels, should:

- 1- Provides a suitable and solid ground for decision-making for the development of tourism in the public and private sectors, through studying current and future realities, taking into account the political and economic matters decided by the State to develop and revitalize tourism.
- 2- Help to increase the economic, social and environmental benefits through the development of the tourism sector, and distribute the product of its development to the members of society. It also reduces the disadvantages of tourism.
- 3- Contribute to the continuity of the evaluation of tourism development and further progress in the development of this activity. Emphasizing positives and overcoming negatives in subsequent years.
- 4- Tourism planning helps to integrate and connect the tourism sector with other sectors and to achieve the objectives of public policies for economic and social development at all levels.

The success of tourism planning in Jordan must depend on several factors to be improved and thus become more successful, including the following:

1. The tourism development plan should be an integral part of the comprehensive national plan for economic and social development.
2. The balance between the different economic sectors must be achieved.
3. The development of the tourism sector should be considered as one of the strategic options for economic development.
4. The Jordanian industry should be part of the production sector of the economic structure of the State.
5. Determine the level of growth required and the size of the tourism inflows.
6. The roles of both the private and public sectors in the development process in Jordan should be defined.
7. Focus on the relationship of tourism development to the general economic activity and determine the relationship of this towards the preservation of the environment of the Jordanian economy.

Continuing conscious and mature planning in Jordan should seek to achieve a set of objectives, the most important of which are:

- 1- Define short-term and long-term tourism development objectives and draw up tourism policies and establish procedures for their implementation.
- 2- Encourage the public and private sectors in Jordan to invest in tourism facilities wherever necessary.
- 3- Making appropriate decisions and applying appropriate uses in the scenic sites in Jordan, including Aqaba and its beaches, Petra tourist city, Wadi Rum, Irbid city, tourist attraction and Umm Qais city.
- 4- Organizing public services in all tourist areas in Jordan and providing them in the required manner in the tourist areas to suit the nature of tourists externally and internally.
- 5- To provide financing internally and externally what is required for the development of tourist areas in Jordan.
- 6- Coordination of tourism activities with other economic activities in a manner that integrates the public and private sectors, associations and facilitating institutions.

Characteristics of good tourist planning:



The literature abounds with ideas that support the notion that good tourist planning focuses on the tourist product as well as the promotion and marketing in a way that balances the economic, social and environmental objectives within the framework of comprehensive and sustainable tourism development. The good tourism planning must also have several other specifications:

- 1- Comprehensive planning should include all aspects of tourism like development, economic, social, cultural, environmental, population issues.
- 2- Integrated planning, in which tourism treats all living species as an integrated system, where each part is complementary to the other parts, and each element affects and is affected by the rest of the elements.
- 3- Environmental planning prevents the deterioration of natural and historical attractions, and provides the necessary procedures for maintaining them continuously, and ensures their preservation for the longest possible period of time.
- 4- Organized phase planning, consisting of a series of sequential steps and activities.
- 5- Planning deals with tourism as a system with specific inputs, processes and outputs, and can influence and guide these configurations.
- 6- Planning should be based on dynamic flexibility, continuity and progress Acceptance of any modification, if required, on the basis of continuous follow-up and sound and effective feedback.

Levels of tourism planning:

There are many spatial levels of tourism planning, but generally there are four main levels:

1- Tourism planning at the local level:

Tourism planning at this spatial level is more specialized and detailed than in other spatial levels, and usually includes details on many aspects including:

- Geographical distribution of tourist services and sleeping facilities.
- Tourist services and facilities.
- Areas and attractions.
- Road networks, retail shops, parks and reserves.
- Road transport system, airports and railway stations.

Many development plans at this spatial level are preceded by preliminary economic feasibility studies as well as studies to assess environmental, social and cultural outcomes, as well as an assessment of development programs and appropriate administrative and financial structures for implementation, as well as spatial planning and business re-engineering design regulations.

2- Tourism planning at the regional level:

Tourism planning in its regional level focuses on many aspects, including but not limited to:

- Regional transit gates and associated regional and international transport routes of all types.
- Sleep facilities of all kinds and all other tourist services.
- Tourism, investment, legislation and regional tourism regulatory structures.
- Tourism promotion and marketing programs.
- Training and education programs, cultural, social, economic and environmental considerations, as well as analysis of impacts and returns.



- Stages and strategies of development and project programming.

Tourism planning at the regional level is more specialized and detailed than the local and national levels. The allocation level depends on the size of the country and the size of the region. A national plan in a small country may include details of a regional plan but in a large country and also in small country spaces it may involve national and regional planning.

3- Tourism planning at the national level:

The tourism planning at this level covers all aspects covered at the regional level, but less specialized and detailed, and at the country or state level in all regions.

4- Tourism planning at the international level:

The planning of tourism at this level is limited to transportation and transport services between a group of countries, as in the European Union. This planning also includes the development of some tourist attractions that are geographically distributed in several neighboring countries, as is the case on the European continent. In addition, there is tourism planning among several countries in the fields of tourism promotion and marketing. International tourism organizations, such as the World Tourism Organization, are often involved in such planning and sometimes provide full material and moral support in this area.

Planning Steps

Planning at the level of the Jordanian state in order to be successful and useful in society must be within steps, so that the specialists of In the Ministry of Tourism and the private sector agree on their efficiency and usefulness, which is as follows:

Goal Setting: The endpoint needs to be accessed through the implementation of the plan of the Ministry of Tourism. This objective must be realistic, achievable and easy to assess, clear and precise.

Collecting information: The process of gathering information is based on the current situation, and the political and economic situation of the Kingdom and the surrounding region in general, especially relying on the Syrian war impacts and the political situation in Egypt and other surrounding countries, people skills, abilities and material and moral abilities, and identifying areas of strength and weakness and so that they can benefit or correct themselves by making a comparison between their weaknesses and strength's on a scale of transparency and honest with themselves.

Assumptions: In any situation they may face in achieving goals they may face some difficulties, problems and bad situations. Then there must be mechanisms to deal with this situation.

Putting alternative measures in place: Among the steps of good planning is to develop more than one alternative or contingency plan that a person will resort to if he/she is unable to continue with his/her original plan due to various constraints, misjudgment or other reasons as a means of saving what can be salvaged.

Implementation and evaluation: After ensuring the development of the master plan, the implementation process starts in stages so that the evaluation process coincides with the end of each stage so as to give a picture of how the plan will proceed and how useful it may prove to be.



Planning stages

The planning process goes through four stages:

- 1- The preparatory stage, the stage of defining the objectives that the general plan of the Ministry of Tourism and other private organization seeks to achieve, and determine the objectives based on the material and human resources available, and confirming them plus reviewing them in order to confirm their final form.
- 2- The detailed stage. At this stage, the objectives are defined in all the areas covered by the plan of the Ministry of Tourism and other private organizations with the greatest accuracy, comprehensiveness and full details. This stage is the actual commencement of the implementation of the desired technical practices.
- 3- Draw out the dimensions of the planned frameworks of both the Ministry of Tourism and other private organizations and put into action the plans in all areas of Jordan.
- 4- The stage of drawing up the plan and approving it and to start discussing this plan after it is finished up to the final sought after picture, which is drawn up by all those involved in the planning and implementation processes and to then seek to introduce some appropriate amendments if necessary.
- 5- To begin to distribute tasks to the stakeholders and to complete all the actions that they must accomplish in order to achieve the desired goals.
- 6- Calendar setting or diarising of tasks and then following-up for control purposes.

Tourism Development and Components:

The understanding of tourism planning is closely related to the concept and components of tourism development and the nature of the relationships between these components. Tourism development is the latest of many types of development, which in turn permeates all the different elements of development and are almost identical to the comprehensive development. All elements of comprehensive development are the elements of tourism development. Therefore, the issue of tourism development in many countries of the world is a contemporary issue, as it aims to contribute to the increase of real per capita income and is thus considered one of the main sources of national income, as well as the comprehensive cultural development of all natural, human and material components. Hence, tourism development is a means of economic development.

The development of tourism

Tourism development is defined as the provision of facilities and services to meet the needs and desires of tourists, and also includes some of the effects of tourism such as creating new jobs and entry into the market. Tourism development includes all aspects related to the spatial patterns of tourism supply and demand, the geographical distribution of tourism products, the flow and the tourism movement, the effects of various tourism. Tourism development is the upgrading and expansion of tourism services and needs. Tourism development requires the intervention of tourism planning as a scientific method aimed at achieving the greatest possible rate of tourism growth at the lowest possible cost as soon as possible. Hence, tourism planning is considered one of the necessities of rational tourism development to face competition in the international tourist market.

Elements of tourism development:

Tourism development invariably consists of several elements, the most important ones are those elements of tourism attraction including natural elements such as surface forms, climate, life forms, forests and man-made elements, such as parks, museums and historical and archaeological sites. Transportation of various types of land, sea and air are also important as are places to sleep whether commercial ones, such as hotels, motels



and sleeping facilities such as guest houses and rental apartments. There are also supporting facilities of all kinds, such as tourist advertising, tourism management, manual works and banks, and basic infrastructure services such as water, electricity and communications. All these elements are passed on to the implementing agencies for development. Tourism development is thus usually carried out by the public or private sector or both.

Tourism Development Goals

The development of the tourism industry aims to achieve a continuous and a balanced increase in tourism resources. The first axis in the development process is the human being, which is the main instrument for this, and the state is required to seek to provide all that is needed to retain the physical capabilities, mental and psychological to the benefit of people to the fullest extent.

The process of developing tourism is through the inventory of sources that can be used in the tourism industry and evaluated scientifically, and even help in finding new areas that attract tourists such as tourist villages or places built especially for tourism. The plan here is not just based upon a theoretical guess, but rather includes a comparative calendar with the tourism products of the competing countries and their dependence on the trends and characteristics of the global tourism demand, which is the basis in identifying and creating the infrastructure and national tourism through encouraging tourism investment and facilitating the work of investment companies. The latter is through the reduction of taxes and customs procedures on the necessary equipment and equipment for their use in tourism activities.

Important sites

Aqaba's tourist beaches

Aqaba's tourist beaches extend over 14 kilometers and Arab divers offer free transportation for divers and swimmers during the day and start at 9:00 am from the Arab Divers Office at the Aqaba Gate - the city center and the Arabian Divers Resort on the South Beach.

The southern shore of Aqaba

The South Beach is a 12 km stretch of beaches protected by vibrant coral reefs. It is one of the best diving sites in Aqaba and starts a few meters from the beach. Most sections of the South Beach are spacious and flat with plenty of places to enjoy tourist day - and the sunsets are gorgeous and very distinctive there. The calm is the beauty of the real Red Sea. Aqaba is a nature reserve. This means that the sand of the sea is stone and rock, it may bother some, but it is recommended that travellers wear special beach shoes for walking there.

Coral Paradise in the Gulf of Aqaba

The Gulf of Aqaba in Jordan is rich in coral reefs and is considered by experts to be the most beautiful and rare in the region.

Aqaba Marine Park

The Aqaba Maritime Park is located along the southern coast of the Jordanian part of the Gulf of Aqaba. It is estimated to be about seven kilometers long, extending from the southern border of the passenger port in the north to the southern border of the Public Security Officers Club in the south.



Swimming and Recreation Area

The swimming and recreation area aims to provide safe entertainment and a promenade on the beach where normal swimming and scuba diving are allowed, and go down to the water and dive. The prohibited activities in this area are the movement of boats (excluding diving boats on buoys), skiing, water cycling, fishing and docking.

Boat Area

The aim is to provide safe movement of boats and a passage to reach the beach without endangering the coastal area. Where diving, swimming, watering, skiing, water-skiing, fishing and docking are prohibited.

Diving Red Sea

All rooms at the Red Sea Diving Center offer stunning views of the sea or the landscape in Jordan. All simply furnished rooms have a private bathroom. The hotel offers many water activities including diving and the Red Sea Diving Center has a 24-hour front desk.

Why dive in Aqaba?

- 1- Easy access to dive sites directly from the beach
- 2- Quiet water and clear visibility throughout the year
- 3- The temperature is mild in winter and the water temperature is warm throughout the year.
- 4- There are different topography of coral gardens, ship wreckage and coral walls.
- 5- A large biodiversity that covers the waters of the Gulf of Aqaba.
- 6- For healthy coral reefs and more than 1,000 species of invertebrates and 200 species of hard and soft coral reefs, the Gulf of Aqaba is the deepest and narrowest bay in the world.
- 7- Aqaba is a unique geographic location where it is the link between neighboring countries and easy access to all nearby tourist sites such as Taba, Sharm El Sheikh, Petra, Wadi Rum and Jerusalem.

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Diving and Swimming Area

The aim is to provide safe diving areas for the underwater viewing and photography, where water bikes, skiing, fishing, docking and boating are prohibited especially near the "Diver at the Bottom" flag.

Beach area

The land area of the marine park, located 50 meters from the highest point of the sea. All activities in this area will be controlled by the Department of the Maritime Park and special permits are granted for use in that area, except for simple individual use and hiking. No permanent structures are constructed except for umbrellas.

Castle of Aqaba

An ancient fortress dating back to the Mamluk era in Jordan, located in the center of the southern city of Aqaba on the shore of the Gulf of Aqaba.



Wadi Rum or Jabal Ram

Wadi Rum, also called the Valley of the Moon because of its similarity with the topography of the moon, a tourist valley is located in the desert in the south of Jordan, 70 km north of the city of Aqaba. Jabal Ram is also a mountain in Jordan and its elevation is 1,734m above sea level.

Ala Water Ski Park

With its unique location on the shores of Aqaba, Ela is an enchanting world with unique architecture, world-class services and stunning white sand beaches.

Aqaba tourism project

The largest real estate and tourism project in the region of Aqaba, covering an area of 3.2 sq km and includes a waterfront of 2 km. The Marsa Zayed project aims to develop the waterfront and turn it into a multi-purpose environment, which is dedicated to leisure and tourism facilities and other areas are dedicated to business and international hotels, on more than three million square meters of land. The multi-yacht berths to be constructed will add a significant addition to the existing capacity of existing berths in the city of Aqaba. This will contribute to transforming the city of Aqaba into a major destination for yachts, in addition to establishing a modern port for the cruise ships prepared according to the best of the latest technology in the field to represent a gateway to welcome Aqaba visitors. The project will be implemented in several phases over a period of 30 years, and the project was due to be completed by 2017 but is still in progress.

The Aqaba project will eventually be a part of the global project, which will stimulate the global economy towards the region, according to Aqaba Special Economic Zone Authority (ASEZA) Chairman Nasser Al-Sharida, who affirmed that the project is a declaration of confidence in Jordan's security and stability, the monarch Abdullah II, and recognition of the scale of achievements in Aqaba. The researchers welcome the global project, which came about as a result of consultations between Jordan, Saudi Arabia and Egypt during the last period. Al-Shuraideh stated "The project will be part of Aqaba, a large and integrated economic project and stressed that the Saudi investments are the result of the distinguished and brotherly relations between the two countries, which were laid down by His Majesty King Abdullah II and his brother the Custodian of the Two Holy Mosques King Salman Al Saud.

The development of tourism activity in Jordan needs the cooperation of all elements and possibilities and efforts working in the field of tourism, because tourism is an economic sector with many facilities and economic activities. Therefore, any planning for the development of tourism in Jordan should aim to develop programs for the use of all areas and tourist materials, and then be developed so as to be excellent tourist centers which attracts tourists, whether directly or through tourism advertising or other mixes of marketing communication.

Jordan is governed by several considerations that must be taken into account as follows:

- Training the human resources needed by the tourism sector in Jordan and the countries participating in the project so that tourism facilities can play their part as required.
- Preserving the reality of tourist sites, because attracting tourists to these areas may depend on the climate or natural history or any other factor characterized by the tourist area.
- Exploiting the available tourism resources while providing flexibility to meet the needs of local and international tourism demand.



- Conducting of a comprehensive study to ascertain the economic feasibility of proposed tourism investments and whether the investments will generate profits or not.
- State support for the tourism sector, through the assistance of the private sector in the implementation of tourism programs through an integrated marketing advertising plan.
- Link the tourism development plan with other economic development plans for different economic sectors to achieve balanced growth, and not just interest in tourism.
- Identifying problems that may hinder the development of the tourism industry and then develop alternative plans in the event of a particular emergency.
- Study the local tourist market, in order to know the quality of incoming tourists and what their preference are so as to seek to secure them as far as possible.
- Provide a network of hotels suitable for each level of consumer income, and for all models of desires, especially for those with specific income since the movement of tourism is no longer confined to only the rich.
- Increase the level of cleanliness and tourism services because they play an important role in the development of tourism. Cleanliness of streets, beaches, monuments and other attractions, make the tourists wish to return to the country.

Tourism development should also aim to achieve a balanced and continuous increase in tourism resources, in addition to rationalizing and deepening the degree of productivity in the tourism sector. Therefore, it requires the coordination of various policies within the country due to the tourism's association with various other activities such as transport, and services in general.

In short, the objectives of tourism development are usually defined in the early stages of the tourist planning process, in a set of objectives and may be described as follows:

On the Jordanian economic level

- 1- Improving the balance of payments situation.
- 2- Achieve regional development, especially the creation of new jobs in rural areas.
- 3- Providing infrastructure services.
- 4- Increasing income levels.
- 5- Increasing the state revenues from taxes.
- 6- Creating new jobs.

At the social level in Jordan:

- 1- Providing entertainment and recreation facilities for the local population.
- 2- Protecting and satisfying the social desires of individuals and groups.

On the environmental level in Jordan

- 1- Preserving the environment and preventing its deterioration and establishing strict protection measures.

On the political and cultural level in Jordan:



- 1- Spreading cultures and increasing communication between people.
- 3- Developing political relations between governments in tourist countries.

Development of tourist resorts

This type of development focuses on holiday and holiday tourism. Resorts in Jordan are defined as self-sufficient sites with various tourist activities and multiple services for leisure, recreation and recreation.

Tourist areas in Jordan

Tourism is very widespread in Jordan in places such as Aqaba, Petra, Wadi Rum, Amman, the capital of Karak, Umm Qays and other tourist areas. Life in the tourist areas as a model of living, is different from life in cities, and residents of cities are fascinated by the love of change and simplicity in other areas. Tourist areas and villages are dependent on the presence of water (beach), port areas, skiing, activities, mountains, parks, nature sites, archaeological sites, therapeutic sites such as the Dead Sea, golf courses, sports and other recreational activities. The areas of this type of site vary widely and there are various types of accommodation facilities, sleeping facilities and complementary facilities such as markets and commercial areas, recreational and cultural services, centers of influence and private housing facilities of different sizes. The planning of tourist areas and villages is usually planned at the same time, within a single tourist plan. The implementation takes many stages and at long intervals, which are determined by the elements of tourism demand in Jordan and the absorptive capacity.

City Resorts

This type of resort requires the integration of land use and social development programs, while not neglecting the economic dimension that provides investment opportunities for projects (hotels, restrooms, etc.) in the region. Major sites such as ice skating, beach presence, therapeutic tourist activities, archaeological or religious sites exist in Jordan. For example, the Mountain Breeze Resort is located in the countryside near Salt, 41 km from the ruins of Jerash and 34 km from the center of Amman. It offers views of the nearby mountains of Gilead. There are also massive tourist resorts in the Dead Sea. The Dead Sea is considered to be the lowest spot on the surface of the earth. It is also one of the sites that attracts many tourists. The Aqaba Resorts include rooms with a sea-view terrace, all featuring a private bathroom with free toiletries. Some units at the Aqaba House Resort have a seating area and all rooms have air conditioning and a flat-screen TV. Aqaba contains a number of wonderful resorts and distinctive on the view of the sea and charming swimming pools and diving resorts and jealous of the distinguished destinations such as:

- 1- Aqaba House offers a vegetarian or halal breakfast, and specialty, specialties and seafood are served in the on-site restaurant.
- 2- Real Bedouin Camp, Camping place
- 3- Moevenpick Resort & Spa, resort
- 4- Rahayeb Desert Camp
- 5- Camping place
- 6- Kempinski Hotel Ishtar Dead Aqaba,
- 7- Rum Wonders Camp, Desert Camp



Solitude resorts

The Rahayeb Desert Camp and the Rum Wonders Camp are termed solitude resorts. This type of resort has become one of the favorite tourist destinations around the world. These resorts are characterized by their small size, meticulous planning and comprehensiveness. They are usually chosen in areas far from inhabited areas such as small islands or mountains, and are accessed by boat, small airports or narrow roadways.

Urban tourism

It is a popular type of tourism and is found in large urban areas where tourism is of great importance, but it is not the only economic activity in the region. Accommodation and tourism facilities are an integral part of the general urban framework of the city and serve the residents of the city or region as well as the tourists coming to it. Many governments have undertaken to develop tourism in urban areas where resources and tourism data can be developed, such as historical and archeological sites, in order to satisfy the needs of the local population and attract visitors and tourists to the city.

Adventure tourism

This type of tourism is directed at tourist groups that aim to practice and experience certain characteristics. It depends on the length of stay of the tourist so that this accommodation allows him to recreate while at the same time living with the customs and social and cultural traditions and landscapes available in the region. This type of tourism does not require major development or large investments or many services and facilities, but requires good management and provides elements of qualified and experienced tourist indication, transport services, primary and basic accommodation facilities and services and facilities to receive high quality tourist groups. Jordan has exciting possibilities for this type of tourism.

Marine Sports Tourism

This type of tourism depends on the presence of water (sea or lakes). The length of time spent by the tourist in the practice of different marine sports, such as diving, water skiing, swimming, yachting, boats, etc. and Jordan has a great diversity thereof.

The stages of preparing the tourism development plan

The preparation of the tourism development plan includes a number of interrelated and sequential steps:

- A- Preparation of preliminary studies.
- B- To define the planning objectives in a preliminary manner so that they can be modified through feedback during the process of preparing the plan and the stage of impact assessment.
- C- Gathering information, conducting surveys and assessing the current status of the tourist area.
- D- Data analysis (surveys): This phase includes the analysis and interpretation of the data collected through the surveys and their synthesis and exit with facts and generalizations that help in the preparation of the plan, and drawing up of its general and detailed steps.

Preparation of the plan: The appropriate tourism policies are developed and these policies are evaluated. Alternatives to choose are available on what is appropriate and inappropriate for the implementation of the plan, as well as identification of programs and projects that must be implemented to achieve the desired goals of the plan. Implementing



the plan by its recommendations and by the means specified in the previous stage. Evaluating and following up the tourism plan and adjusting it according to feedback if necessary. It is worth mentioning that surveys and data collection and analysis constitute the main inputs to tourism development plans. This phase requires great accuracy and organization, and the most important aspects for which information can be collected are:

- Attractions.
- Facilities and services.
- Transportation.
- Infrastructure services and facilities.

This phase also requires the input of officials in the state agencies, according to their specialization, as well as representatives of the private sector and representatives of the local communities, reviewing the available studies, maps, geographic data, natural and environmental characteristics, study of tourist markets, tourist characteristics etc.

Data analysis involves three main areas:

There must also be an analysis of tourist markets in terms of:

- 1- Future expectations (tourist demand for accommodation facilities
- 2- Determining the needs of accommodation facilities, public services and infrastructure services.

For example, demand rates for the hotel family can be determined as follows:

Number of tourists in a fixed period × Rate of stay / night

Number of nights in a fixed period of time × Work / residence factor

Example: To calculate annual demand:

100000 tourists per year × 7 nights = 2555 beds

365 × 75% night works ratio.

The market analysis phase forms are the basis of analysis in the second axis.

Integrated analysis:

This analysis represents the following elements:

- Characteristics of the natural environment.
- Social and economic factors.
- Attractions.
- Tourism activities.
- Available policies and plans.
- Capacity.

At this stage of the analysis, conclusions are drawn on the available opportunities, data and tourism components are made available, as well as the identification of obstacles that may impede the development of tourism. Elements to be analyzed in this theme include:



- Characteristics of the natural environment: climate, soil, wildlife.
- Characteristics of sites of tourist elements such as: existence of exploitable minerals, agricultural capacity.
- Types of land use and settlement.
- Accommodation facilities and tourist services.
- Current and planned transport services and other infrastructure types.

Analyzing the institutional elements of the tourism sector in the public and private levels, including mechanisms for implementation, follow-up, monitoring, policies and strategies, availability of laws, regulations, financial capacity, investment and tourism education and training programs.

Conclusions and recommendations

The need to use tourism as a motor to achieve balanced regional development in all tourist areas in Jordan and improve the standard of living of less developed regions that have resources and tourism resources is critically important. Adopting the principle of tourism planning to achieve the integration of development among all sectors in Jordan, and the congruence and compatibility between the tourism demand and the tourism product provided especially in Aqaba city, as well as achieve the greatest possible direct and indirect economic gains, and ensure the modernization and development of tourist areas, expansion and the creation of new tourist areas compatible with the change and development Tourism Development Operations is non-negotiable.

There are many attractive tourist areas in Salt, Irbid and Karak but they need a lot of improvements and updates to attract many tourists. Spreading tourist awareness through the means of mass communication from television, radio and press with the aim of the dissemination of proper public behavior that is consistent with the requirements of tourism and good reception and treatment of tourists is urgently needed. A campaign is required to direct citizens' attention to the preservation of the environment and the level of uncleanness in tourist areas. There must also be greater protection of the national heritage from theft and degradation. Educating the masses with focused information campaigns to show the importance of tourism economically, socially, culturally, environmental, health, politics, etc. is also in dire need.

Simplifying the customs procedures for goods needed by tourists or goods needed by the development industry in Jordanian tourist areas in Jordan and for example new appliances in hotels, furniture, etc are required. This in turn reduces the price of accommodation in hotels and other tourist facilities in Amman.

Encouraging investment in the tourism industry and hotels can be done by:

- 1- Setting up a system to encourage tourism investment in different regions in Jordan.
- 2- Diversifying incentives to encourage tourism and hotel investment such as tax exemptions, especially at the beginning of the opening of projects, and facilitating customs procedures for the equipment and equipment needed, and the provision of long-term loans for local investment companies and hotels.
- 3- The establishment of effect legal aspects relating to tourism and hotel investment so as to be simple and clear and the identification of one reference and control authority to prevent duplication and red tape and corruption in the administration.



Analysis of tourist markets must be undertaken in terms of future expectations (tourist demand for accommodation facilities) and also determining the needs of accommodation facilities, public services and infrastructure services. For example, demand rates for the hotel family can be determined as follows:

Number of tourists in a fixed period × Rate of stay / night

Number of nights in a fixed period of time × Work / residence factor

Example: To calculate annual demand:

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The market analysis phase forms are the basis of analysis in the second axis.

A- Integrated analysis:

This analysis represents the following elements:

- Characteristics of the natural environment. • Social and economic factors. • Attractions.

- Tourism activities. • Available policies and plans. • Capacity.

At this stage of the analysis, conclusions are drawn on the available opportunities, data and tourism components available, as well as the identification of obstacles that may impede the development of tourism. Elements to be analyzed in this theme include:

- Characteristics of the natural environment: climate, soil, wildlife.
- Characteristics of sites of tourist elements such as: existence of exploitable minerals, agricultural capacity.
- Types of land use and settlement. • Accommodation facilities and tourist services.
- Current and planned transport services and other infrastructure types.

C. Analyzing the institutional elements of the tourism sector in the public and private levels, including mechanisms for implementation, follow-up, monitoring, policies and strategies, availability of laws, regulations, financial capacity, investment and tourism education and training programs.

This phase of the analysis constitutes the basic rule that provides the key inputs needed to develop the tourism development plan.

Challenges of Incoming Tourism to Jordan and reasons for the collapse of the tourism sector and the low number of visitors to Jordan during the years 2014-2017.

Through my work in the tourism sector and my experience in the field of tourism in many countries, there are many comments on the tourism sector in our beloved country.

During the past years, the tourism sector has witnessed a significant decline for several reasons, but the most important reason is politics in the first place, but there are several countries affected by terrorism and security problems more than Jordan and can within a short period of advancement of the tourism sector. Arab and security chaos and terrorist operations, but it was able in a very short time to return stronger and re-absorption of tourists as it was before, we must stop a little here, Jordan was not affected by the Arab



Spring and not terrorism directly, so I keep the praise of God rock in the face of those who try Destabilize his security.

The tourism sector is one of the most important economic sectors in all countries of the world. All countries provide the most support to this sector for its importance in the national income and employment of labor, except in Jordan, this sector is not considered by successive governments as important. Outside this vital and important sector. If we look at tourism in general, there are many sectors that work directly and indirectly with this sector, from industry, agriculture, transportation, services and most importantly the public hands, most of whom emigrated to Jordan to work in the tourism sector in neighboring countries.

The challenges facing tourism today are not external challenges. They are internal challenges. Suffice it to say that this sector is suffering from the decline to the point of no-return because of the security conditions in the region. We must have the courage to shoulder our responsibilities by failing all plans to promote this important sector. In France, there are plans for the five to the fifties are studied and implemented and give the powers and possibilities for the operators of this sector to work to attract many tourists and last year was one of the most successful years, where the number of tourists who came to France, the barrier of 65 million tourists.

The problems of the tourism sector in Jordan are many, but we would like to raise some of these problems. First, Jordan's marketing efforts should be recognized externally. Several promotional campaigns have been launched to visit Jordan, but the problem lies in the following: Aviation, Royal Jordanian prices are very high. You can travel to Tel Aviv for less than 300 euros, go to New York for less than 300 euros or travel to the Arab Maghreb for less than 250 Euros! Everyone knows the cost of flying, but the Ministry of Tourism must work with the property to avoid this major handicap. For example, if we take the pink city of Petra, it is reasonable to think that the entrance ticket to Petra is so high! 26 JD. The price of the ticket is huge knowing that you can visit the most important and largest museums of the world, such as the Louvre for less than 5 dinars or climb the one of the most famous towers in the world, the Eiffel Tower, for less than 10 dinars. And the tragic traveler who pays the price of the high Petra ticket that there are no services provided for the tourist, not to mention the fatigue that afflicts the tourist of the many street vendors in the city, which unfortunately most of them children? And the exploitation of vendors and cafes within the archaeological site? Among the animals widely scattered inside the site of Bghal, horses and dogs! Unfortunately Petra is a treasure and a unique archaeological site, but we could not maintain it and provide it as required.

Is there anything else that a tourist can do in Petra after visiting the site unfortunately not! If we do not want the tourist to stay more than a day in the city, there should be projected plans to prolong the stay of tourist and here the role of the Ministry of Tourism in planning and achievement is vital. There are many hotels in Jordan, but the problem faced by hotels is their high prices, so that the prices of hotels in Jordan when compared to the prices of hotels in Europe and America, is very high. Yet they provide the lowest level of services of international hotels, and there is also a significant decline in service, and a lack of well-trained manpower.

In the past few months, there has been an intensive publicity campaign in the Gulf market for Jordan, which is a step in the right direction, but the problem is that the need for Gulf tourists has not been studied adequately at all. Gulf tourists will not come to Jordan to visit Petra or Jerash or Wadi Rum. For example, there are requirements for the Gulf tourists from leisure facilities, markets, restaurants and night clubs. Unfortunately, Jordan lack most recreational facilities. Therefore, Gulf tourists will not see Jordan except when in Amman and will not see the unique sites on offer. With the knowledge that the purchasing power of the Gulf tourists exceeds other nationalities, Jordan must provide



distinguished services and provide a tourist infrastructure with different elements to attract the largest number of tourists and to look out for the requirements of tourists both according to their nationality and desires. The American, European, Asian or Gulf region have different requirements and Jordan has to adapt to all nationalities in order to bring in the largest number of tourists.

As for the city of Aqaba, it needs to re-planning and the study raised the elements of tourism required to make it an attraction for tourists from all regions of the world. Today, the city of Aqaba, the beach and markets are full of Chinese goods, and this is what a tourist finds in Aqaba. How can tourists return if Jordan lacks the minimum requirements for leisure tourists and when even the Jordanian citizens go to Turkey and Egypt for holidays. Millions of dollars are spent by Jordanians in Egypt and Turkey that could be spent locally. The Ministry of Tourism and the Ministry of Education have launched intensive campaigns to increase awareness of the importance of tourism in the new generation.

The tourism sector is considered one of the most important economic sectors in Jordan, where the importance of tourism as a source of income is shown in a country that is not rich in natural resources. In most countries of the world that rely on tourism as a source of income, the most important thing is to introduce the tourist to a beautiful experience that they remember throughout their life, so that they return to visit the country in the future, or at least tell their friends and family what they saw and experienced that has value.

The Minister of Labor and Minister of Tourism and Antiquities Dr. Nidal Al-Gudameen stressed that the tourism industry, both in terms of tourism and archeology, suffers from great problems that necessitate finding quick solutions to address them. He said during a meeting organized by the Association of Jordanian Tourist Associations by the Tourism Committee headed by Amjad Al-Musallmani and in the presence of all tourist associations and the Tourism Promotion Authority, that Jordan has all the needed international tourism components. There are many archaeological sites in the Kingdom and many rare tourist areas. This is not recognized by the local citizenry, which confirms that there is a real problem that requires work to resolve.

He added that in the past two years in the tourism sector in the Kingdom only 6 percent of the total workforce is in tourism and related activities, which is very small for this sector, which is considered the nerve centre of the Jordanian economy. This thus requires concerted efforts to exploit the Kingdom's assets, so that Jordan must be marketed as a tourism destination. In addition to the amendment of educational curricula in schools and universities to introduce the Jordanian citizens and all age groups of the local community to the history of civilization and humanity, great efforts are required in various areas

Jordan must be reconstructed and 're-written' in modern form, so that in addition to updating the mechanism of documenting the numbers of tourists, the information should also include all the information about a tourist, including age and nationality. The head of the tourism committee and the head of the parliamentary tourism committee, Amjad al-Muslimi. said that these committees are considered a boom in the Jordanian tourist industry after its separation from the service committee, thus becoming an independent private body concerned only with tourism affairs. He added that the committee will work to develop this sector and find the long-standing solutions that the sector suffers from both locally and internationally.

The direct rapprochement between the Jordanian tourism industry and the executive will hopefully work. He stressed that the next phase will be the establishment of a tourist cabin that includes all workers in the sector, and work to reduce taxes on the sector, especially on aircraft exhibiting. He will also be working to review the decision makers of



this sector in the Kingdom in order to work to increase attention to the allocation of more incentives for the future of the national economy on the whole.

The head of the Association of Jordanian Travel and Tourism Agents, Sameer Al Derbi, stressed the necessity of rearranging the internal house of the sector, through amending the regulations and laws, to become compatible with the development with the international tourism industry. He said that the regulations currently in place are an obstacle to the development of the tourism industry in Jordan, as well as negatively affecting the increase in the number of tourists and bringing investments that deal with the tourism sector. For his part, President of the Association of Tourism Associations Michel Nazzal reviewed the challenges facing the tourism sector and said it was needed to be always ready to promote and exploit the opportunities available.

Nazzal said that the tourist associations in Jordan suffer from difficult conditions due to restrictions on the tourism industry in Jordan, noting that the sector needs to cooperate with the parliament to draft legislation commensurate with efforts to raise the level of work in the Jordanian tourism sector. He added that the tourism sector achieved the highest value added to the Jordanian economy compared to other sectors, calling for the abolition of some special taxes on incoming visitors and the re-drafting of some legislation that restrict the promotion and marketing of tourism in Jordan. Although according to the above and based on the facts described by the officials responsible for the tourism sector in Jordan, most of the tourist statistics in Jordan indicate that most tourists who come once, do not come back again, and this research will show some of the reasons that lead to this below.

Trying to exploit tourists materially: In most countries of the world, we find that the prices of the entry ticket to archaeological sites, museums and hotel prices, and the price of transportation from one place to another, as well as the price of food in restaurants and the various heritage goods appear to be uniform when viewed from a local population as well as tourist perspective. But what happens in Jordan is that there is sometimes an exploitation of tourists who condone it at first, but keep themselves in a quandary and a sense of uneasiness, which they tend to remember every time they think of visiting the country again. They are thus menaced immensely.

Isolation of tourists from the inhabitants of Jordanian cities: In most countries of the world, tourists mix in with the inhabitants of the cities surrounding the archaeological sites, they converse with one another and the tourist generally has a special memory of such encounters. The conversations and sometimes hospitality provided makes them consider a return visit. Where such interactions are not evident, tourists do not feel a compulsion to return ever again.

Lack of cleanliness for most Jordanian cities and roads: If one takes the Amman-Jerash road in broad daylight, or passes through Madaba city or Irbid city at the height of the day, or takes the Amman-Dead Sea route, without exception, one will find tons of litter on the outskirts of the road. The litter includes plastic bags and cans and cardboard and empty metal and food remnants. The role of educating society towards being hygienic starts with both the family and the authorities who are responsible for basic health care. The litter on the streets must be taboo at the individual level and should be severely punished by the authorities, which also have the burden of maintaining the cleanliness of cities, especially those which feature sought after tourist attractions.

Control chaos relating to traffic and non-compliance with traffic rules is problematic and it noted that there is always great chaos in the cities in Jordan in terms of traffic. It was noticed that the design of many of the main roads does not meet the required level of flow of access, in addition there are bumps in most of the streets of the Kingdom, and what are often considered to be different traffic rules, creating chaos in the streets, which



is one of the bad experiences of the tourist visiting Jordan. The political situation in the region is problematic. The difficult political situation in the Middle East as a whole affects the tourism product in the entire region, and the tourists are generally fearful of the idea of visiting the region. The tourism sector in Jordan, is working hard to remedy the dire tourism decline, in spite of the circumstances it thus seeks to increase people's knowledge of Jordan and the tourist sites.

Tourism problems in Madaba

Madaba is characterized by the diversity of tourism product and diversity of religious tourism, and the historical, therapeutic and natural aspects make it a valuable site for all segments of tourists from home and abroad, but it needs more attention to make leaps in the overall development in the province and the nation. One of the most prominent monuments of Madaba is the mosaic floor, which is similar to those in many other archaeological sites. It is thus called the "Mosaic City". On the floor of the Church of St. George there is a 6th-century map that includes Jerusalem and the Holy Land as well as the mosaic floors in the Church of the Virgin, the Church of St. Elianos and the Archaeological Museum. The mosaic floors that tell the story of popular life in Madaba.

In Madaba there is also the Ottoman Saraya building, Makkir Castle and Mount Nebo, and both are Christian pilgrimage sites which are accredited by the Vatican, as well as the therapeutic tourism of Hammamet Maayan and the adventure tourism in Wadi Al-Hidan, Al-Wala and Qusayb Mineral Baths. Madaba tourism director Wael al-Ja'nini said that the number of visitors to the Madaba province in the year 2016-2017 was 147 927 tourists, while most tourists visited the province in 2017 and coming mainly from China, the United States, India and Spain, which amounted to 123 564 of the total, indicating a significant improvement in the number of tourists. The number of tourists for 2010 was however 400 000 tourists. He pointed out that the expansion and development of the Madaba Visitors Center and the rehabilitation and restoration of buildings is one of the most important tourism projects in the province. In the next phase, the Babour Al-Kassar project, the Tel-Thiban project and the Thiban Visitors Center will be implemented.

In spite of efforts exerted by the government, the multi-tourist treasure remains in the province without hope and many consider that there is a shortcoming in this area. The chief tourism investor in the tourism sector, Charlie Tawal, said that the government authorities did not open new markets after the waves of violence that hit the region since 2011. This reached 75 percent in 2010 up from 25 percent in previous years. He added that "Jordan was the only safe country in the region, and it was better than Lebanon, Turkey and Egypt. However, our tourism has declined significantly," he said, it was surprising that there is a decline in the situation in the region. Al-Tawal wondered why Makawir did not take her rightful stance in tourism, although it is one of the sites of Christian pilgrimage accredited by the Vatican, despite its great religious importance, where the head of the Prophet Yahya (peace be upon him) was cut off but it is not qualified to be a pilgrimage site for religious tourism.

Statistics show that the number of visitors to Makawar since the beginning of the year until the end of August 2018 was only 2545 tourists, while visitors to the site of Mount Nebo in Madaba in the same period, one of the Christian pilgrimage sites was at 197,194 tourists, although the religious, historical and religious significance of the site of Makawar may be larger than the site Mount Nebo. This shows the great difference with the Makawir site by the number of tourists visiting, due to the lack of interest in this holy site of the three religions. Al-Tawal said that the supplementary project in the Eyes of Moses, which is located near Mount Nebo, does not receive any attention, although it can be an important tourist site if the site is restored and prepared for tourists and if they benefit



from its holy water which sanctifies and has a religious dimension. The Chairman of the Madaba Governorate, Dr. Yousef Ghalilat said that the government is required to pay attention to the tourist treasure in Madaba and the tourism sector by revising the tax legislation on the sector and reducing the operating costs and also by facilitating investment procedures in tourism through the Madaba Tourism Directorate.

He added that the Deiban Brigade is characterized by adventure tourism, hiking, natural sites in Al Wala and Haidan, the existence of the Berta Falls, the mineral baths and caves that are still waiting for care and attention, which can be a destination for tourism adventure and natural treatments for travelers from Jordan and abroad. Tourist expert Hussein al-Shawabkeh said that the main obstacle to tourism in Madaba is traffickwithin the city and the lack of commitment of bus drivers and tourist guides to stop at the visitor center, which is causing traffic disruption and endangering the lives of tourists. He added that one of the most important problems of tourism in the Madaba Palace tourist residence, resulting in complaints by the owners of tourism investments, in addition to the lack of numbers of visitors to the site, is the effect of Madaba, which includes the archaeological park, the museum and the Church of the Apostles. The use of one ticket to these sites is considered problematic, and each should have its own ticket. The Director of Madaba Tourism, Wael Jainini acknowledged the existence of a number of obstacles to tourism in Madaba, including the lack of individual means of transport for tourists, the lack of electronic payment, the frequent routine procedures of the government workers and the absence of a single investment window, in addition to the problem of lack of parking inside the city, and heritage sites.

Madaba remains a city of fruit and quiet waters with its diverse tourist products, climatic diversity, topography, stone mosaic and city life. It looks with hope because it receives care and is an important source of income for the government and the country and it contributes to the overall development of the province and Jordan as a whole. The city of Madaba, its regions, mountains, plains and valleys is one of the most attractive tourist areas, which the governments should take care of so that it becomes one of the material and financially entry ports of the state.

The researchers hope that all those in charge of the tourism sector and especially the Prime Minister, Omar Razzaz , should at least form a committee of experts in the tourism sector in Jordan. This committee should study the tourism reality now and make serious recommendations to get out of the tourism crisis so that the sector can return to work as it was in the past, everyone is a partner in the uplifting of the country, its preservation and advancement, and we cannot blame failure on only our mistakes or governmental mistakes. All the essential parties in the public and private sector have to take their tourism sector mistakes seriously and recognize them until they can advance and lead the country to prosperity.

Solutions for Jordanian tourism business

Tourism needs to unite the citizen's efforts by the government to revive and increase the number of tourists visiting the country, because the tourist is an ambassador of their country and transfers everything they see inside the country to their country and expresses their feelings and impressions to others. The role of citizens in promoting tourism is through:

- A) Dealing with tourists in a positive and pleasant way, the citizen should be help them when they ask for help.
- B) Staying away from trying to exploit tourists on the pretext that they are coming for tourism, in which case the traders raise prices on items, or sell them fake goods passed off as original.



- C) To preserve the cleanliness of streets, parks and tourist sites, and use them in good ways for tourists to enjoy, and visit them regularly to maintain cleanliness and usability.
- D) Participate in voluntary work which includes assisting tourists, directing them and cleaning tourist sites.
- E) Preserve tourist sites and gardens from ruin and destruction.
- F) Every citizen has the right to preserve the beauty of the town in general and should do so.
- G) Raising children to respect and not disturb the tourists.

The role of the government in promoting tourism

- A) The role of the government in encouraging tourism Facilitate the procedures of tourists entering tourist sites and their complexity.
- B) Setting the guidelines for streets, roads and all that is necessary for the tourist to facilitate his arrival to any place he wishes.
- C) Encouraging work in the tourism sector for citizens and facilitating work procedures.
- D) The appointment of tour guides in tourist areas and tourist offices; to help tourists to identify the best tourist areas, and enjoy them properly.
- E) Strict laws that protect tourists from exploitation.
- F) Paving the streets well; to facilitate movement on them, secure waste containers, and comfortable seats in tourist places for free.
- G) Secure the necessary protection for tourists to freedom of movement with no fear of attack or theft or any types of assault.
- H) Educating the citizen about the importance of tourism and how to activate it and encourage it.
- I) To develop national tourism development strategies to achieve sustainable development in accordance with short- and also medium-term plans and programs at both the national and local levels.
- J) The growth of tourism, the sustainability of its resources, the increase in its revenues and its economic benefits necessitate the expansion and deepening of governmental and community attention and care in this sector in accordance with the established and clear criteria within a specific strategy.

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Appendix 1:

(Questionnaire used in study)

Obstacles to internal tourism

Question 1: **Put a sign on of (✓) next to Yes or No according to your answer to each one:**

1- Do you support tourism within the Hashemite Kingdom of Jordan?

() Yes () No

2- Has the Ministry fulfilled its duty to develop and clean tourist sites?

() Yes () No

Question 3: Do you support foreign tourism?

() Yes () No

Question 4: Do you encourage domestic tourism and why?

() Yes () No

Question 5: In your opinion, is the Hashemite Kingdom of Jordan living in the era of the tourism industry?

() Yes () No

Question 6: Is tourism in the Hashemite Kingdom of Jordan has negative aspects reflected in society or the state in general?

() Yes () No

Question 7: Do you think the private sector has a role in promoting tourism?

() Yes () No

Question 8: Do you encourage domestic tourism and why?

() Yes () No

Question 9: In your opinion, is the Hashemite Kingdom of Jordan living in the era of the tourism industry?

() Yes () No



Question 10: Is tourism in the Hashemite Kingdom of Jordan has negative aspects reflected in society or the state in general?

Yes No

Question 11: Do you think the private sector has a role in promoting tourism?

Yes No Somewhat

Question 12: Do you find the electronic services provided through the portal to meet all your needs?

Yes No Somewhat

Question 13: The Jordanian Ministry of Tourism is doing its duty to tourist destinations?

Yes No Somewhat

Question 14: Has e-services being used effectively?

Yes No Somewhat

Evaluating the quality of the electronic services provided by the Jordanian Ministry of Tourism, Put a sign on of (✓) next to Yes or No according to your answer to each one:

1. Quality of information available on the system (information is accurate and accurate)

Not satisfied Average satisfaction Very satisfied

2. System quality (system response speed)

Not satisfied Average satisfaction Very satisfied

3. Easy access to all electronic services

Not satisfied Average satisfaction Very satisfied

4. Security and privacy of the system

Not satisfied Average satisfaction Very satisfied

5 - clarity of the systems and provide a user manual shows how to use

Satisfied Not satisfied Average satisfaction Very satisfied

6 - What is your level of satisfaction in general about the electronic services provided by the General Authority for Tourism and National Heritage

Satisfied Not satisfied Average satisfaction Very satisfied

7- How do you see the level of leisure tourism in the kingdom?

Excellent Good Average Needs improvement Bad

Question 4: How do you find the prices of renting hotels and residential units in tourist places in the Kingdom compared to the service and quality provided?

High prices Medium prices Low prices

Question 5: How did you find the level of service and quality within hotels and residential units within the Kingdom?

Excellent Good Average



Needs improvement Bad

Question 6: How satisfied are you with tourism within the Kingdom?

Satisfied Satisfied with the presence of stalks

Not satisfied Neutral

Question 7: If you have a foreign tourism experience, how satisfied are you with it?

Satisfied Satisfied with the presence of stalks

Not satisfied Neutral

Question 8: The prices of hotels in tourist places outside the Kingdom and tourist accommodation compared to the service and quality provided?

High prices Medium prices Low prices

Question 1 : How can we develop internal tourism (IE in the Hashemite Kingdom of Jordan) and what are the main obstacles to internal tourism?

1)

2)

3)

4)

Question 2 : What are the tourism components in the Hashemite Kingdom of Jordan and its archaeological, heritage and entertainment sites that attract tourists or visitors?

1)

2)

3)

4)

Question 3 : What is your future view of tourism in the Hashemite Kingdom of Jordan?

1)

2)

3)

4)

Question 4 : What are your suggestions for developing tourism in the Hashemite Kingdom of Jordan?

1)

2)

3)

4)

If yes, please provide your suggestion below



1)

2)

3)

4)

Question 5 : What is your future view of tourism in the Hashemite Kingdom of Jordan?

1)

2)

3)

4)

Question 6 : What are your suggestions for developing tourism in the Hashemite Kingdom of Jordan?

1)

2)

3)

4)

Question 7 : What are the tourism Prospects in the Hashemite Kingdom of Jordan

1)

2)

3)

4)

Question 8 : What are the negative aspects of tourism in the Hashemite Kingdom of Jordan

1)

2)

3)

4)

The most important obstacles to tourism in the Hashemite Kingdom of Jordan, the prices of hotels are very high prices, prices are overpriced for more than necessary, and in the sergeant and Hassib, means any tourist would prefer to spend a week in Turkey or Malaysia and show wonder at the price of 3 nights in the Hashemite Kingdom of Jordan!! if yes please state your comments below.

Yes

No

1)

2)

3)



4)