

Tourist Marketing in Jordan between Reality and the Hoped (for)

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Abstract

As a result of the great role that the industry of tourism plays in developing communities and states socially and economically, most of the states, of them Jordan concentrated on tourism, and granted it a great concern for its role in developing and supporting the national economy, for tourism in Jordan is considered one of the greatest and the fastest in growth and development, because of the great variety in its tourist productions, inspite of its small size, where exist the historical and archeological locations, spread from Um Qais in the North to the rosary city of Petra, the capital of the Nabateans and one of the World Seven Wonders, and wadi Rum in the South, passing by Jerash the archeological city, Al-Mghtas (place of submersion and Baptism), and the Dead Sea, the lowest place in the world, in addition to its enjoyment of security and stability. Therefore the researcher followed the inductive analytical method of the theoretical literature, and results of studies related to the subject of this study, aiming at answering the following questions:

- The first question: what are the types of tourism available in Jordan?
- The second question: what is the economic and social significance of tourism?
- The third question: what is the reality of tourist marketing in Jordan?
- The fourth question: how do we market Jordan touristically and at an ideal form?

The study had deduced reconnoitering the types of tourism in Jordan, and its economic and social significance and the reality of marketing it, reaching to inventing the best method to touristically market Jordan.

Key words: tourist marketing, reality, and the hoped (for).

Introduction

Man knew tourism since former ages when he was wandering from a place to another, searching for food and water. When man was stable at primitive communities, such as the Pharaoh Egypt, Phinigia and Bable, tourism took another form and became confined to the category of Emirs (princes) for hunting, picnicking and exploring other countries. The Roman Empire in Fifth Century A.D. was one of the greatest and most powerful states in the human history. It was dominating the center of trade, and was famous for its huge buildings, which their remains still exist in numerous countries. Tourists went to those territories aiming those antiquities to witness their wonders. And in the Eighteenth century Britain was the most visiting for entertainment by the rich and wealthy people in Europe. After it came Italy, which was famous for coming of a great number of tourists to visit its buildings, which are still constant since the Eighteenth century. Tourism continued in this form until the end of the Middle ages, when some states started concern about preparing visitors to them, and adopting some simple lodgings (hotels) in great cities and on some highways among cities. Tourism in that time took long periods and was full of dangers of travel and movement and non-security on roads among cities. And demanded great amounts of money, so it was confined to rich people and Emirs only in that era.

And in the beginning of the Industrial Renaissance Age in Europe, at time of exploring the steam engine and trains industry, a revolt in the industry of tourism occurred at the world level. It saved haste

and security in transfer for the people. "Thomas Kock" in the beginning of the Nineteenth Century organized the first tourist travel on board of an equipped train. After the First World War the states that have tourist destinations started to concern with the tourist industry, for what they found of a great return by the residence of tourists on their lands and what the tourists purchases flow of financial returns, the thing that refreshed its economy, to commence after that a new reign of the worldly tourism in the Twentieth century. And also the religious tourism prospered, so the Muslims became travelling to pilgrimage and Al-Omarah with great numbers more than before. And some of them aimed Jerusalem before its occupation and else of cities and the Islamic zones, such as the Enlightened Medina, Turkey and Spain and many other cities.

Also Christians were permanent visitors of Jerusalem and Rome and else of sacred Christian places in the world, especially in the Middle East area (<http://vb.chatal3nabi.com/t103202>).

Tourism industry is considered one of the most abundant industries in growth and prosperity, and in the long run more of growth, enlargement and prosperity in most parts of the world. And as a result of the great role played by tourism in developing communities and states economically and socially, for most of states concentrated on tourism and gave it great concern, especially the developing them, due to their role in developing and supporting the national economy, where tourism in them is considered the greatest and hastiest industries in growth and development. Jordan is distinguished with great variety in the tourist products inspite of the small area of Jordan, where the historical locations and antiquities spread from the North, Jerash the archeological city passing by Al-Maghtas (place of submersion and Baptism) on the River Jordan and the Dead Sea, the lowest spot in the world, reaching to the South, where locates the rosary city of Petra, the capital of the Nabateans and one of the world seven wonders, in addition to security and stability, with which Jordan enjoys compared with what occurs in the territory (Al-Abbasi, 2012; Bthatho, 2012).

And with the enlargement of tourist competition, from the local scope to the regional scope then to the worldly one, the rules of competition in the tourist sector, the thing that obliged building partnerships, alliances, and net systems to reach the tourist markets, for the interweaving frame in the tourist sector is performed on the principle of partnership to increase coordination and cooperation among the different acting parties on tourism industry at the local and worldly level, especially in the shadow of the increasing development in technology and the continuous retraction in the geographic barriers among states. That will not be achieved except through the effective marketing performed on scientific bases (Bthatho, 2012). And Damrawi (2012:2) had defined marketing as a study of needs and wishes of clients and an attempt of stuffing them in a better way than competitors and within the available resources of the association. And the marketing process means a process of planning, organizing, directing, pricing, promoting and distributing, and control of efforts and marketing resources to achieve the drawn objectives.

Therefore, the tourist marketing demands a deep study of behavior and expectations of exposed to markets, being aware of perception and the form of the tourist organization in the mind of the tourist, which is considered apart of the perceptive process of the tourist, that tends to form expectations and in turn specifies the form of the suitable behavior. The practical and scientific marketing is performed on the marketing researches to collect information and the submitted service be correspondent to expectations, and so the tourist marketing is performed on collecting information about the tourists behavior and their expectations and producing the correspondent services (Al-Abbasi, 2012).

The tourist sector has a great role in supporting the national economy and labour market through its worldly ability on the tourist marketing and attraction of the different tourist investments. This appears clearly in the objectives and axes of the previous strategy (2011-2014), that works to instruct the everlasting of the tourism sector through the coming five years within a comprehensive objective, it is increasing the returns of the Jordanian tourism, to reach the amount of (4.2) milliard dinars at the advent of the year 2015. It will work on finding (25000) new labour opportunities directly in the tourism sector

and increase of females participation in man power at the rate of (15) percent, and training (5000) male and female students in the centers of hotel and tourist training, the eleven following the Vocational Training Association and developing the skills of entertainment amongst (40000) workers in the tourist sector (Mihyar, 2011; Ministry of Tourism and Archeology, 2011).

In this field Bthatho (2012) assured that interweaving is considered one of the successful strategies in the tourist marketing; because it works on glorifying and enlarging the range of reaching opportunities to the greatest category of tourists in the world, in addition to increasing ability of exchanging information and experience among members, the thing that requires working on transferring from forming strategies of development and marketing the Jordanian tourist sector from the individual work to cooperation and collective work with the states of the region and the world, and working on distributing the roles and specifying the suitable means to achieve the objectives and expenditure on the materialistic sides and studying abilities and the possibilities of each party, the thing that returns with good and benefit on all members of the net.

Problem of Study and its Questions:

Building on what was provided in the work papers, the formal tourist publications and field visits, Jordan owns numerous of the natural, human and civilized tourist constituents, that qualify it at the long run to form a unique tourist product to reach a high tourist industry in Jordan, but these constituents need tourist investing programs reflect the national priorities. Also exploiting and developing these tourist resources need experiences able to read the tourist application in the worldly markets at present and in the future. Developing performing the tourist investing projects need capitals and financial sources to achieve and accomplish them in reality. These needs should represent principal challenges in the scale of the Jordanian national priorities to form a unique and distinguished tourist product, enjoying the competitive relative traits. This distinction and uniqueness and the relative competitive traits are in the end able to form and develop tourism in Jordan. Originally, in developing this tourist product, to be connected with submitting services and facilities at a high level of high quality and distinction. There upon, this study came to investigate the reality of the tourist marketing in Jordan, reaching an ideal tourist marketing, that is through answering the following questions:

The first question: What are the types of tourism available in Jordan?

The second question: What is the economic and social significance of tourism?

The third question: What is the reality of tourist marketing in Jordan?

The fourth question: How do we touristically and ideally market Jordan?

Significance of Study:

Significance of starts from the significance of its subject, which investigates the how of touristically and effectively market Jordan, therefore the significance is embodied in the following:

- This study is considered one of the rare studies – in the limits of researcher’s knowledge which discussed in the reality of tourist marketing in Jordan by reaching an ideal tourist marketing.
- It is hoped that this benefits the acting and concerned with the Jordanian tourist resources and planners for developing tourism in Jordan, through recognizing the reality of tourist marketing aiming at looking up to the future.
- It is hoped that results of this study be as a compass directed to all people who are concerned with the tourist activities for the ideal tourist marketing.
- It is hoped that the researcher reach laying a suggested frame for the ideal tourist marketing.
- It is hoped that this study enriches the Arab library in the field of tourist marketing.

The objective of Study:

This study aims at pin – pointing the types of the available tourism in Jordan, and derive the social and economic significance, and investigate the reality of tourist marketing in Jordan, and show how to touristically and ideally market Jordan.

Methodology of Study:

To achieve the objectives of this study, the researcher employed the descriptive method to investigate the reality of the tourist marketing in Jordan, reaching an ideal tourist marketing. And the method of aspiration, that aims at looking up to the future by forming a group of the conditioned prophecies, clarifying the main milestones of the tourist marketing in Jordan, starting from the present to look up to the future. That is through deriving a future imagination of the sought tourist marketing.

Terms of Study:

Tourist marketing: the process of planning and execution, concerning defining the different tourist places in Jordan and promoting the different means, aiming at polarizing the greatest possible number of visitors from all over the world.

Reality: the present tourist reality from part of the number of tourists from different nationalities, and the financial return on Jordan.

The hoped (for): what is expected of tourism in Jordan in the future from part of the number of visitors and the financial return on Jordan.

Answering the first question: what are the available types of tourism in Jordan?

Tourism is an activity done by an individual or by a group of individuals results in a transfer from a place to another, or from a country to another on purpose of doing a certain task, visiting a certain place, or numerous places, or on purpose of entertainment results from it observing other cultures and civilizations. In addition to information, new witnesses and meeting numerous peoples and nationalities. That affects a direct effect on the national in-come of the tourist states, and creates numerous labour opportunities, industries and numerous investments to serve the activity and elevates the level of people's performance and their culture, publishes their history, civilization, customs and traditions (Dumrawi, 2012). And Bthatho (2012) defines tourism as an entertainment activity out of routine, which the tourist lives. Tourism aims at refreshing the individual's spirit, and be by the individual's transfer from the place of his residence to another place in the same state, or transfer to another state, with saving all services and necessary things to this activity, at a period not less than (24) hours and does not exceed a year.

But pillars of tourism are represented in the tourist, the individual who performs the activity of tourism. And in the host state, it works to submit all services to the tourist, and saves what he needs of necessary things for finding an interesting tourist sphere. And in the tourist milestones with all their types, that are specified with the type of tourism; the environmental, marketing, scientific, and the therapeutic (remedial) and else. In addition to the pattern of tourism: that is, specifying tourism internal in the same state, among its cities, rich in the tourist milestones, or external, surpasses the limits of one state to another state (The Tourist Middle East Magazine, 2012).

But Dumrawi (2012) had specified the types of tourism, by the religious tourism which is the individual does transfer from his place of residence to the sacred places in his state itself, or transferring to another state. Such as visiting mosques and tombs, or places of worship such as Mecca and Medina. With this type of tourism the religious sanction strengthens and the spiritual side refreshes. And the therapeutic (remedial) tourism is paying a visit to the health resorts, for example and the mineral waters and the remedial sanatoriums & else abundant by the individual; for the purpose of this tourism is the treatment of the body from diseases at centers that own high efficiencies, with self recreation. And the social tourism is organizing group travels by the individual at days of holidays for recreation and increase of self and body activity. This happens by many groups conducted by certain responsible companies, insure a great sphere and organize a suitable program to visit places and make residences available for them.

Tourism of conferences, which was prosperous with the developments that accompanied the economic, political and cultural fields, for the tourism of conferences happen by organizing various conferences in the different countries, for which the individuals aim to show up at them together entertainment, yet be equipped with places for residence, halls to present conferences and means of

communication and else abundant services. And athletic tourism covers availability of all necessary things for this tourism, either it was internal or external. Tourists travel to them to spend leisure times interesting in practicing the different types for this tourism. And the tourism of marketing is the tourism – which individuals do in some of the states that perform it, in order to show their products for decreased prices to attract tourists. And the entertaining tourism where individuals do head to the places that are distinguished for a comfortable sphere, in them there are water and thrilling forests and the aim of the individuals' heading to them is entertainment and enjoyment only, where individuals practice their hobbies. And the cultural tourism: educated people and those who are concerned about the civilized and historical milestones are concerned about this tourism. And the tourism of wandering; this type is modern, individuals do head towards the beautiful places, with the rich and thrilling nature, walking on foot. They enjoy wandering in it and stay in Wild tents. And the environmental tourism: it is the transfer of individuals and visiting the environmental, botanical and zoological preserved zones, for the sake of preparing studies about them and informing the environmental secrets. And tourism of adventures: they cover informing the strange livings in some territories, and doing the games of ascending mountains, bike – racing and diving in the secrets of valleys, hunting and doing all the odds. And tourism of cars and bikes in countries that own large roads with hasty communication with other countries. And all necessary services of first aids, maintenance and else are available in these roads. And tourism of exhibitions, which is transferring among the states that perform different exhibitions of plastic arts, industrial exhibitions and literary and commercial exhibitions and else.

But the constituents of tourism were specified in the Middle East Tourist Journal (2012) by geography, history and nature, that is, for the availability of the archeological locations, religious places, deserts, and water. And indicated to abundant types of tourism in Jordan, of them are:

1. **The cultural tourism (historical and archeological):** Jordan is considered an important cultural center in the area, and the artistic and cultural movement is at a constant motion, for the capital, Amman submits a number of theatres and halls of show, and high technical exhibitions. And the Roman Amphitheatre is considered one of the most important theatres in it, where it accommodates about (15) thousand spectators. Also Jerash, the city of the Roman antiquities with the deep – rooted civilization heritage is considered one of the few cities that preserved its historical milestones that refer to ancient Roman Greek reigns. But the city of Ajloun, famous for its historical castle, called “A & Rabad Castle”. One of Saladin’s leaders had built it to stand erect to confront the enemy and keep the communication roads between Damascus and North Syria. And there is Um Qais that locates in North Jordan whose antiquities overlook Yarmouk Valley and Tabariyah Lake and the Golan (Heights) Highland corresponds it. Its Roman establishments of streets theatres, and bathrooms had been built from the black basalt stone and the Karak castle which locates in South Jordan. Crusades had built it to a strategic communication point between the castle of Shoubak and Jerusalem, and in it exist secret paths, underground lead to fortified halls. And through the towers of the castle the tourist can see a thrilling natural scene of the surrounding area. But the city of Petra, which recently gained the name “one of the World Seven Wonders”, it is considered a witness of the human miracle that gets cities out of the bellies of mountains, and called the “Rosary City” ascribed to the colour of the rocks, which formed a unique construction. It is so much like a castle and considered from the most famous archeological milestones in Jordan. And there exists the Omayyad Qaser Amrah, which is considered an Islamic architectural technical master piece, and Qaser Al-Kharanah, which is considered one of the most important Omayyad antiquities, in addition to other places such as Qaser Al-Hallabat and Qaser Al-Mushatta.
2. **Therapeutic and hospitalizational tourism:** Jordan is distinguished with the development of the medical services and modernity of hospitals and medical centers and availability of the most prominent specialists in the world in treating the different diseases. In addition to existence of the

natural resources for the therapeutic tourism in which all constituents of treatment are available of them:

- The Dead Sea which is considered the lowest spot in the world from the level of the sea. It enjoys a historical fame since the ancient times. It was an attractive center for kings and great emperors and merchants for residence or hospitalization with its distinguished waters. But in the modern age, great hotels equipped with the modern utilities and the high quality services and swimming pools, places of entertainment, enjoyment and performing the resorts and health and therapeutic centers, which depend on the sea water salts, and its mud.

The area of the Dead Sea is distinguished with its sunny weather all the year and its sun rays, not harmful for man health. Its fresh dry air, so much filled up with Oxygen. The most important and distinguished in this area and famous with black mud, rich with salts and minerals, and water so much filled up with natural minerals, especially calcium, magnesium, bromine, and potassium altogether. And these waters are from the most important sources of natural therapy. But the Jordanian Himmah (hot spring) is considered from the most important locations of therapy and tourism, where in which a therapeutic tourist resort was performed, comprising a therapeutic center for the chest diseases and inflammation of respiratory system, diseases of the nervous system, skin diseases and rheumatism diseases. Meanwhile Maeen Baths are famous for their resorts and natural clinics which offer therapy for the casualties caught with skin diseases, diseases of blood circulation, osteitis, rheumatism, back and muscles. And Aafra Baths are distinguished with their hot springs that comprise minerals, which share in treating barrenness, diseases of arteriosclerosis, anemia, and rheumatism, in addition to the therapeutic resorts in it.

3. **The religious tourism:** There exists many tombs and sacred places for the heavenly religions, locations and antiquities of prophets and companions, tombs, residences and mosques of martyrs, such as Ja'far Bin Abi Taleb's tomb, Zeid Bin Haritha's residence, and Abdullah Bin Rowahah, Godblessed their souls, and Dirar Bin Al-Azwar's resident, Abu Obaidah Amer Bin Al-Jarrah, Shurahbeel Bin Hasanah, Mu'az Bin Jabal, and Amer Bin Abi Waggas, and the resident of the Prophet Shu'aib. And from the most important attractive religious zones: "The Cave of the Seven Sleepers", which locates in the South East of Amman. Also Jordan is known to the Christian history, on its land exist sacred places for them, for in the city of Madaba exists the rare land of Mosaic that refers to the Byzantine reign in the Church of the Roman Orthodox, and in it exists the most ancient map for the sacred land. There is also Mount Nibo, overlooking the Dead Sea. And Al-Maghtas (Baptism Site) locates in the area of Wadil Kharrar, which was anciently called "Bait Iina". Over there Jesus Christ had stood, when he was thirty of age at the hands of the Prophet Yahya "peace be upon them both" to be baptized with water and announce from that place the beginning of his "Message" to humanity. And there exists a number of waste wells and pools, it is believed that former Christians had used in group rituals for baptism, and there is the resort of the Mount Lady in Aanjarah, and the resorts of Prophet Ielya in the area of Al-Wahadneh Ruins.
4. **Athletic tourism (Safari, adventures, tourism of wandering, and tourism of cars and bikes):** Wadi Rum is considered an interesting challenge to climbing hoppers, and in it the highest mountainous tops in South Sham country. Visitors can organize group travels on camels' backs and camping in the valley, in addition to travels by cars of the fore-fold push and riding balloons. And from the athletics which are performed in Jordan, the sport of the World rally racing of cars and bikes.
5. **Entertaining tourism (tourism of marketing, coastal tourism, and tourism of dividing):** Aqaba is considered one of the most important tourist territories in Jordan, where the thrilling scenes with the golden sands of the Red Sea Shore, which is distinguished with the crystal water, high palm trees and warm sun. It is one of the most beautiful winter tourist resorts on the shores of

the Red Sea. The visitor can practice the hobby of tourism, or skiing on water or fishing or leading sailing boats, or any type of water sports. And in it there is the sport of diving and in it there are the coral reefs, coloured fishes, and the fascinating and thrilling landscapes.

6. **Tourism of exhibitions and museums:** tourism of exhibitions and museums was prosperous through what is performed in Jordan yearly, such as the industrial, military, commercial, technical and plastic exhibitions and else. And the tourism of exhibitions and museums in the present time, became coming into force in Jordan, in which it overlooks through it on other states, and an important factor of the tourist activation in Jordan.

Jordan is considered an open exhibition, and an integrated museum to show the natural antiquities of the various forms of the Earth surface; plant & animal, scientific progress and national industries. For the movement of exhibitions had witnessed a strong rise, for there various local and international exhibitions performed in Jordan, Jordan mediated location among states of the world assisted in that and stability of the internal political conditions, and the possibility of hosting and organizing exhibitions and modern communications. But the tourism of celebrations, which is annually performed in Jordan, attracts great numbers of tourists to the celebrations, which are distinguished with variety to fit the different tastes, such as celebrations of Jerash and Al-Fuheis. Therefore, this type of tourism should be performed on an institutional basis leads to upgrading the equality of this type of tourism in Jordan (Abu Romman, 2013).

7. **The educational tourism (tourism of conferences, tourism of exhibition):** Jordan is considered an important supporter of the educational tourism, where exists a great number of the public and private universities, publically and privately accredited and a great number of the Arab students join them, that is, because the Jordanian universities enjoy a good scientific fame. The statistics had indicated to the incoming students to complete their university study that their number surpasses thirty thousand male and female students, from more than eighty – five nationalities spread all over most of the Jordanian Universities from North to the South, public and private and at a rate exceeds (10%) of students inspite of their concentration at universities with scientific specializations, especially the medical and engineering. This forms a great number of students, who are considered truthful embassadours to Jordan at their countries and reflect the ideal form about it, that which lays a heavy burden of responsibility on Jordan to keep the flow of this number consecutively to our universities, to form a source of materialistic support to cover expenditures of the universities and support the educational tourism, and another source of supporting our national economy, and a future vision to frame a typical cooperation between Jordan and countries of those people (Obaidat, 2011).

Universities should partner the incoming students in many of the youth cultural, technical and entertaining programs, that recognize them of Jordan as homeland and history, and make the opportunity available for them to reconnoiter their colleagues of the Jordanian students with their countries, customs and traditions. And to develop discussion purposeful programs for them to merge with the local community, and find programs for their affiliation and merging in the Jordanian community, through the tourist travels, social and cultural activities out of the university wall, and encourage the youth and academic tourism and establish the student families, in which the incoming students affiliate and else. For this all we welcome the incoming students very well and lend them a hand to partnership, cooperation and communication through their universities, which we appreciate their role respectfully (Obaidat, 2011).

And in the field of investment in the educational tourism, it should work on making Jordan a regional and international center in the field of educational tourism, and gain an international recognition, that is through the relative trait of the qualified human resources in Jordan. And in accordance with that the key of success is the private sector upon which the responsibility of recognizing the worldly markets with this sector. And also the government has a vital and strong role in the success of this sector, through creating the suitable environment.

Therefore, the partnership between both sectors the public and the private, will be the basis for the sake of achieving the everlasting economic benefits for Jordan. And the greatest role lies upon the corporation of activating the Jordanian tourism, in promoting the educational tourism, through cooperation with the Ministry of Tourism and Archeology and the Ministry of Higher Education, aiming at bringing out, the educational side at all levels, to attract the greatest possible number of the Arab and foreign students to Jordan, aiming at obtaining the university education, or in the field of training in the different spheres, the thing that forms an important propelling power in activating the economy and the public tourism indirectly. The most prominent benefits of the educational tourism that belittles the dependence of the formal universities on the financial support, in addition to that the foreign students will be ambassadors for Jordan after their graduation. This thing has positive effects stretched at the long run on the tourism and trade sector with Jordan and investing in it. And the Jordanian students get benefit from the increasing variety in the university (Bthatho, 2014).

The answer of the second question: what is the economic and social significance of tourism?

The industry of tourism is considered from the faster sectors in growth and development in the present century at the international level, that is, for its ability to generate about opportunities and share in the gross national product (GNP) and saving hard currency. Many international reports issued by (WTO) the World Tourist Organization, following the United Nations, the growth of the international tourism increased, inspite of exposing the world to numerous economic crises, where the number of tourists amounted to (438) million tourists in 1990 to reach (681) million tourists in the year (2000) and (935) million tourists in the year (2010). And the size of income coming from the international tourism (852) milliard US\$ in the year (2010). The (WTO) World Tourism Organization prophecies that numbers of worldly coming tourists will reach to about (1.6) milliard tourists at the advent of the year 2020 (WTO, 2011).

Therefore, the consecutive Jordanian governments entrusted the tourism sector a priority. And Jordan seeks and exerts stabilizing its condition as a distinguished center on the map of the worldly tourism industry, where tourism is considered and will remain at long term incentive for the economic growth in Jordan, for it gains the biggest share of the gross national product (GNP) in Jordan's productive economy. It had witnessed a constant increase in tourism through the first decade of the Twenty First Century, for more than seven million travelers had arrived to Jordan in the year 2011 and expended more than two milliard Jordanian dinars. It is what shared more than (14.2%) in the gross national product (GNP). And the direct employment in the sector amounted to (42500) occupations in the year 2011, and that is estimated to find hundred thousands of the identical occupations in the economic sector at counting the whole doubled effect, and in this context the great and large concern revealed itself in tourism sector, and the first strategic objective of Jordan is to perform a developed and advanced contemporary tourist industry in accordance with the highest standards and international classifications (Ministry of Tourism and Archeology, 2011).

And the economic influences of tourism in Jordan appear in enlarging tourism sharing in the gross national product (GNP), and increase of income and tourist collections from the foreign hard currency, and support balance of payments, which reflect the national accounts of Jordan, which is as a current and debit account for the government, and increasing the revenues of the state from taxes and fees and raising the living level of the inhabitants through increasing the tourist income and improving the living level of the inhabitants by merging the local communities and enlarging their partnership and acquired rights of projects and the tourist development programs, and work to enlarge the doubled influences for the tourist sector over the rest of economic sectors, through developing the relationships and economic intorpenetratments between tourism and other sectors (World Bank, 2010).

Also the relative sphere of the direct tourist investments had increased in Jordan during the recent years. And the effectiveness of the direct foreign tourist investments depend as a power for the tourist development in Jordan on two factors, they are (Sarayanews.com):

1. Influence of the direct tourist investments facing the tourist development, that depends on the internal tourist resources in Jordan.
2. Political and commercial usefulness of merging standards of everlasting in the process of decision making related with the direct tourist investments.

But the social significance of tourism is represented in improving the living conditions of the population through the increase of income and labour opportunities. It also encourages merging the local communities and enlarges the participation of the inhabitants in the tourist activities and in the process of the tourist planning, so as enlargement of the local communities sharings is done in both processes of planning and tourist development.

Bthatho had mentioned (2012) that the purpose from reinforcing “the competition of the Jordanian tourist sector” is transforming Jordan into a regional and international center for business men and investors, through continuing working to lay the tourist competition as a basic element in programs of economic reform and developing its performance, and working on laying economic policies through an independent center works on establishing researches in the fields that affect the nature of the tourist competition in Jordan for investment and offering advisement concerning economic reforms in the vital fields which affect the investing environment in the tourist sector, and affect the policies with significance that affect the tourist investing environment. This requires settlement of the local investments and attraction of the direct foreign investments and working on measuring the ability of worldly competition, learning on the global competition report (GCR) and issuing the local competition indicator, which leans on surveying collecting the local investors’ views and assistance in hastening the tourist development wheel, and creating labour opportunities through raising and reinforcing its competitive ability. And it is obliged to mention that there is a group of procedures wishes to be taken to increase the competitive ability of the Jordanian tourist sector, we mention of them (Bthatho, 2010):

- Preparing new policies and strategies adopting the worldly standards and reinforcing the legal and legislative environment to support the competition of the tourist sector.
- Modernization and developing the law of the present tourism, with what harmonizes the worldly developments in the industry of modern tourism.
- Developing and improving the tourist transfer through lightening the applied systems to allow the tourist transfer work inside the tourist locations and among them, and equip it with the most modern technological equipments in the sector, in addition to fulfill the needs of tourists from the vulnerable markets.
- Research in the competition of tourist – taxes, and fees of visas in comparison with the competitive tourist directions.
- Modernization and development of license standards and organization concerning tourism sector including the growing companies’ demands, and obstacles of establishing business or carrying them out and the imposed costs on the associations of tourist works.
- Raising the distinction reward in the tourist business due to the international standards of promotion for the best practices and techniques of management in the tourist organizations and rewarding them.
- Consultation with the representatives of the tourist sector for the sake of specifying the needs of supporting the businesses, which occupy the priority of this period.

To answer of the third question: what is the reality of the tourist marketing in Jordan?

Tourism is characterized with the industry of the future. And it is one of the most important three industries that form the push power of the economies of services in the Twenty First Century, These three industries are: industry of communications, industry of information technology, and the industry of tourism. The industry of tourism is unique, being the most abundant and the fastest in growth and development among these industries, the thing that saves increasing relative and competitive traits. These

facts represent challenges to Jordan to response to the powers of tourist market and work to exert more efforts to achieve a large tourist rise that suits the tourist constituents in Jordan.

The tourist marketing is constant and regular process for marketing the tourist product with its attractive territories, goods, and distinguished services with high quality, aiming at building the positive picture of the country as a tourist resort in the internal and external tourist markets, with what reinforces the trust climate amongst visitors and increases the tourist demand for the purposed tourist country. Therefore, we assure that the technique of the tourist marketing has to depend on taking the technique of modern marketing performed on an organized marketing structure. And the tourist marketing is considered a basic factor to achieve the tourist development, due to what it does of an important role in the tourist promotion and tourist services. It is a marketing service, or a show or a tourist program across the internet. And the electronic tourist marketing is considered the most achieved in the objectives and the least in cost from the other classical means, such as the read, seen and heard means (ectall.com/ 2013).

And Al-Abbasi (2012) indicated that the tourist marketing of Jordan faces plenty of obstacles represented in conditions and political variables in the area beside the world economic crisis, and in the weakness of the financial resources, specialized to the Corporation of Tourism Activation in order to carry out effective recreative programs, and the difficulty of reaching new markets. In addition to the competition in prices of the tourist products, especially if compared with prices of the tourist products in the neighbouring countries. And in the weakness of hand made and traditional industries with the Jordanian identity.

And to overcome these obstacles the government and the private sector have to be committed to save the suggested budgets to carry out the strategy of the corporation of tourism activation in marketing Jordan as a tourist purpose through the plans, programs and the suggested marketing activities by the corporation and intended to be executed all over the world. And working on specifying the Jordanian tourist products accurately from part of characteristics, constituents and cooperation among all tourist activities at all marketing tasks, especially in pricing operations, that is to get competitive tourist products with concentration on the Jordanian tourist, producer, and variation of the Jordanian tourist product through concentration on tourism of conferences and the educational, therapeutic and environmental tourism. Where that will share in promotion for the other types of tourism, and so increasing the number of tourists. And this in turn will require carrying out marketing activities to attract those concerned with these types of tourism, especially that Jordan started witnessing an increase in the number of visitors coming for treatment goals, showing up at conferences, or visiting the locations and environmental protectorates, in addition to concentration on the internal marketing and intending the internal tourism in the coming strategies, especially that Jordan locates in an area does not vacuate from conflicts, wars, and political problems, which affect the foreign and Arab markets too. This demands limiting prices concerning internal tourism without affecting the high quality of the tourist product and with what guarantees saving reasonable profits for operators of working on studying new tourist markets, such as China, and India, and save the necessary tourist products to attract and save them with competitive prices and market them by the effective marketing techniques. And developing the infrastructure and the superstructure with saving a net of hotels at different degrees that fit all tastes with the necessity of saving suitable airports and a net of the suitable roads leading to the tourist locations. And doing the abundant studies to reconnoiter the effectiveness of the tourist marketing of Jordan, internally and externally and recognizing the efficiency of services and the submitted tourist products and the extent of the tourist's consent about prices and the tourist utilities.

The process of touristically marketing Jordan is affected by three organizing levels, put in order at a pyramidal form as follows (Al-Abbasi, 2012):

1. First level: covers the great tourist companies dominating transportation means and worldly hotels and the residence of these companies in countries of tourist demand.

2. Second level: the tourist companies existing in Jordan, which represent branches of great companies in the first level. These companies occupy the second rank in the pyramidal scale.
3. Third level: the small tourist projects in Jordan. These projects depend on the tourist companies in the medium level, and have few effects in the worldly tourism industry in Jordan.

It is clear from the previous organizing levels that touristically marketing Jordan will be formed by the worldly dominating companies. They are the companies that dominate the markets, services of air – transportation and the series of the worldly hotels, in addition to the majority of worldly tourists coming to Jordan, their organization and transportation is done by companies of air – navigation existing in their countries, and owned by the worldly dominating tourist companies. This too stretches to resident places at hotels following those companies. Therefore, the returns of tourism industry in Jordan are few compared with acquiring gained by the worldly dominating companies.

The success of the tourist marketing in Jordan depends on the interwoven and interlaced relationship of three factors, represented in the extent of the natural tourist constituents affection existing inside the tourist location on the tourist and the strength of attraction factors in it, and the easy excess to the tourist location by the tourist. And in the same time many problems and obstacles confront the work of tourist companies in Jordan, some of them: the weakness of its ability for fewness of the capital available, the thing that makes it unable to produce marketing materials for the tourist locations, in addition to that it is unable to have an excess to new markets, through adventuring in opening those markets in front of their tourist product. All this leads to extracting its activity on traditional activities at its normal markets.

So, it has to work on reviewing the policy of marketing the tourist locations in Jordan, and using the modern technological means in the marketing process, to specify the quantity and quality of the tourist markets, and specify the governing powers of each market and trend of tourist movement from each one, the size of this movement and drives of travel to the different states and the tourist locations. Also, it should divide these markets into elementary markets, secondary and possible markets, due to limited standards and considerations of the relative weight according to the number of the coming tourists compared to the number of the population, and deepening the means of gaining constant information about these markets, to lay an elastic marketing policy nurtured by information and researches the marketing share of Jordan from all these markets (Foster, 2010).

It should be concentrated on increasing the tourist return, and raising the level of tourists' type from part of ability to expenditure, and increasing the average of residence and enlarging the basis of relations with the worldly tourist companies, from organizers of effective group travels in the tourist markets to guarantee the variety and uniqueness of the tourist activity at each region of the tourist regions in Jordan with a distinguished tourist product as far as possible, and work on worldly marketing it. Non existence of a clear vision is apparent, from which the tourist marketing strategy in Jordan starts, where the promotive effort tends to rooms and apartments and prices sometimes. Then transfers to the signing celebrations and parties some other times. And sometimes the announcement takes about Petra, and some other times commends exhibition halls and markets. So it is clear that there is decrease of awareness with the relative trait, and the basic competition, upon which the strategy of tourist marketing in Jordan is performed.

Answer of the fourth question: how do we market Jordan touristically and at an ideal form?

The marketing tourist awareness forms a great importance in improving the tourist picture in Jordan and decreases some negative effects, that accompany the tourism industry, and that be through building a touristically cultured community. This culture is built on a basis of high awareness of the importance of the sector with what shares in forming a correct tourist setting. And this awareness cannot be achieved except through the collaboration of all parties' efforts inside the community. That is because the process of developing tourism does not make its track depend on both sectors, the public and the private only, but surpasses them both to the normal citizen, as considered the basic element in the process

of development from one direction and a truthful standard of consent and the civilized advancement of the community from another. So tourism is connected with the behavior of individuals, and will never rise, and become prosperous except if the community as a whole, incubated it and considered it the issue of the community, to work on correcting the picture and reactivating the tours it addresses. So the tourist awareness is defined that it is awareness, understanding and perception of a group of values, trends and the prevailing principles in the field of tourism, which allows individuals of the community effectively participate in their communities conditions and problems, and specify their stands of them, and pushes them to move for the sake of developing it and work to plant it in the minds of the coming generations with what assists to achieve the tourist development at home. And the tourist marketing awareness represents the final outcome of relations and the results thrown by the process of interaction among the different parties, effective in tourism, that appears in the efficiency and effectiveness each element of the tourist outcome in representing the sought objectives. These effectiveness are numerous parties, of them are the formal associations and the private sector, who look at the societal awareness as considered a basic instrument of development instruments (Abu Romman, 2013).

From here came the tourist marketing, which is considered a basic factor to achieve the tourist development, due to what it does of an important role in the tourist promotion and the tourist services in general. And from this point the tourist marketing, through propaganda and announcement, forms a necessary matter in this respect, depends on self consent and enjoyment for the sake of creating wishes and incentives of consuming the tourist outcome, and enlarging the tourist market and attract the greatest number of this service demanders. The tourist sector today concentrates about the consumer and his experience; for studying visitors' behavior and their trends is done, and after that directing travel services and developing them due to priorities of clients. Agents of tourism and travel in tourism exporting markets by developing new and advanced marketing technicalities for categories and different tourist patterns.

It should be indicated that tourist marketing assists in reinforcing the tourism condition, the thing that leads to increase numbers of the incoming tourists and increase of their returns of the foreign currency at high rates. Also improving the organizing structures and marketing for the state to become a competitive tourist destination in the worldly market demands developing the marketing skills for the tourist promotion to high levels of performance swiftly responds and proficient with the needs of clients, in addition to glorifying sharing, which the tourist sector can offer it in economy through laying the state as a competitive and attractive tourist destination in the worldly tourist market, and supporting the rich natural resorts, and the historical, cultural and the unique architectural heritage, and improving ability to specify the marketing products and experience that fulfills the best forms of the limited opportunities in the intended groups, in addition to improving the performance of the distribution canals, and specifying the priorities of marketing and promotion for tourism in the international, regional and local markets and concentrating on the concealment of power and tourist attraction. And glorifying usage of financial resources and else for the sake guaranteeing the state to be a competitive tourist destination, in addition to congregation of possibilities owned by the public and private sector and mixed aiming at developing tourism, marketing it, and promoting for it, and encouraging local tourism and work on developing its constituents (ectall.com/ 2013).

And in this field Bthatho (2012) mentioned a group of the required executive procedures for the success of tourist marketing, which are represented in guaranteeing availability of trusted researches related with the tourist market to instruct the process of decision – making and laying a sufficient budget for tourism marketing, and reviewing the activities of the international tourist marketing and reinforcing them and improving the marketing might outside the country to increase numbers of visitors and duration of residence and average of expenditure, in addition to setting forth marketing campaigns to increase numbers and revenues of local tourism, especially in the main tourist territories and locations, and sending specified initiative to contract the seasonal tourism and achieve greater distribution of tourism all

the year, and preparing operational strategy and executing it to increase investment in the field of tourist marketing.

But Al-Ansari (2014) had mentioned the most important of modern methods in tourist marketing, of them:

- The international group marketing: it is uniting a group of neighbouring regional states in activating, marketing and large advertising campaigns, in one suite in the worldly travel market in London every year, which is considered one of the most important tourist exhibitions in the world. This unique trial had achieved an increase in the movement of international tourism for the participating states.
- The sectoral marketing inside the states: this type of marketing was prominent in some tourist zones within the limits of the state. There is general marketing for the state and there is a marketing for a zone, or a great sector. And from the examples of that a marketing for some states like Portugal under the slogan (Portugal is naturally warm) at a large advertise mental campaign, and other advertise mental campaigns under the slogan (Welcome to the World). And there are numerous regions in the states of the world, exploited holding the market of the worldly travel in London to organize recreational campaigns for the sake of convincing the tourists to visit them, such as the region of Ontario in Canada and California, in the USA in a form of beautiful advertisements and they have a site on the Internet.
- Marketing through publicity and announcement: It aims at tourist showing and demand in order to lead to find a tourist demand of shown tourist possibilities by international and local tourists, either it was by pictures, or by pamphlets, publications, tourist publicity posters, and tourist magazines. But advertisement is considered one of the most important modern methods in supporting and activating the tourist product, that is through newspapers television and the broadcasting service station, and the electronic sites. The advertisement is repeated every now and then to achieve its objective internally and externally. Also using attractive slogans, designed by specialized experts, and companies of advertisement. Beautiful slogans and expressions are used with their words and designs.
- Electronic marketing: that is done through the internet, and means promotion at the largest extent and the possibility of reaching to each country and home in the world. And fastness of sending information and easiness of transmitting and announcing it, the thing that makes decision making easy and opens the largest spheres in front of the international tourism movement. Also entrance of travel and tours agencies the world of internet, represents a positive development and challenge of them in the same time through developing their performance by throwing their programs on the internet at a beautiful and attractive form and more exciting. In addition to constant and permanent development to modernize information and show them directly guaranteeing of treatment with them at a larger extent, especially with the increasing of the number of dealers with the internet daily.
- Achievement of the highest activity of the means of activating sales and increasing the size of contracts on tourist programs, that is through participation in conferences and tourist and non tourist symposiums to show the possibilities and abilities of travel and tour companies in achieving the required tourist stuffing. And participation in the tourist celebrations contests, and parties prizes are considered from the most important means of activating the tourist seasons and factors of tourist attraction.
- Acquaintance with the tourist milestones, the civilized, historical, and cultural heritages and promoting for them and organizing means and publicity means and the tourist announcement across the internet, and promotion with the high quality of tourist services and submitting more tourist facilities. And variety of programs and the purposed tourist activities to achieve increase in the tourist expenditure and elongation the period of stay.

Recommendations:

Establishing on the previous, the study recommends the following:

- Depending on the modern techniques of marketing and tourist promotion in the regional tourist markets and the main international, and enlargement towards new markets.
- Necessity of travel and tour companies sharing in the service and social programs and the environment projects to serve the community.
- Concern with educational travels and participation in the tourist celebrations and contests, for they are considered from the most important factors of the tourist activity, that is, to attract unions, the international tourist organizations, organizers of worldly travels, media personalities, writers, journalists, and of television and broadcasting services and the electronic sites.
- Necessity of the Private sector partnership with the Public Sector in laying plans and programs concerning marketing and tourist promotion.
- Developing the tourist printed matters and instruments of the tourist activity, especially from part of languages, designing, directing and contents of texts and the attached pictures, and concern about producing recreational films and showing them in the tourist markets.
- Preparing the specialized studies about the costs and policies of pricing the tourist product and the markets of the international tourism, exporting the tourists and factors affecting them.
- Preparing the plans and tourist programs to attract the concern of the tourist programs' organizers in the international markets due to the results of the field studies.

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