



# Heritage tourism of archaeological sites in Jordan: Archaeological site employees' perspectives

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## Abstract

The objective of the study was to identify the trends of the workers in archaeological sites towards restoring archaeological sites in Jordan. As well as to understand the most important factors affecting the marketing of archaeological sites in Jordan and the role of some study variables such as gender, age, years of service, income levels etc. Hence the study sought to identify the most important problems facing such types of tourism. This study was based on an analytical exploratory approach and adopted the method of data collection and analysis to reach the required results. The study was conducted on a sample of workers in archaeological sites in Jordan. The study utilized a questionnaire as the study instrument, and 150 copies of the questionnaire were distributed, of which 120 were returned and 20 were excluded. The researchers thus considered 100 questionnaires for the purposes of data gathering and analysis representing the sample of the study. The study concluded that there is a statistically significant relationship between the workers in archaeological sites and the heritage tourism of archaeological sites in terms of restoration of archaeological sites in Jordan. In addition there is a statistically significant relationship between workers in archaeological sites and marketing heritage tourism sites in Jordan. The study recommended that the concerned parties should work on the restoration of archaeological sites in Jordan continuously, and also the marketing of archaeological sites and their inclusion within the competitive offerings of operators. There is also a need to restore sites under the carefully considered scientific conditions required for archaeological sites.

**Keywords:** Heritage, tourism, archaeological sites, Jordan, employees.

## Introduction

Tourists in Jordan find a lot of historical places and monuments that witness to the long history and the authenticity of its cultural heritage. These places permanently require care and restoration. Congruently, Jordan should develop infrastructure, pave roads, establish restrooms and kiosks in addition to developing the means of transportation between the governorates of the Kingdom, as well build hotels that are commensurate with the other segments of civil society (Alsarayreh, et al, 2012). There is no doubt that Jordan enjoys the advantages of a strategic location, historical monuments and religious sites, as well as medical and recreational tourism, imposing the need to maximize the overall benefit of tourism and highlight its role in the national economy. "Every year around the world, millions of people visit museums, historic cities, and ancient sites to make contact with the past. This vast interest in our cultural heritage reflects the desire of people everywhere to know about and understand human origins and achievements. Designation by UNESCO of more than 500 World Heritage Sites, endorsed by the nations that own the sites, underscores the notion of heritage as a universal human legacy" (Agnew, n.d.).

The tourism sector is considered one of the most ready (albeit in the short and medium term) sectors to contribute to the desired growth rates, to create job opportunities and to increase the country's foreign currency resources. It could be said that the tourism sector has become an



important sector to boost GDP. Therefore, it is mandatory to remove all obstacles facing the investors in the field of tourism, and to coordinate with different parties so as to integrate tourism in the various development programs (Al Dalaeen, et al, 2011).

Statistics indicate that the percentage of tourism contribution to GDP at one point reached 14%, which indicates the importance of presenting the sector as a major investment opportunity, especially that the government's renaissance project clearly indicates that the investments will be in partnership with the private sector. Tourism in Jordan is one of the most important economic sectors and Jordan is one of the most important tourist attractions in the Middle East. This is mainly due to its religious and historical significance. Jordan has other specifications that make it a destination for tourists and visitors from all over the world throughout the year, especially in terms of heritage tourism. Jordan also has a diversity of terrain; moreover, Jordan is a link between Asia, Africa and Europe (Al-Zomor,1985).

Jordan has many ancient monuments that attract tourists, including castles, mosaics that were the product of many civilizations and empires that passed through Jordanian territory, and it also has many temples and theaters that could be visited. Jordan and its people are well known for welcoming guests and the hospitality given to every visitor to their land, making it a popular touristic destination and a touristic attraction place that attracts many tourists around the world to enjoy its monuments and its various touristic areas. The successive civilizations that have passed through Jordan have left many great monuments, heritage and historic places that have made Jordan an important historical and heritage destination. It is clearly one of the most important touristic and archaeological sites in the Arab world. Jordan is an 'open museum' that includes many palaces and archaeological sites belonging to different civilizations spanning many centuries.

Climate diversity in Jordan is good, and despite its small size, it helps to multiply the forms of tourism where the climate of the country is a combination of the climate of the Mediterranean basin and the Sahara. In general, the weather is hot and dry in the summertime, mild, and humid in the winter (ALSarayreh, et al, 2012).

## **Literature Review**

Archaeological conservation is considered to be a specialization in the wider field of conservation and is categorized by its apprehensions with archaeology. Work in archaeological conservation is most often conducted by a conservator but certain conservation actions may be carried out by others, from the archaeologist who plans and conducts an excavation to the registrar who receives a new archaeological collection and indeed to all employees working on a site.

Definition of Conservation: "All actions aimed at the safeguarding of cultural property for the future. The purpose of conservation is to study, record, retain and restore the culturally significant qualities of the cultural property as embodied in its physical and chemical nature, with the least possible intervention. Conservation includes the following: examination, documentation, preventive conservation, preservation, treatment, restoration and reconstruction." (ACCR/CAC, 2000)

Definition of Restoration: "All actions taken to modify the existing materials and structure of a cultural property to represent a known earlier state. The aim of restoration is to reveal the culturally significant qualities of a cultural property. Restoration is based on respect for the remaining original material and clear evidence of the earlier state." (ACCR/CAC, 2000)



So “conservation” and “restoration,” concepts are then both related to issues surrounding archaeology, specifically the study, preservation and presentation of collections resulting from archaeological projects, as well as their long-term preservation.

Ajaj’s study (2007) entitled “Planning and Development of Traditional Tourism in Nablus Governorate,” was composed of seven chapters that concentrated on tourism in Palestine in general and on the Nablus governorate in particular, through studying and analyzing the current situation of heritage tourism in the governorate; its major components, elements, and potentials as well as the obstacles that face this sector. Moreover, the study proposed a development plan for dealing with the industry of heritage tourism in Nablus governorate. The available data were gathered from various related sources in addition to the data collected through the prepared questionnaires, interviews were undertaken as well as a field survey to analyze and evaluate the current situation of heritage tourism in the Nablus governorate.

The study indicated that heritage tourism in the Nablus governorate could witness great development and improvement and could retain its previous prosperity if the required human and financial resources are sustained. The study has recommended obtaining use of the proposed development plan for the improvement and promotion of traditional tourism in the Nablus governorate. In addition, it recommended the necessity of cooperation and coordination among all the governmental, nongovernmental and private institutions involved in tourism sector. This concurs with Nicolaidis (2015) who stresses the critical importance of getting the buy-in of all stakeholders in any project. Finally, the study emphasized the significance of raising the level of public awareness towards tourism ( Ajaj, 2007).

Embaby’s study (2005) was entitled “Mass Cultural Tourism and the Challenges of Heritage Preservation: Future Perspectives for the 21st Century,” and it stated that International and domestic attention has recently focused on cultural tourism, which depends on the promotion and exploitation of the cultural and civilizational heritage of cities and regions. Consequently, cultural tourism in the era of cosmopolitanism and the information revolution have become one of the pillars of the international and international economy. Not only this, mass tourism, which is characterized by a large influx of visitors, needs to comply with established determinants and frameworks to preserve heritage sites, but also, the effects may be very dangerous and will be a severe cause leading to the rapid deterioration and the inevitable elimination of those sites, especially those that are fragile or highly sensitive.

The study aimed to formulate frameworks and determinants of the integration and the balance between the promotion of cultural tourism as one of the mechanisms of community development and the means of preserving the cultural heritage in light of the challenges of the current global and local situation. In order to accomplish its objectives the study analyzed and evaluated the international standards for the management of mass cultural tourism in heritage sites, and proposed new visions and entrances to conservation of sustainable cultural tourism. The study concluded that integrated policies and approaches to control, organize and manage mass cultural tourism in heritage sites are closely related to communication with local communities and visitors as supportive and support mechanisms for conservation and conservation. Moreover, the study called for expanding awareness, care and respect heritage values and the importance of sustainability as a stimulating memory for the current and the future development of communities (Embaby, 2005).

Samawi’s study (1990) was entitled “The reality of tourism movement in Petra, its characteristics, problems and directions.” This study examined the reality of the tourism movement in Petra and its characteristics and trends. The study found that there is a discrepancy between the



demographic and the economic characteristics of the tourists coming to the region and that there is a relationship between the variables of marital status, age, income and education among the different nationalities of tourists (Samawi ,1990).

Abu Rahma's study (1991) was entitled "Geography of Tourism and Recreation in Jerash." The study examined the most important factors affecting the tourism and recreation movement in Jerash area, including the Jerash Festival. The social and economic characteristics of tourists were identified in order to develop tourism services in the region.

The study showed that there was an increase in the percentage of foreign tourists. In addition, the study found the rate of tourists staying in the region is low and the study concluded that the goal of visiting archaeological sites was the main motivation of tourists to visit the region. Moreover, the study showed that the education of the foreign tourists is increasing relating to tourism value, and the education of Arab and Jordanian tourists is decreasing. The study revealed the low level of tourism income of the region and the presence of many problems experienced by tourists such as for example, lack of touristic services and low levels of hygiene (Hassan, 1991).

### **The importance of the study**

- 1- Demonstrating the importance of heritage tourism and its impact on tourism sector in Jordan.
- 2- Explaining the importance of heritage tourism and the role of restoration of archaeological sites on heritage tourism.

### **Objectives of the study**

The study aimed to:

1. Identify the attitudes of workers in archaeological sites towards the restoration of archaeological sites in Jordan.
2. Identify the most important factors affecting the marketing of archaeological sites in Jordan.
3. Identify the role of some variables of study (gender, age, years of service, income level) in the attitudes of workers towards archaeological sites in Jordan.

### **The problem of the study**

The tourism sector is one of the most affected sectors by the regional and international conditions and circumstances. In Jordan, there has been a sharp decline in the tourism industry during the past eight years due to the political conditions in the Middle East region. This severe decline has affected the national economy, where there has been a decline in state revenues, an increase in unemployment and a halt to foreign and local investment. Hence, the study pursues to identify the most important problems facing such type of tourism.

### **Methodology**

This study was an analytical exploratory one which adopted the method of collecting and analyzing data to reach the results. The researchers conducted the study on the workers in archaeological sites in Jordan, and they distributed 150 copies of the questionnaire, 120 of which were returned and 20 were excluded. Therefore, the sample of the study consisted of 100 respondents whose questionnaire responses were used.



### Hypotheses of the study

- 1- There is no statistically significant relationship between the workers in archaeological sites and heritage tourism attributed to the variables of: gender, age, years of service, marital status, level of education, income.
- 2 - There is no significant statistical relationship between workers in archaeological sites and heritage tourism of archaeological sites in terms of restoration of archaeological sites in Jordan
- 3 - There is no significant statistical relationship between workers in archaeological sites and heritage tourism in terms of marketing archaeological sites in Jordan.

### The reliability of the Instrument.

The researcher utilized Cronbach's Alpha to test the reliability of the instrument as shown in table (1):

- 1 - The value of alpha for the paragraphs of the dimension of the restoration of archaeological sites was 0.90.
- 3 - The value of alpha for the paragraphs of the dimension of the marketing of archaeological sites was 0.80.
5. The value of alpha for all paragraphs was 0.85.

All these values are greater than 0.75 so the study instrument is considered to be reliable.

**Table1.** Cronbach's Alpha Test

Dimension	Alpha value
Restoration of archaeological sites	0.90
Marketing of archaeological sites	0.80
Total	0.85

### Description of personal and functional factors of respondents

Table (2) presents a description of the personal and functional factors of the sample members working in the tourist significance, as follows:

**Gender:** 80% of the respondents are male, 20% were female.

**Age:** 53% of the sample was between 20 and 37 years of age, 30% of the sample was 38 to 49 years old, 10% of the sample are 49 to 56 years old, and 7% of the sample was over the age of 57 years old.

**Years of service:** 45% of the respondents served 6 to 10 years of age, 20% of the sample served 2 to 5 years, 5% of the sample served 10 years and more, and 30% of the sample served less than one year.

**The income:** the salaries of 60% of the sample range between 250 and 350 JDs, 20% of the sample their salaries range between 351 and 500 JDs, and 10% of the sample their salaries ARE more than 600 JDs.

**Marital status:** 60% of the sample were married, and 40% of the sample were single.

**Educational Level:** 35% of the sample had bachelor's degree, 30% of the sample had diploma, 5% of the sample had postgraduate degree, 20% of the sample had the General Secondary Certificate, and 10% of the sample do not have the General Secondary Certificate.



**Table 2.** Description of Personal and Functional Characteristics

Variable		Frequency	Percentage
Gender	Male	80	80.0
	Female	20	20.0
Age	37 – 20	53	60
	49 – 38	30	30
	56 – 49	10	8
	More than 57	7	2
Years of Service	One year or less	30	30
	5- 2 years	20	20
	10- 6 years	45	45
	10 years or more	5	5
Income	350- 250 JDs	60	60
	500 – 351 JDs	20	20
	590 – 501 JDs	10	10
	More than 600 JDs	10	10
Marital Status	Single	40	40
	Married	60	60
Educational Level	Less than General Secondary Certificate	10	10
	General Secondary Certificate	20	20
	Diploma	30	30
	Bachelor's Degree	35	35
	Postgraduate Degree	5	5

### Testing and analysis of hypotheses

- 1- There is no statistically significant relationship between the workers in archaeological sites and heritage tourism attributed to the variables of: gender, age, years of service, marital status, level of education, income.

#### a. Gender

From table (3) it is obvious that there is no discrepancies in restoration of archaeological sites attributed to Gender variable since the significance level of the t-value of discrepancies is greater than 0.05. Nevertheless, there is discrepancies in marketing of archaeological sites marketing attributed to Gender variable since the significance level t-value of discrepancies is less than 0.05 in favor of male respondents since the observed the significance level of the males is greater than the observed significance of the females.

Table 3. One Sample t-test related to Gender

Dimension	Mean		Observed Sig. of Means		t-value of the Discrepancies	Sig. of t-value
	Male	Female	Male	Female		
Restoration of archaeological sites	3.05	5.03	3.02	0.02	3.09	0.08
Marketing of archaeological sites	3.2	5.01	3.01	0.03	3.07	0.03



**b. Age**

From table (4) it is obvious that there are no discrepancies in restoration of archaeological sites attributed to the age variable since the significance level of the t-value of discrepancies is greater than 0.05. Nevertheless, there is discrepancies in marketing of archaeological sites marketing attributed to the age variable since the significance level t-value of discrepancies is less than 0.05 in favor of male respondents since the observed the significance level of the males is greater than the observed significance of the females.

**Table 4.**One Sample t-test related to Age

Dimension	Mean		Observed Sig. of Means		t-value of the Discrepancies	Sig. of t-value
	Male	Female	Male	Female		
Restoration of archaeological sites	2.04	4.06	4.02	0.04	3.26	0.06
Marketing of archaeological sites	2.02	4.04	4.01	0.03	3.25	0.03

**c. Years of Service**

From table (5) it is obvious that there are discrepancies in restoration of archaeological sites attributed to (Years of Service) variable since the significance level of the t-value of discrepancies is less than 0.05 in favor of female respondents since the observed sig. of the females is greater than the observed significance of the males. Nevertheless, there is no discrepancies in marketing of archaeological sites since the significance level of t-value is less than 0.05 attributed to (Years of Service).

**Table 5.** One Sample t-test related to Years of Service

Dimension	Mean		Observed Sig. of Means		t-value of the Discrepancies	Sig. of t-value
	Male	Female	Male	Female		
Restoration of archaeological sites	5.05	3.05	0.04	0.09	1.02	0.02
Marketing of archaeological sites	5.02	3.04	0.02	0.07	1.05	0.06

**d. Income**

From table (6) it is obvious that there are discrepancies in restoration of archaeological sites attributed to income variable since the significance level of the t-value of discrepancies is less than 0.05 in favor of female respondents since the observed significance of the females is greater than the observed significance of the males. Nevertheless, there is no discrepancies in marketing of archaeological sites since the significance level of t-value is less than 0.05 attributed to income variable.



**Table 6.** One Sample t-test related to Income

Dimension	Mean		Observed Sig. of Means		t-value of the Discrepancies	Sig. of t-value
	Male	Female	Male	Female		
Restoration of archaeological sites	1.01	2.02	0.02	0.09	3.03	0.04
Marketing of archaeological sites	1.05	2.06	0.01	0.07	3.05	0.09

e. Marital Status

From table (7) it is obvious that there are no discrepancies in restoration of archaeological sites attributed to the Marital Status variable since the significance level of the t-value of discrepancies is greater than 0.05. Nevertheless, there is discrepancies in marketing of archaeological sites marketing attributed to Marital Status variable since the significance level t-value of discrepancies is less than 0.05 in favor of male respondents since the observed the significance level of the males is greater than the observed significance of the females.

**Table 7.** One Sample t-test related to Marital Status

Dimension	Mean		Observed Sig. of Means		t-value of the Discrepancies	Sig. of t-value
	Male	Female	Male	Female		
Restoration of archaeological sites	4.02	4.02	0.08	0.03	1.02	0.08
Marketing of archaeological sites	4.03	4.02	0.06	0.02	1.05	0.03

f. Educational Level

From table (7) it is obvious that there are no discrepancies in restoration of archaeological sites attributed to the Educational Level variable since the significance level of the t-value of discrepancies is greater than 0.05. Nevertheless, there are discrepancies in marketing of archaeological sites marketing attributed to the Educational Level variable since the significance level t-value of discrepancies is less than 0.05 in favor of male respondents since the observed the significance level of the males is greater than the observed significance of the females.

**Table 8.** One Sample t-test related to Educational Level

Dimension	Mean		Observed Sig. of Means		t-value of the Discrepancies	Sig. of t-value
	Male	Female	Male	Female		
Restoration of archaeological sites	2.02	3.03	0.06	0.02	5.05	0.06
Marketing of archaeological sites	2.05	3.04	0.07	0.03	5.06	0.03



2 - There is no significant statistical relationship between workers in archaeological sites and heritage tourism of archaeological sites in terms of restoration of archaeological sites in Jordan.

Table (9) shows that item 5, which measures whether the extent of restoration sites are within the conditions and proficiency required for archaeological sites, has obtained a mean of greater than 4.09 and the observed level of significance less than 0.05. That is considered a motive for workers in archaeological sites and heritage tourism in terms of restoration of archaeological sites. The items as a whole, which represent the restoration of the archaeological sites, have an arithmetic mean of 4.05, which is greater than 3.00. so, the second hypothesis is rejected, that is, there is a statistical significance relationship between workers in archaeological sites and heritage tourism sites in terms of restoration of archaeological sites.

**Table 9.** Mean, Standard Deviation, t-value and Sig. for Restoration of Archaeological Site Dimension

No.	Item	Mean	S.D.	t-value	Sig.
1	Archaeological sites are regularly restored	4.06	0.20	1.03	0.00
2	There is a government interest in restoring archaeological sites	4.03	0.40	1.05	0.00
3	The private sector has a role in restoring archaeological sites	4.02	0.30	1.04	0.00
4	There are institutions or countries supporting the restoration of archaeological sites	4.08	0.60	1.06	0.00
5	Restoration of the sites is within the conditions and proficiency required for archaeological sites	4.09	0.65	1.05	0.07
6	There is a mechanism in place for the damage to be repaired in a structured manner	4.01	0.20	1.04	0.08
	All Items as a whole	4.05	0.45	1.03	0.7

3 - There is no significant statistical relationship between workers in archaeological sites and heritage tourism in terms of marketing archaeological sites in Jordan.

Table 10 shows item 12, which measures whether the marketing of archaeological sites increases the revenue by providing additional services, due to the opening of new channels of distribution and sales. It obtained a mean higher than 4.09 and a level of significance of less than 0.05. That means marketing archaeological sites increase revenues through the provision of additional services due to opening new channels of distribution and sales.

Item (7) which measures whether marketing archaeological sites and demonstrating of prices are done accurately has got a mean of 4.03 with a significance level more than 0.05. That is, marketing archaeological sites and demonstrating prices are done accurately.

The items as a whole, which represent after the marketing of archaeological sites has an arithmetic mean of 4.06, which is greater than 3.00. In other words, the researchers failed to accept the third hypothesis, that is, there is a statistical significant relationship of between the workers in archaeological sites and heritage tourism in terms of marketing archaeological sites in Jordan.



**Table 10.** Mean, Standard Deviation, t-value and Sig. for marketing archaeological sites in Jordan

No.	Item	Mean	S.D.	t-value	Sig.
7	Marketing archaeological sites and price quotes are accurately done.	4.03	0.02	4.02	0.01
8	The archaeological sites are marketed and listed in competitive offers.	4.04	0.03	4.05	0.00
9	Archaeological sites are marketed in Jordan through companies that are in contact with a large number of people fast and at cheap cost and with no geographical boundaries to them.	4.06	0.04	4.02	0.02
10	The archaeological sites are marketed, which provides the opportunity to offer prices and tourism products at a competitive price that benefits the Jordanian economy.	4.07	0.06	4.06	0.00
11	The archaeological sites and touristic products are marketed within the offers to the target market.	4.08	0.07	4.05	0.00
12	Marketing archaeological sites works to increase revenue by offering additional services through opening new channels of distribution and sales.	4.09	0.08	4.05	0.03
	All Items as a whole	4.06	0.05	4.03	0.02

## Results

The study found the following:

1. There is a statistically significant relationship between the workers in archaeological sites and the heritage tourism in terms of restoration of archaeological sites in Jordan.
2. There is a relationship of statistical significance between workers in archaeological sites and heritage tourism in terms of marketing archaeological sites in Jordan.
3. Marketing of archaeological sites provides the opportunity to competitive prices and offering of tourism products that benefit the Jordanian economy.
4. There are institutions and countries supporting the restoration of archaeological sites in Jordan.
5. There is a governmental interest in the restoration of archaeological sites in Jordan.

## Recommendations

The study recommends that:

1. The concerned parties ought to work on the restoration of archaeological sites in Jordan on a continuous basis.
2. Marketing archaeological sites within competitive offers of operators is critical.
3. The need to restore sites under the conditions of proficiency required for archaeological sites.
4. Work to involve the private sector and to give them a role in the financial support for the restoration of archaeological sites.
5. Work to increase the opportunities from supportive institutions and other countries to restore archaeological sites and world heritage sites.

## Conclusions

There are many destinations and sites that are by their very nature of great religious, cultural, architectural or historical value in Jordan, and thus of great interest to both domestic and foreign



tourists (Nicolaidis, 2016). If there are shortfalls in marketing communication, poor infrastructure and other areas, this could deter the development of pilgrimage and religious tourism which is a huge sector and niche market the Jordan should capitalize on. The study thus recommends that the concerned parties should work together on the restoration of archaeological sites in Jordan continuously, and also the marketing of archaeological sites and their inclusion within the competitive offerings of local and international tour operators. There is also a need to restore sites under the carefully considered scientific conditions required for archaeological sites (Bergeron, 2007). The conservation and restoration of archaeological sites requires professionally protecting the archaeological sites from damage and restoring them to their previous state. Implementing restoration measures requires appropriate documentation, management, monitoring, and upkeep. Ideally, the preservation of sites requires a vision that is all encompassing and holistic. Archaeological sites thus require an additional level of care in regards to their conservation and restoration. Changes will invariably also arise from the need to meet and exceed the requirements of travelers to archaeological sites and also holy sites, as consumers.

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