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Arab Society for Economic Research

17 Emarat Al-Uboor, Salah Salem St.
Nasr City P.O. Box: 88 Panorama October
Postal Code: 11811, Cairo - Egypt
Tel: 2621737 - Telefax: 2631715
E-mail: asfer_egypt@yahoo.com
Website: <http://www.asfer.org>

Centre for Arab Unity Studies

«Beit Al-Nahda» Bldg. - Basra Street - P.O. Box: 113-6001
Hamra - Beirut 2034 2407 - Lebanon
Tel: (+9611) 750084 - 750085 - 750086 - 750087 - Cable: «MARARABI» - Beirut
Fax: (+9611) 750088
E-mail: info@caus.org.lb
Website: <http://www.caus.org.lb>

Real Image Perceived By European Tourists Towards Jordanian Tourism Products

Abdel Baset I. Hasouneh

Assistant Professor, Faculty of Administrative and Financial Sciences,
Department of Marketing- Al-Isra University, Amman.

Osama Z. Shihabi

Lecturer- Hashemite University, Jordan.

Introduction

Tourism can play a significant role in overcoming the many socioeconomic challenges Jordan faces, but only if the reality and perception of tourist image are addressed urgently and adequately as a strategic priority.

Tourism has become the world largest industry.

The past two decades had been a time of fast and furious growth for world tourism, accounting for more than 6% of the world gross national product (3-2 trillion in 1993) and employing 127 million people worldwide. Tourism is now, beyond doubt, the world's largest industry.

Tourism is becoming a booming servicing industry in many parts of our world. Tourism is able to create new prospects and dimensions for businesses and jobs. It also had brought about economic revival to many declining areas on world-wide scale and had also fostered the social and cultural integrating by promoting dialogue between visitors and hosts.

According to a published article by ITA (office of Travel Tourism industry, obtained by the Internet), it is estimated that travel and tourism export contribution to the economy have grown nearly 250% during the last 10 years (within USA domestic boundaries).

As to this issue, travel and tourism has taken it as the number one services export producing a trade surplus every year.

Many countries in the world depend heavily on tourism either directly or indirectly. Even highly developed nations can not neglect tourism as a worthwhile sector of economic potentials. The trend also has considerable worth to contribute towards the local society standard of living especially in humble or poor communities.

In promoting tourism, state marketing strategies often incorporate the cultural, social and historical components of regional areas.

So whilst the tourist is seeking to experience the local flavour of the destinations, this flavour or essence of a region is intermingled with a resident's own sense of place.

Sense of place can contain historical, current and future dimensions, all of which contribute to a community's internal composition, their determination of what is socially, economically and culturally important and has implications for how a community perceives itself within a global marketplace.

The tourism industry must meet the challenge of competitiveness. Quality has become a key element in Community actions aimed at the competitiveness of tourism.

At the operation level, the work permitted a thorough analysis of the needs and expectations of tourists. After that, examples of concrete solutions were presented by the tourism industry at business, sectoral and destination levels.

According to the World Tourism Organization, the Arab region accounted for 2.8% of total worldwide arrivals, and just below 2.6% of worldwide receipts in 1999. This is a small improvement on the figures reported in 1998. Oman, Lebanon and Jor-

dan showed the strongest growth in visitors arrival. Concerning Jordan, tourists arrivals in 1999 totaled 1,357,822 compared with 1,256,428 in 1998. Tourists from European countries accounted for 21.6% of total tourists' arrivals in 1999.

According to the Central Bank of Jordan, tourists receipts in 1999 amounted to 587 Million JD (\$828 million) compared with 562 million JD (\$792 million) in 1998. The contribution of tourism to the Jordanian Gross Domestic Product (GDP) in 1999 stood at 9.9%. By the end of 2001, the contribution rose to 9%. It is interesting to know that tourists contribution to export increased from 40.9% in 1994 to 43.4% in 1999 - an indication of the significance of Jordanian tourism industry for the economy of the Kingdom.

The Importance of the Research

The «*importance*» of this research stems from the fact that the positive tourists image is significant for enabling the decision makers in tourism sector to improve and positively affect the crucial factors of tourism operations. Moreover, the researcher will explore the obstacles hindering the attraction of the European tourism to Jordan; the feedback of European tourists is necessary to develop the internal and external promotional tourism campaigns needed for developing the arrival of more European tourists to Jordan. In this field of study, there are very few researchers that tackled the problems of tourist image towards the tourism products in Jordan.

The importance of this paper lies in the fact that the tourism sector is a potential player in the Jordanian economy and is expected to witness more consumers, income and job opportunity creation. In addition, the following major considerations should be taken into account as well:

First: This paper is one of few that deal with the overall picture of European tourists. No early studies were found in the area of the real Perceived Image (Final, lasting and probably permanent- of his / her touring experience to the country; Jordan).

Second: Tourism plays a growing vital role in enhancing the Jordanian national economy, on a global scale, the annual contribution of tourism exceeds \$2,000 billion and is considered the second largest source of revenues after the petroleum industry. In highly developed nations people spend on tourism more than they spend on clothing and medical care.

Third: A well-designed and carefully tailored-made tourism service marketing mix is an essential basic ingredient of the realistic, optimistic and promotional efforts of tourism for Jordan. A distinguished perceived image by the majority of the European guests will, undoubtedly, take a lot of collective coordination and dedicative work in both the public and private sectors.

However, this research will be a corner stone in studying this major issue in a more detailed manner.

Fourth: It is of a great importance to find out the most popular places of interest to the European tourists, from different European demographic segments.

However, more analysis is needed to find out how we can best match between the

places of popularity among the touring Europeans segments and the in-advance scheduled length of stay.

Fifth: It is equally important to evaluate the quality of the provided tourism services as perceived by European tourists in particular. There have been very limited attempts to study this acute aspect on national or international scales.

Sixth: Tourism experts should receive help to gain an understanding of the European tourist perception.

Seventh: International tourism competition is unattainable unless tremendous efforts are exerted to provide quality services that exceed guest expectations.

Problem of the Research

The '*research problem*' is that the perceived image of the European tourists towards the tourism products in Jordan is vague and probably not known to most concerned authorities and decision makers in Jordan. This study comes to shed light on this problem. In the light of the rapid growth of universal tourism and declining demand of Jordanian tourism products, as can be seen in table (1), involve such changes that force us to interrogate all available ways and means to elevate the current circumstances.

The problem of the research is seeking mechanisms to initiate the positive essential framework, a pre-requisite for development of strategic and tactical plans for European tourism flow toward Jordanian Tourism products:

The research attempts to find answers to the following questions:-

- 1- What is the real perceived image concept from a national, European and international perspective?
- 2- What is the importance of a tourist's perceived image as a tool for rectification and enhancement of national tourism?
- 3- What is the impact of attaining a high positive level of Europeans' perceived image on the national tourism inflow to Jordan?
- 4- What are the obstacles and barriers hindering the inflow of European tourists to Jordan?
- 5- Are there any changes between the expected image (pre-tour projections) of Jordan and the real perceived image as obtained by the European tourists due to their departure (post-tour image)?
- 6- What are the least and most popular features of Jordanian tourism products from various European tourists' perspective?

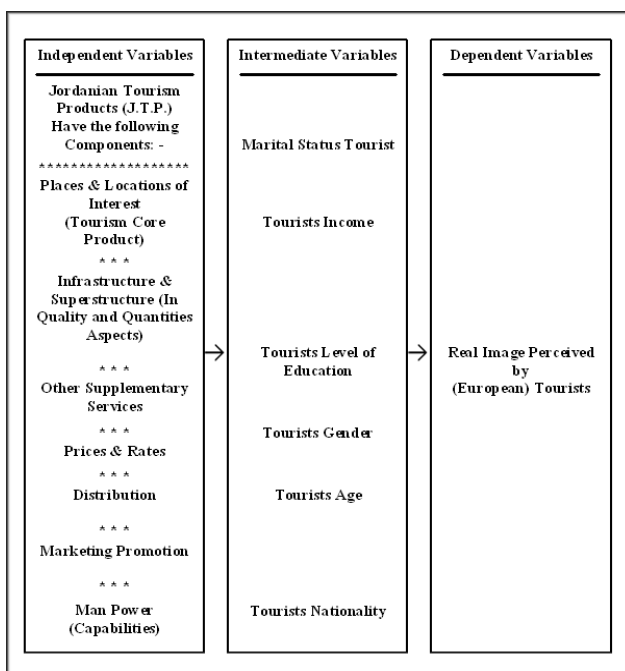
The Objectives of the Research

The '*objectives*' of this research are to highlight the real image of the European tourists towards Jordanian tourism products; to investigate the criteria used by the European tourists in their judgement on the tourism products in Jordan; and to rank the European tourists according to the perceived preview about the Jordanian tourism products.

The main objectives of the research can be summarized as follows:

- 1) To view the real perceived image by European tourists concept as a tool of rectification toward improving the quality of Jordanian tourism products.
- 2) To relate among European tourists socio-economic determinants dimensions (Nationality, Age, Gender, Marital status, Occupations, European tourists annual income and the perceived image scale).
- 3) To determine the popularity of tourism locations from the European tourists perspective.

Theoretical Frameworks (Model)



Jordanian Tourism Product (J.T.P): incorporates all seven elements

The Tourism Marketing Mix

Lovelock believes that the tourism marketing mix is composed of 8 elements as opposed to the four elements of basic marketing associated with tangible products. These 8 elements are as follows:

Product Elements: managers in the tourism industry must select the features of both the core product (service) and the bundle of supplementary service elements surrounding it, with reference to the benefits desired by tourists and how well competing services are performed.

Tourism product is defined as a group of tangible and intangible services and locations that attract the tourist to visit.

Price and Other User Costs: This component addresses management of the expenditures and other outlays incurred by the tourist in obtaining benefits from the tourist product. Responsibilities are not limited to the traditional pricing tasks of establishing the selling price to tourists, setting trade margins, and establishing credit term. Managers in the tourism industry also recognize and, wherever practical, seek to minimize other bundles that tourists may bear in purchasing and using a service, including time, mental and physical effort, and unpleasant sensory experiences, such as noises and smells.

Marketing Promotion and Education

Place, Cyberspace, and Time: delivering product elements to tourists involves decisions on the place and time of delivery as well as on the methods and channels employed. Delivery may involve physical or electronic distribution channels (or both), depending on the nature of the tourist service being provided.

«Marketing Promotion includes advertising-through various media, sales, promotion merchandising, public relations brochures etc».

«This factor is considered one of the most prominent variables in the tourism marketing mix; a comprehensive strategy can be only planned through a full cooperation of all concerned authoritative parties».

Physical Evidence: The appearance of buildings, landscaping, vehicles, interior furnishing, equipment, staff members, signs, printed materials, and other visible cues all provide tangible evidence of a firms service quality. Tourism firms need to manage physical evidence carefully because it can have a profound impact on tourist image and impressions.

Productivity and Quality: These elements, often treated separately, should be treated strategically as interrelated. No tourist firm can afford to address either element in isolation. Productivity relates to how inputs are transformed into outputs that are valued by tourists, whereas quality refers to the degree to which a tourists service satisfies tourists by meeting or exceeding their needs, wants and expectations.

Process: Creating and delivering product elements to tourists require the design and implementation of effective processes that describe the method and sequence of actions in which tourist service operating systems work.

People: Tourist services depend on direct, personal interaction between tourists and a firm's employees. The nature of these interactions strongly influence the tourist's perceptions of service quality. Tourists will often Judge the quality of the service they receive based on their assessment of the people providing that service.

Service: Lovelock and Weight view a service as an act or performance that creates benefits for customers by bringing about a desired change in or on behalf of the recipient.

Research Hypotheses

The '*hypotheses*' of the research are that the perceived image of the European tourists of the Jordanian tourism products are not positive; there are differences among the perceived images of the European tourist groups towards the Jordanian

tourism products; There are significant differences among the perceptions of the European tourists according to their nationality, age, gender and education.

The researcher has developed several hypotheses to be investigated and tested statistically in order to be accepted or rejected with the purpose of developing findings and conclusions. These hypotheses are:

- 1- The perceived image that the European tourists hold toward the Jordanian Tourism product is negative.
- 2- There is no significant relationship between the nationality of European tourists and the perceived image toward the Jordanian tourism product
- 3- There are no significant differences in the perception of European tourists toward the Jordanian tourism product attributed to socio-economic determinants (Nationality, Age, Gender, Education, Occupation, Marital Status and Tourist Annual Income Level) studied individually or collectively.

Research Limitations and Determinants

The researcher encountered some obstacles. Here are some:

- The «*limitation*» of the study is that very few sources and references are available to the researcher on this topic; besides there is limited time available for the researcher to conduct more in-depth investigation of a larger sample of tourists and, finally, the lack of financial resources available for the researcher to enable him to travel to all tourist sites in Jordan to meet the European tourists listed in the convenient sample.
- The subject data matter was not accurately categorized which caused difficulty in accurately determining the research population in order to acquire the most idealistic Research sample.
- Despite all efforts, some public and government authorities could extend neither cooperation nor support to the researcher.
- The summer season of 2002 was very disappointing as far as tourism is concerned because of the political and military circumstances in the Middle East.
- Corporation was very scarce when it comes to having some details from Hotels or Touring Guides.

More detailed investigation is needed. To find out the important criteria used by various European segments in their judgement toward the tourism, product of favorable features of products in various Europeans tourists segment must be acknowledged in future research.

Research Methodology

- 1- Research Population: The target population of the study incorporate European tourists who visited Jordan during the period of June, July, August, September and October of Summer Season of 2002 (Sampling Units). The locations are scattered across the Kingdom; Hotels of Amman, Petra and Aqaba as well as Airports of Amman, Aqaba together with Jarash and Petra Archeological sites.

2- Samples of the Research: A convenient sample⁽¹⁾ was selected by the researcher, and comprises 350 European tourists from all countries of the continent of Europe (Sample size). The sample was selected randomly as there was scarcity in the number of tourists, the threatening political circumstances surrounding the region, time limit and shortage of financial resources of the researcher. The questionnaire was distributed among 350 tourists during the period, received 291 responses, that is 83% return rate of total circulated papers (Sample size).

The confidence level used in the calculation is 99% margin of error 4.25% and obviously from table (2) our research was based on year 2001 of 175,424 European tourists arrivals to the Kingdom⁽²⁾

The researcher attempted to select those people who are accurate representation of the population as a whole (variation of the tourists groups): Different nationalities, age groups, gender, educational level, occupations, marital status and annual income.

Regarding the sample design, the researcher used the statistical data found in table (2), that is 175,424 tourists, and decided to select %0.02 of the figure which is calculated to be 351 of which actual response received were 291, that is 83% return rate. For the stated issue the consumption behaviour researches can not deny that the majority of studies in this research scope use a sample between 250-500 to defend their hypothesis.

Regarding the questionnaire testing, the test of questionnaire was modified and changed three times before the final phase. At the initial stage an unofficial piloting structured interview was used to initially determine the types of questions most appropriate.

Data Collection:

This research depends on two types of data;

- Primary data: Which are collected through the questionnaire that was prepared to measure the independent variables, intermediate variables and dependent variables. The data have been collected specifically for the purpose of the research from Jordan main airports, Jarash and Petra Arcological sites, four and five stars hotels, tourism and travel agents.
- Secondary Data: This group of data was gathered from theoretical literature, books, references, professional periodicals, newspapers, Internet and other available media. This information forms the base for the research.

(1) «In convenience sampling, the selection of units from the population is based on easy availability and/or accessibility. The trade-off made for ease of sample obtention is representativeness of the sample. The major disadvantage of this technique is that we have no idea how representative the information collected about the sample is to the population as a whole. However fairly significant insights can be provided by this sampling. (< [http://www.ryeson.ca/~mjoppe/ResearchProcess/Convenience Sample.htm](http://www.ryeson.ca/~mjoppe/ResearchProcess/Convenience%20Sample.htm) >). Convenience sampling is characterized by a nonsystematic approach to recruiting respondents that often allows a potential respondent to self-selected in the sample. Any sample in which the probability of a sample member's inclusion in the sample cannot be computed is considered to be a convenience sample. Convenience sampling can be useful in other ways. It can be extremely valuable for hard-to-reach populations.

(2) < <http://www.ncspearson.com/research-notes/sample-clac.htm> > .

Sampling Unit and Statistical Analysis

For the purpose of this research the sampling unit is the randomly selected European tourist visiting Jordan during the summer season of 2002, the questionnaire was distributed to the available tourists who, by incident, happened to be touring the tourist sites and locations within the specified time period; June, July, August and September 2002. The following statistical techniques used in the analysis:

a) Validity and Reliability:

1) Validity:

Literally this means the capability of the questionnaire to accurately measure the same way each time, the variables, «Best available approximation to the truth of falsifying a given inference proposition of conclusion», which the questionnaire is designed to measure, basically, the researcher depends on the faced validity.

A scattered group of tourism and marketing experts were consulted for this respect and the statements were modified in accordance with their comments.

2) Reliability:

Cronbach's Alpha: Measurement device has been used to testify the tool stability; in this Research the result was 88%, that is more than adequate- level of 60%. To test the reliability and validity of the questionnaire, this device has been used.

Under the same subject; the author finds it necessary to state that «the design of the questionnaire will determine whether the data collected will be valid and reliable.»

The researcher must be able to evaluate not only the questionnaire itself but also the specific wording of the questions. There are three steps to questionnaire design (a) The information (b) The questions types and wording (c) The visual layout and physical characteristics of the questionnaire.⁽³⁾

b) Descriptive Statistical means/Measure:

The means used here are: (1) Arthmetical means, (2) Percentages, (3) Standard deviations (SD) and (4) Frequency as to describe the statistical data, obstacles encountering tourism development, and sites visited by the tourists.

c) One sample mean t-test; to evaluate the real perceived image of European tourists toward the Jordanian tourism products by comparing the mean estimate with standard mean = 3. As an illustrative example, we (evidential proof) may state the scale responses for normal assessment are:

Strongly agree	Agree	Undecided or Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Accordingly the mean of this assessment is:
$$\frac{5 + 4 + 3 + 2 + 1}{5} = 3$$

(3) <http://reversion.ca/~mjoppe/ResearchProcess>.

If the t-calculated is more than t-tabulated, in this case we will reject the null hypothesis ($H_0: U < 3$) and this type of testing is concerned with the first hypothesis of the research.

d) Two independent sample means (t-test)

This analysis is used to compare between mean of perceived image for males with the mean of the perceived image of females, to determine whether there is a significant difference that depends on t-calculated which will be compared with t-tabulated. If t-calculated is more than t-tabulated we will reject the null hypothesis. But if t-calculated is less than t-tabulated, we will accept the null hypothesis. This particular case is applied to the third hypothesis.

e) Analysis of Variance (One Way Anova)

This analysis is used to test the effect of Tourists demographic features -Nationality, Age, Education, Occupations, Marital Status, Annual Income- and Real Perceived Image. If the result shows significant difference, then the researcher will use Scheffe test⁽⁴⁾; this test is based on the principle of comparing two groups to determine which one is different. This is concerned with second hypothesis.

Findings and conclusions

Findings:

- 1- The real perceived image of the majority of the European tourists is positive
- 2- There is a difference in the real perceived image among various nationalities.
 - a- The real perceived image was at its best and favorable term for Netherlanders nationals who stand in same footing as the Swedish. Both stand at 3.7917 mean.
 - b- In the second place, we have the German nationals with 3.6288 mean.
 - c- The Italian nationals, perspectives come at the third place with 3.5699 mean.
 - d- The Belgium group of citizens stand in the fourth place in their perspective with 3.4792 mean.
 - e- The Austrian come in the fifth place with 3.4583 mean.
 - f- The Russians come in the sixth place with 3.375 mean.
 - g- The Denmark nationals come in the seventh place with 3.3565 mean.
 - h- Others and unclassified nationals come in the eighth place with 3.2774 mean.
 - i- The Spaniards come in the ninth class with 3.152 mean.
 - j- The French come tenth with 3.147 mean.
 - k- The British come eleventh with 2.9830 mean. This actually indicates a negative perspective toward the Jordanian tourism products.

(4) Scheffe's test commonly used to conduct post hoc contrasts among K group means, it guards against an infinite number of potential post hoc contrasts..

- 3- There is a difference in the real perceived image among various age groups
- a- The real perceived image was at its best. And most favorable among age groups of 50 - 59, with 3.6548 mean.
 - b- In the second place comes the age group up to 19 with 3.6534 mean.
 - c- In the third place comes the age group 35 to 49 with 3.4555 mean.
 - d- In the fourth place comes the age group 60+ with 3.45 mean.
 - e- In the fifth place comes the age group 20-34 with 3.0472 mean.
- 4- There is a difference in the real perceived image among various educational levels.
- The most favorite perceived image among the various educational levels are as follows:-
- a- «Below secondary school certificate» occupied the first place with 3.7083 mean.
 - b- «Secondary school certificate» occupied the second place with 3.5644 mean.
 - c- «Bachelor» level group occupied the third place with 3.3837 mean.
 - d- «Post Graduate» level group occupied the fourth place with 3.2884 mean.
 - e- «High Gradual diploma» level group occupied the last and fifth place with 3.275 mean.
- 5- There is a difference in the real perceived image among various occupations/professions.
- a- «Student, Housewife's... others» level group occupied the first place with 3.6463 mean.
 - b- «Government servant» level group occupied the second place with 3.5203 mean
 - c- «Professional M.D, lawyer...etc» level group come fifth occupied the third place with 3.4106 mean.
 - d- «Lecture, teacher etc» level group occupied the fourth place with 3.2927 mean.
 - e- «Businessman, trader...etc» level group with 3.1764 mean.
- 6- There is a difference in the perceived image among various marital status.
- a- «Separated marital states» level group occupied first place with 3.6463 mean
 - b- «Divorced marital states» level group occupied the second place with 3.5203 mean
 - c- «Marital with no children marital status» level group come third with 3.4106 mean
 - d- «Married with children marital status» level group occupied the fourth place with 3.2979 mean.
 - e- «Single marital status» level group occupied the fifth place with 3.1764 mean
- 7- There is a difference in the real perceived image among various income groups level.
- a- The real perceived image was at its best among «\$30.000-48.000 earners», with 3.6603 mean.

- b- The real perceived image was in the second place among the earners of «\$48.001 and over», with 3.5271 mean.
- c- In the third place come earners of less than \$6000US, with 3.4396 mean.
- d- In the fourth place come earners of \$6.001-\$16.000 level group with 3.333 mean.
- e- In the last and fifth place come earners of \$10.001-30.000 level group.

Conclusions:

- 1- In general, the majority of European nationalities perspective have a positive image of Jordan; they all, except for the British, possess more than 3 mean average.
- 2-
 - a- Among the European Groups who have the most favorable opinions are the Netherlanders and Swedish (highest in prospective). The Swiss, German and Italian who possess fair popularity toward Jordan.
 - b- Midway popularity is found among Belgian and Austrian people.
 - c- Among the European groups who possess fair favorable opinions are the Russians and Danish.
 - d- The least favorable nations are others, Spanish and the French.
 - e- The British possess a negative perspective toward tourist products of Jordan.
- 3- Concerning the perceived image among different age group the conclusions are as follow:
 - a- Regarding the age groups who have positive perceived image, the age range groups 0-19 and 50 - 59.
 - b- Less positive prospective came from age range group 35-49.
 - c- Among the age groups who have the least positive perceived image, groups 20-34 and 60+ .
- 4- The European female tourists have a fairly less than average mean 3.25 than the males of 3.437 average mean.
- 5- Educational level
 - a- Among the educational level groups who favorably have positive perceived image, the age group «Below secondary school cert» and secondary school levels, is first.
 - b- Less positive perspective comes from «Bachelor degree» level group.
 - c- Among the educational level groups who possess the least positive perceived image, the groups of «post graduate» and «high graduate diploma» levels.
- 6- Occupations/Professions
 - a- Among the occupational groups who favorably have positive perceived image perspective «Student, Housewife's, Others» and «Government servant» groups, rank first.
 - b- Less positive perspective is received from professional M.D, lawyer, etc.

- c- Among the occupational groups who possess the least positive perceived image, «lecture, teacher, etc» and «Business man, trader, etc», come last.

7- Marital Status

There is a difference in the perceived image among the various marital status groups.

- a- «Separated marital status» and «divorced marital status» groups both have favorable positive perceived image prospective.
- b- Less positive perceived image is received from «Married with no children» group.
- c- «Single marital status» and «Married with children» groups possess the least favorable opinions.

8- Income Levels

- a- The income levels groups who favorably have positive perceived images are the earners of «\$30.000-48.000» and \$48.000 and over.
- b- Less positive perspective is received from earners of «less than \$6000».
- c- The income levels earners who possess the least positive perceived images are the earners of \$6001-16.000 group and \$16001 - 30.000 group.

Suggestions

- 1- A committee composed of the Ministry of Tourism & Antiquities and Jordan Tourism Board and selected members of the private sector must be set up to supervise all issues relating to tourism trade in Jordan.

The proposed committee list of activities may include, but not limited to, the following obligation duties:-

- The formation of inspection teams to oversee the rates and prices.
 - Selecting the most appropriate plans and schemes to promote the country abroad.
 - Advise the authorized personnel within the governmental circles of the financial, budgeting allocation requirements.
 - Collect information related to the different European nationalities in terms of demographic, social and other characteristics to initiate the tourism data bank.
- 2- Jordan must seek technical assistance and support from WTO (World Tourism Organization) to improve the quality and standard of tourism services and develop national human capabilities.
 - 3- A well-trained and reasonably informed police force must be employed to avoid the unethical, misconduct behavior against the European tourists, as well as tourists from other parts of the world.
 - 4- Medical Hospitalization tourism is a potential tourism revenue, which must be reorganized to suit the possible users. Monopoly in this respect must be discovered and treated to the national cause.

Regional and urban committees may be formed in different major districts of Jordan to oversee the tourism aspects in that area. The regional committee may be

headed by a well-acknowledged and educated individual, while the duties of the committee may incorporate issues such as: Amending, protecting and rectification of tourists areas, Human resources recruitments for the purpose, control over the financial revenue and expenditure.

- 5- The government must provide a decent budget allocation for the tourism sector. The sum to be considered must be in proportion to the actual tourism annual income, taking into account that tourism provides 9% of the national Jordanian income.
- 6- Already imposed taxes must be reconsidered in the light of surrounding competitive countries.
- 7- Major and significant archeological sites must be supplied with all vital services: spare electrical generators, and access to medical care units and civil defense force facilities.
- 8- Medical Hospitalization tourism is a potential tourism revenue which must be reorganized to suit the possible users. Monopoly in this respect must be discovered and treated to the national cause.
- 9- Regional and urban committees may be formed in different major districts of Jordan to oversee the tourism aspects in that area. The regional committee may be headed by a well - acknowledged and educated individual, while the duties of the committee may incorporate issues as: Amending, protecting and rectification of tourists areas, human resources recruitments for the purpose, control over the financial revenue and expenditure.

Table (1)
The Main Indicators of Tourism Sector in Jordan
(during the period 1997-2001)

Indicators	1997	1998	1999	2000	2001
Arrivals in thousands	4,266.2	4,586.0	4,767.5	4,618.1	5,235.0
Total tourism income/GDP (%)	12.3	11.6	11.6	9.9	9.1
Value added in Million JD (current prices)	256.8	259.4	279.6	266.4	265.4
Value added/GDP (constant prices) (%)	5.8	5.5	5.8	5.1	4.9
Credit facilities provided to tourism sector in million JD	70	108.7	140.5	155.2	171.0
Credit facilities provided to Tourism sector from IDB(*) in Million JD	29.6	39.4	43.4	32.5	33.5
Number of Hotels	336	380	422	452	472
Number of Rooms	12109	13704	16181	17485	19247
Room Occupancy Rate (%)	43.6	37.9	34.9	39.5	30.5
Number of employees in Hotels	7815	8510	9378	9785	11446
Employment in the Tourism sector	16438	17550	20569	21515	22864

Note: (*) IDB = Industrial Development Bank.

Source: *Annual Report* (Amman: Central Bank of Jordan, 2000).

Table (2)
Total European Tourist Arrivals January- December 1998-2001

Source of Tourists	1998 Arrivals	1999 Arrivals	2000 Arrivals	2001 Arrivals
European Countries	219,445	292,757	278.450	175,424
Total Tourists	1,256,428	1,357,822	1,427,000	1,478,000
Percentage %	17.465	21.561	19.513	11.869

Source: F. Souty, «Competition in International Tourism,» paper presented at: Symposium on Tourism Services, Held by World Tourism Organization (WTO), Geneva, 22-23 February 2001.

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