

Full Length Research Paper

The effect of the demographic characteristics of tourists on tourism sector in Jordan

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Many countries nowadays recognize the important role of tourism in economic growth and social progress this is why they try to exploit their tourism potential. This study seeks to investigate the effect of the demographic characteristics on tourism in Jordan. The questionnaire was developed accordingly within the theoretical framework and distributed to 250 tourists in the south region in Jordan. Two hundred and ten were returned and two hundred of them (80%) are valid. The results of questionnaire show that there are positive relationship among history memory, positive tourism impact and tourists who have experienced tourism in south region in Jordan; some demographic variables may lead to significant differences in perception of tourism impact.

Keywords: Demographic characteristics, tourists, tourism, Jordan.

INTRODUCTION

Tourism and related recreation activities play a significant role in the generation of income, foreign exchange and provision of employment opportunities (Dritsakis, 2004). In fact, the tourism industry is one of the most crucial tradable sectors in the world. Furthermore, tourism plays a crucial role in the attaining macroeconomics stability (Durberry, 2002). In view of the foregoing, the paper aims at ascertaining empirically the of tourism sector on Jordan's economy. Jordan has relatively limited natural resources to support its economic development, leading it to search for other sources of income, of which tourism has become an essential player. Jordan has managed to capitalize on its strategic central location in the area, its relative stability and security, along with pleasant climate, to establish a reputation for being tourist destination (Fayissa, 2007). The signing of the peace treaty with Israel in 1994 restored some confidence of safety in the region, and the Investment Promotion Law of 1995 helped attract investment to Jordan. During the period 2001-2007, tourism projects to the value of USD 34 million applied to benefit from the law, while a further USD 76 million related to projects for development of

meetings and exhibitions centers. Since 1996, the number of hotels across Jordan has trebled from 161 to 500 hotels in 2011 (Krishan, 2010).

In 2003 Jordan's tourism traffic deteriorated in response to the conflict in Iraq, which, the following year become a primary driver of tourism arrivals, as journalist, UN representatives, not-for-profit organization, alongside businessmen interested in the reconstruction of Iraq, set up shop in Jordan due to its close proximity to it (Lee, 2008). Up until recently, Jordan has, however, lacked the major components essential in the development of the sector, still requiring a significant amount of investment and funds to reach its targeted potential. In response, the Jordan National Tourism Strategy 2004-2010 was established, with a primary goal of doubling tourism receipts in Jordan by 2010, through emphasizing private public partnerships. The strategy focuses on increasing employment within the industry as well as creating new investment opportunities, in order to boost the sector's receipts to USD 1.8 by the year 2010 (Ministry of commerce and industry, 2011).

Recently, the country has been witness to several en-

Ormous development projects in Aqaba and the Dead Sea area, two of Jordan's key tourist attractions, which are hoped, along with the continuous efforts of the Jordan Tourism Board, to help market Jordan as a prime tourist destination on an international level. Moreover, the United Nations for international development established the Jordan Tourism Development Project, a public-private partnership a funding of USD 17 million, to facilitate the implementation of the National Tourism Strategy (WTO, 2011). The project supports the private sector in developing tourism products and services, and works hand-in-hand with the Jordanian government to develop the entire tourism industry in Jordan and expand employment.

Research purpose

The purpose of this paper is to investigate the effect of the demographic characteristics of tourists on tourism in Jordan. Accordingly, this study is important as it explores the importance of tourism in south region and in Jordan in general.

Sources of data

To achieve the purpose of this paper the researcher was based on both secondary and primary data. Questionnaire was distributed to 250 tourists in south region in Jordan. The secondary data has been collected from many sources, namely the Central Bank of Jordan (CBJ), Department of Statistics (DOS), Ministry of Tourism and Antiquities, and World Tourism Organization (UNWTO).

RESEARCH METHODOLOGY

For the purpose of data collection, the researcher depends on the findings of prior studies and published articles which addressed the subject of his study. The questionnaire was developed accordingly within the theoretical framework and was distributed over the subjects and received by hand. The collected data were also analyzed by using statistical methods. This paper discusses topic by taking a case of south region in Jordan.

Literature review

Al-Rousan and Badaruddin (2010), "Customer Loyalty and the Impacts of Service Quality: The Case of Five Star Hotels in Jordan" attempts to examine the impact of tourism service quality dimension in the Jordanian five star hotels. A total of 322 surveys were administrated to

tourists who were staying at three branches Marriott hotel in Jordan. The results show that dimensions of service quality such as empathy, reliability, responsiveness and tangibility significantly predict customer loyalty. Specifically, among the dimension of tourism service quality, the most significant predictor of customer loyalty is tangibility. This paper implies that five star hotels in Jordan should also come forward and try their best to present better tourism service quality to win back their customers' loyalty.

The study of Al-allak (2010), "Evaluating the Adoption and Use of Internet-based Marketing Information Systems to Improve Marketing Intelligence (The Case of Tourism SMEs in Jordan)", investigates the nature of marketing information systems within tourism small- and medium- sized enterprises and focuses on the usefulness of the Internet for external information gathering. The findings indicate that tourism SMEs make use of informal marketing information systems which concentrate on immediate operating data at the expense of external data, and that the Internet has not yet been recognized as an important source for marketing intelligence despite having the benefits of providing much of the necessary data for good decision- making more quickly and at a lower cost compared with many other sources. The study identifies obstacles and challenges that reduce the uptake of the Internet, and suggests practical solutions.

The research of Shunnaq (2008), "Community development using a sustainable tourism strategy: a case study of the Jordan River Valley tourist way", presents the results of a 10-year collaboration among Yarmouk University, the University of Arkansas and the Jordanian government to develop a sustainable tourism strategy against the backdrop of political and economic uncertainty. It reports our efforts to develop a tourist way through the Jordan River Valley that integrates the valley's heritage, archeology, and Christian and Islamic religious sites. It also analyses our community development work in Umm Qais, the tourist way's northern anchor, and how our plan contributes to Northern Jordan's economic development. He concludes with a discussion of the specific insights gained from our experiences that may serve others addressing similar issues.

The goal of the study done by Al-Oun and Al-Homoud (2008), "The Potential for Developing Community-based Tourism among the Bedouins in the Badia of Jordan" was to find alternative tourism resources based on understanding the potential tourism resources in the Badia and to attract tourists for cultural heritage experiences. The analysis suggests new opportunities for cultural heritage tourism with elements of Bedouin material and non-material culture. Solutions include establishing community-based Bedouin tourism that involves the local people in partnership with the BRDC,¹ expanding the tourism network to include the Badia region using resources such as folkways and

archaeology to enrich the experience, building a rest house; and erecting a Bedouin heritage village. This will generate income and give Badia indigenous communities additional revenue, thereby positively impacting the regional and national economy.

The research of Daher (2006), "Urban Regeneration/Heritage Tourism Endeavors: The Case of Salt, Jordan 'Local Actors, International Donors, and the State'" focuses on several urban regeneration/heritage tourism projects in Jordan funded and orchestrated by international donor agencies in the 1990s. The research attempts to understand the mechanisms, rationales, internal and external forces, actors, experts, and power networks that privileged a particular discourse on urban regeneration based on a particular case study (Historic Old Salt Development Project). Discourse analysis and ethnographic encounters enabled the researcher to situate the Historic Old Salt Development Project as part of the overall strategy to upgrade the tourism sector and not out of a conscious motivation of urban regeneration and heritage management. The practice of urban regeneration/heritage management in Salt is tied to sporadic agents of power that generate shock treatments and very modest outcomes in the form of architectural cosmetics rather than an institutionalized practice.

Beirman (2002), "Marketing of tourism destinations during a prolonged crisis: Israel and the Middle East". This paper outlines the strategy of the Israel Tourism Office in Australia and the Israel Ministry of Tourism worldwide as it has attempted to minimize the loss of tourism experienced in Israel since the outbreak of Israeli-Palestinian violence following the breakdown of the peace process at the end of September 2000. The paper deals with the approach to distribution channels (tour operators, airline's hoteliers and travel agents), consumers, government and the media taken by Israel. The Israeli-Palestinian political crisis has also impacted on the Jordanian and Palestinian travel industries, and the paper carries a discussion of the approaches taken by Jordan as a collateral victim of the crisis. The destination marketing management of a prolonged crisis is a core issue in this paper.

The purpose of this study done by Harahshah (2002), "Curative tourism in Jordan and its potential development" was to find out the components and nature of curative tourism in Jordan by identifying demographic and economic characteristics of curative tourists to Jordan spas and resorts, the problems that the tourists face during their stay in the country, measuring the satisfactions of tourists about the services rendered to them and identifying the possibilities of developing this type of tourism in the kingdom through presenting suggestions and recommendations to the management of the tourist bodies in the country. The population of the study was represented by a convenient sample of 210 tourists who were enjoying 6 Jordanian curative sites, namely, Al Hammah, Ashounah, the

Dead Sea, Afra, Al Barbaitah and Ma'in. SPSS statistical program version 10.1 was used to analyze the data that were collected for the purpose of this research. The research results showed an acceptable satisfaction hold by tourists, despite the fact that there were some areas that they were not satisfied with. Major of them include public transportation, cleanliness, prices, accessibility (roads), spa services, entertainment and recreation facilities, etc. curative tourism is still in the introductory stage of product life cycle, where the infra and superstructures are incomplete, lack of clear development and marketing strategies, lack of data base on the sector, lack of attention given by the tourist bodies towards the value and impacts of curative tourism and others. Finally, the research suggests an acute strategy and plan to develop the curative sites and upgrade the infra and superstructures, planned and objective marketing campaigns, increase the level of awareness towards natural curative resources and integrate the curative therapy with the medical or clinical treatment through creating an association for spas and a board that can be called "Jordan Health Tourism Board" in that both types can be marketed in one package. The author also recommended further areas to be researched including human resource management of spas and health resorts in Jordan, market analysis and marketing research and .

Brand in his article (2001), "Displacement for Development? The Impact of Changing State-Society Relations", examines two factors frequently cited by analysts for project failures: the role of prevailing development paradigms and the extent of community involvement in project planning and implementation. Using two tourism-related projects from the Hashemite Kingdom of Jordan, the analysis focuses on the effects of changing state-society relations on such projects and, in particular, on the ways a political liberalization process may allow for a greater impact of civil society organizations.

Jordan tourism

Tourism is a key contributor to GDP in Jordan, with hotels and restaurants alone adding USD 1,845 million in 2011 to Jordan's real GDP at market prices.

Tourism is the fastest growing sector in Jordan, growing at 15% during the period 2005-2011, and is the second largest prouder of foreign exchange (CBJ, 2011). It also employs in excess of 35000 workers and is a reservoir of industrial development projects. Facilities granted by licensed banks to the sector have grown substantially in recent years to reach USD 935.8 million in 2011, up a whopping 6% compared to 2010 (see table 1). Jordan has a competitive advantage compared to other countries in the region; it is have to three world attraction, Petra one of the new Seven Wonders of the

Table 1. Tourism contribution to GDP at market prices USD million

year	2005	2006	2007	2008	2009	2010	2011
Trade, hotels and restaurant	1,187	1,457	1,644	1,558	1,650	1,723	1,845
% of GDP	9.3%	9.7%	9.9%	10.5%	10.3%	10.4%	10.2%
hotels and restaurant	200	226	251	254	260	268	288
% of GDP	1.6%	1.5%	1.5%	1.7%	1.7%	1.6%	1.6%
Facilities granted to tourism	277	277	364	504	530	889	935
Growth in facilities	17%	7.7%	31.1%	39%	5%	5.4%	5.1%

Source: Ministry of Tourism and Antiquities.

Table 2. Tourism sector statistics

Year	2005	2006	2007	2008	2009	2010	2011
Number of arrivals	5,817,369	6,712,804	6,528,625	5,391,456	6,630,141	8,860,273	11,126,000
Number of overnight visitors	2,986,585	3,546,990	3,430,959	2,842,224	3,330,154	1,393,813	1,208,245
Number of same day arrivals	2,830,784	3,165,814	3,097,666	2,549,232	3,121,200	1,419,106	858,380
Tourism receipts (USD)	1,450	2,073	2,327	2,239	2,833	2,545	2,833

Source: Ministry of Tourism and Antiquities.

World, the Dead Sea, the lowest point on earth, and the Baptism Site of Jesus. Ever since Petra was declared one of the new wonders of the world, it has been playing a larger part in attracting tourists to Jordan. (Table 2)

The number of tourists visiting the rose city (Petra) reached 975 thousand in 2010, up from 629 thousand in 2011, with the number of foreign visitors growing by 105%, making Petra the most visited attraction in Jordan. The Baptism site has also been a popular tourist attraction, with the number of visitors rising by 10% in 2010 compared to 2009.

Jordan has increasingly appealing to tourists as a safe haven in a turbulent region. The number of arrivals to Jordan has been on the rise since 2005, registering an average annual growth rate of 10% with the largest growth being registered in 2011 as arrivals grew by 25% compared to the previous year. This sustained growth in tourists resulted from the remarkable efforts of the tourism bodies in Jordan who continued to aggressively market Jordan as a safe destination (DOS, 2011).

In 2011 the number of visitors defined by 2.7% primarily due to a decrease in arrivals from Arab countries, particularly Syrian. The slump in Arab tourists was offset by a 35% increase in European visitors at a time when the Euro appreciated strongly against the Dollar and therefore the Jordanian Dinar, making Jordan a relatively cheap destination. By the end of the third

quarter of 2011 the number of arrivals to Jordan reached 5.4 million.

Visions in Jordan are divided into two segments, over night tourists and same day visitors. Both segments have been growing hand in hand with overall growth in arrivals. After 2010 both segments decreased sharply due to Arab spring and unstable political conditions (see table 3). The results of these conditions have been evident in recent years, with the percentage of overnight visitors falling – 13% of total arrivals in 2011 and same day visitors falling to – 99% in 2011.

The tourism sector in Jordan is considered highly seasonal, particularly the months of July and August, coinciding with academic holidays and Jordan's pleasant summer weather. Arrivals during these two months contribute to almost 25% of total arrivals to the country throughout the year.

Tourist's receipts

Corresponding to the increase in tourists' arrivals, tourism receipts have been on the rise, surging by 47% since 2005 till 2011 and reaching USD 2.1 billion in 2011. Despite the decline in the number of arrivals to Jordan in 2010 and 2011, this was mirrored in the sector receipts, which leaped 16% to USD 2.1 billion in 2011 compared to

Table 3. Growth of arrivals to Jordan

year	Same day Visitors	Growth rate	Overnight Tourists	Growth rate
2004	2,733,849	-	2,852,807	-
2005	2,830,784	3.5%	2,986,586	4.7%
2006	3,165,814	11.8%	3,546,990	18.8%
2007	3,497,666	10.0%	3,730,960	5.0%
2008	3,651,562	4.0%	3,942,226	6.0%
2009	3,755,542	3.0%	4,143,255	5.0%
2010	1,419,106	- 62%	1,393,813	- 66%
2011	858,380	- 99%	1,208,243	- 13%

Source: Ministry of Tourism and Antiquities.

Table 4. Number of Hotels by Category, 2011

	Hotels	Rooms	Beds
5-star	28	7,107	12,081
4-star	26	3,264	6,050
3-star	49	3,436	6,670
2-star	54	2,236	4,871
1-star	53	1,220	2,556
Total classified hotels	210	17,263	32,228
Apartments	121	3,543	6,949
Suites	25	1,012	1,998
Total apartments and Suites	146	4,555	8,947
Unclassified Hotels	124	1,637	3,821
Motels and Hostels	2	20	41
Camping	18	826	1,814
Total Lodging	500	24,301	46,851

Source: Ministry of Tourism and Antiquities.

USD 2.5 billion in 2010 (see table 2). Again, Arab spring decreases the number of European arrivals, who tend to spend more money than Arab tourists, particularly after the political conditions in Syria.

Tourist lodging

Despite the political conditions in Arab countries, the rising number of arrivals to Jordan increased the demand for accommodation and hotels. The number of hotels in Jordan increased from 177 in 1998 to 500 in 2011, increasing the number of rooms and beds to 24301 and 46851 respectively. However, despite the fast increase in developing new hotels across Jordan, the up rise has been insufficient to cover the increasing demand. This shortage of supply has spurred a number of new projects across the country, with touristic reports, hotels and tourism services, concentrated primarily in Aqaba and the Dead Sea. The four new hotels under establishment in Aqaba in early 2011 were to increase the hotel room

availability by 1000 rooms. The Aqaba special Economic Zone Authority is aiming to increase the room availability to 6000 by end of 2013, in addition to increase the total number of available rooms (Fisher, 2009). (Table 4)

Tourists visiting Jordan prefer making Amman their lodging destination, since more services and available, and its location is convenient for movement to other areas of Jordan.

Package tourism

Jordan's tourism bodies have been promoting package holidays in Jordan as a means to increasing the sector's overall revenues and to raise the average length of stay in Jordan in 2012 stood of 5 days. Package tours to Jordan have been growing over the past five years, with the number of tourists on package tours doubling from 146 thousand in 2003 to 300 thousand in 2011. In terms of number of nights in 2011 registered 2.1.

Table 5. Distribution of Package Tours by Location, 2011

City	%share of Nights	Average length of stay (days)	Number of tourists nights	Number of tourists
Amman	39.0 %	2.41	697,239	289,012
Petra	19.2 %	1.82	343,749	188,633
Aqaba	24.7 %	3.35	441,173	131,777
Dead Sea	12.2 %	3.01	218,915	72,632
Wadi Rum	2.8 %	1.26	50,914	40,507
Madaba	0.9 %	2.00	15,857	7,939
Others	1.2 %	1.57	19,847	11,315

Source: Ministry of Tourism and Antiquities.

Table 6. Occupancy Rates in Key Area of Jordan in 2011

	Amman		Aqaba		Petra		Dead Sea	
	5-star	total	5-star	total	5-star	total	5-star	total
Rooms	60.0%	55.3%	77.5%	48%	55.6%	40.1%	73.7%	74.8%
Beds	46.0%	83.2%	83.2%	46%	61.3%	42.5%	67.5%	65.6%

Source: Ministry of Tourism and Antiquities.

Detailed analysis of the make up of package tour arrivals highlights Europeans as the primary purchasers of package holidays to Jordan. In 2011, package tours taken by European amounted to 200 thousand, giving them a weighing of 50% of total package tourists. The three top destinations for package tours are the capital, Amman, Petra and Aqaba, which combined constitute 87% of total package tours. However, it is the Dead Sea that attracts longer staying visitors, primarily due to it being a prime therapeutic healing location, and its relative proximity to the tourist and attractions in Madaba and the baptism site (see table 5).

Hotel occupancy

The average occupancy level in Jordan has been around 55% since 2004, with 2007 registering the highest rate of 60%. As mentioned, tourism in Jordan is largely seasonal, and during the peak months of June, July and August, which claim over a third of total arrivals, occupancy levels rose to over 60%. Considering Amman alone, during July and August, occupancy levels in 5-star hotels rose to between 60% and 80%, while in 4- star hotels, occupancy soared to over 85%. In other parts of Jordan, the Dead Sea has one of the highest sustained occupancy rates throughout the year, largely due to the limited available accommodation and the year-round pleasant weather. Moreover, the Dead Sea is located in a close proximity to Amman, making it accessible for locals for weekend trips, and it attracts a wide span of tourists seeking therapeutic, historical, religions and leisure attractions (see table 6).

Aqaba also retains a high occupancy rate throughout the year in five stars hotel, with occupancy levels registering higher than 80% for several months of the year. Aqaba is arguably the Jordan's most "under development" area, with several long scale projects underway, which entail the construction of many hotels.

Tourism employment

The total number of employees in the tourism industry reached 41879 employees in 2011, up from 22,110 employees back in 2003 (see Table 7). This 89% increase is attributable to the overall growth in the hospitality industry.

Despite this impressive growth, the number of people working in the sector remains substantially below the targeted 61,719 employees set in the National Tourism Strategy. The large number of projects under construction is expected to help generate a large number of additional job opportunities Jordan.

Up until 2005, the majority of employees working in the tourism sector were concentrated in the hotel business, however since 2006 the figures have been to change and tourism restaurants began to claim a larger portion of the industry workforce, at around 39% of the total. Approximately 87% of the tourism sector employees are Jordanians nationals. The tourism industry is highly reliant on the quality of services and hospitality of the host country. Therefore, investing in the employees in such an industry is vital for its success and locating and developing skilled and qualified workers will improve the standard of services that can be offered.

Table 7. Tourism Employment (2005-2011)

Employment	2005	2006	2007	2008	2009	2010	2011
Hotels	12,884	13,450	13,193	13,568	13,778	15,080	15,174
Travel agencies	2,774	2,903	3,408	3,625	3,754	4,351	4,582
Tourism restaurant	9,950	10,720	13,472	14,548	14,667	17,345	16,855
Rent a car offices	1,357	1,289	1,417	1,488	1,544	1,520	1,489
Tourists shops	385	530	637	687	694	791	814
Tourists guides	672	646	686	831	855	988	1,140
Horses guides	613	613	613	613	620	713	713
Tourist Transportation Comp.	620	758	814	881	889	939	939
Diving Centers	32	43	45	45	45	348	48
Water sports	97	111	120	120	120	125	125
Total	29,384	31063	34,405	36,406	36,966	41,900	41,879

Source: Ministry of Tourism and Antiquities.

Table 8. The most and the second clusters of respondents in gender, resident regions, range of age, occupations, and education level.

	Most	Second
Gender	Male 62%	Female 38%
Resident regions	Petra city 69%	Wadi Rum and Aqaba 31%
Range of age	40 and above 70%	10 – 39 30%
Occupation	Retired person 72%	Still working 28%
Education level	University graduate 63%	High school graduate 37%

Questionnaire survey

The subjects included tourists came from different countries who had visited south region in Jordan. Questionnaire survey was the important data collection method adopted in this study. Two hundred and fifty were distributed, two hundred and ten were returned and two hundred of them (80%) are valid. SPSS was utilized as a statistical method. Analysis of reliability and validity, descriptive statistics and regression analysis were adopted.

ANALYSIS OF RESULTS

All variables discussed in this study were based on relevant theories and studies. The questionnaire used in this study referred to relevant literature and revised from the characteristics of abstract places. So it had content validity. The Cronbach's alpha was 0.78 which is reliability; a coefficient was more than 0.75, which means

the questionnaire has high internal consistency. The statistical data shows the degree of different cluster's fondness about south region in Jordan. By comparison of the basic information of respondent, the researcher know that the most and the second clusters of respondents in gender, resident regions, range of age, occupations, and education level, are in table (8).

Relative frequency distribution of gender, resident regions, range of age, occupations, and education level are as follows (see table 9, 10, 11, 12, 13).

Questions 1 – 5 show the degree of different clusters fondness about tourist activity in the region. Eighty five percent visitors who visit Petra city, Wadi Rum and Aqaba stay at least two days one night may take accommodation as a consumption item. Sixty eight percent come from outside Jordan; only 15% are Jordanian visitors.

Question 6 -14 show the relation between the tourists' activity motivations of different clusters and the fondness of the image about historical places. This part verifies the hypothesis of this study. As the results of regression

Table 9. Relative Frequency Distribution of Gender

	Gender	Frequency	Percent	Valid percent	Cumulative %
valid	Male	124	62%	62%	62%
	Female	76	38%	38%	100.0
	Total	200	100.0	100.0	

Table 10. Relative Frequency Distribution of resident regions

	Resident regions	Frequency	Percent	Valid percent	Cumulative %
valid	Petra city	138	69%	69%	69%
	Wadi Rum	40	20%	20%	89.0
	Aqaba	22	11%	11%	100.0
	Total	200	100.0	100.0	

Table 11. Relative Frequency Distribution of ranges of age

	Years	Frequency	Percent	Valid percent	Cumulative %
valid	10 - 19	10	5%	5%	5%
	20 - 29	21	10.5%	10.5%	15.5%
	30 – 39	29	14.5%	14.5%	30%
	40 – 49	57	28.5%	28.5%	58.5%
	50 - 59	51	25.5%	25.5%	84%
	60 and above	32	16%	16%	100.0
	Total	200	100.0	100.0	

Table 12. Relative Frequency Distribution of occupations

	Occupations	Frequency	Percent	Valid percent	Cumulative %
valid	Retired	144	72%	72%	72%
	Still working	56	37%	37%	100.0
	Total	200	100.0	100.0	

Table 13. Relative Frequency Distribution of education level

	Graduate	Frequency	Percent	Valid percent	Cumulative %
valid	University graduate	126	63%	63%	63%
	High school	74	37%	37%	100.0
	Total	200	100.0	100.0	

analysis, the value of F is 24.23, so the regression model is significant. R^2 is 0.32 which means the tourist motivation is strengthened. The result of analysis confirms that introduction of the development background; legends, local custom, as well as the establishment of historical memory can be hence of itinerary whose destination is Petra city, Wadi Rum and Aqaba. The results of the questionnaire show that there are positive relationships among history memory, positive tourism impact, and tourists who have experienced tourism in the south region in Jordan; demographic variables may lead to significant differences in perception of tourism impact,

and total tourist personal experience; and tangibles and assurance of local tourism quality, positive economy and positive services of tourism impact significantly influence tourists' choice to south region in Jordan.

CONCLUSION

This study has investigated the effect of the demographic characteristics of tourists on tourism in Jordan. While huge steps have already been taken by Jordanian authorities to promote the sustainable development of the

tourism sector, the state of tourism sector is widely regarded as below potential, especially given the country's rich history, ancient ruins, Mediterranean climate, and diverse geography. Despite what the government is doing and an increasingly sophisticated marketing campaign, the industry is still adversely effected by political in stability of the region. More than 11 million visitors entered Jordan in 2011, generating USD 2.1 billion in earnings. The fact that the bulk of Jordan's tourist trade emanates from elsewhere in the Middle East should contribute to the industry growth potential in the years ahead , as Jordan is relatively stable, open , and safe in comparison to many of its neighbors. The tourism sector remains an important element of Jordanian economy, directly employing 41879 Jordanians and contributing 10% of Jordan's GDP in 2011. Despite a decline in the Arab and Gulf visitors, 2007 marked a year of steady growth for the tourism sector. The sector is overseen by the governments National Tourism Strategy (NTS), which was established by in 2005 to take the industry through 2013. NTS aimed to double tourism revenues during the period and increase tourism related jobs to 91,719. The first goal has already been met but the second over might be more of a challenge: between 2005 and 2011 the total number of people employed in the sector rose from 29384 to 41879. The sector has to make improvements of infrastructure and marketing, but overall the industry has been improving for the past several years.

The result of analysis confirms that introduction of the development background; legends, local custom, as well as the establishment of historical memory can be hence of itinerary whose destination is Jordan. The results of the questionnaire show that there are positive relationships among history memory, positive tourism impact, and tourists who have experienced tourism in Jordan; some demographic variables may lead to significant differences in perception of tourism impact, and total tourist personal experience; and tangibles and assurance of local tourism quality, positive economy and positive services of tourism impact significantly influence tourists' choice to Jordan.

RECOMMENDATIONS

1. Unfortunately, there is a slight increase with the issue of marketing Jordan abroad; this requires then creating more promotional programs using different methods.
2. To minimize the negative effects of such crises Jordan needs to promote intra-regional travel and stimulate local demand. In addition, the tourism industry should start Jordan as a stand-alone destination. To achieve this target non-traditional sites as well as holy land tours should be promoted.
3. Local infrastructure remains inadequate and cannot meet the needs of the growing tourism industry either. As such, the transportation, communication networks and facilities next to potentially sites need to be drastically improved.
4. To meet the needs and demands of the market, Jordan should develop a proper mechanism for data collection and analysis besides surveys and comprehensive market research.
5. Although many locations south Jordan are rich of natural and cultural attractions, they lack tourism development in terms of rehabilitations of sites for purposes of tourism and facilities, it is vital to consider such requirements and the need to provide these areas with high levels of accommodations to satisfy some groups of tourists and increase their length of stay.

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