



Tourist Sites and Management in Jordan: From the Perspective of the Workers in these Sites

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Abstract: The importance of this study emerges from highlighting, clarifying, and drawing attention to the role of the touristic sector and specifically the management of touristic sites in Jordan, as tourism is one of the main supporters of the Jordanian economy. The study focuses on the problems facing the management of tourism sites in Jordan and the future vision towards investment, which provides equal opportunities, relies on self-efforts, and benefits from marketing and information in tourism. The lack of access to infrastructure, such as archaeological, religious, medical, cultural and recreational sites, and stadiums, and sports facilities, will lead to the loss of the Jordanian economy, therefore negatively affecting the national income of the state. This study belongs to the exploratory analytical studies and adopts the method of collecting and analyzing data to reach the results. The population of the study comprised the workers in touristic sites in Jordan. The researchers distributed 200 copies of the questionnaire. The restored copies were 160, and 20 copies were excluded. Therefore, the study sample was composed of 140 individuals whose questionnaire copies were returned and used. The study concluded that there are problems in the methods of building tourism awareness towards the management of tourist sites in Jordan and the competitiveness of the sector. The study recommended providing touristic training courses for all workers in tourist sites in Jordan and granting them language courses.

Keywords: *Management, tourist sites, tourism, heritage*

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INTRODUCTION

The tourist in Jordan finds a lot of historical places and monuments that bear witness to the heritage and authenticity of the cultural heritage. These places require constant care and the restoration of the neighboring areas. This urges Jordan to pave roads, set up restrooms and kiosks, and develop transportation means between the Kingdom's governorates and build hotels that suit other community groups.

There is no doubt that Jordan enjoys the advantages of strategic location, historical monuments, and religious sites, as well as medical, recreational, and other tourism, which makes it imperative to maximize the overall benefit of tourism and to highlight its role in supporting the national economy (M. N. Alsarayreh, 2018; Al-Shawagfih, Alananzeh, & Jawabreh, 2015; Bazazo & Alananzeh, 2016; Ibrahim, Jawabreh, Alsarayreh, & Abdelraza, 2018; O. Jawabreh & Alsarayreh, 2017; O. Jawabreh, 2014)

The tourism sector is considered to be the readiest (albeit in the short- and medium-term) to contribute to the desired growth rates, create job opportunities and increase the country's foreign currency resources. It can be said that the tourism sector has become an important sector to boost GDP. To work to remove all obstacles that the investor may face in the field of tourism, coordination with the different parties to integrate tourism in different development

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programs is needed.

Statistics indicate that "The proportion of tourism contribution to GDP reached at one stage 14%, which indicates the importance of providing the sector as a major investment opportunity, especially that the government's renaissance project clearly indicates that the investments will be in partnership with the private sector (Al-Hussein, Jawabreh, & Alananzeh, 2015; Al-Omari, Ali, Mahmoud, & Jawabreh, 2015; M. Alsarayreh, Jawabreh, Alkharabsheh, & Alfarajat, 2011; M. N. Alsarayreh, Jawabreh, Alkharabsheh, & Aldahamsheh, 2011; O. Jawabreh & Alsarayreh, 2017; O. Jawabreh, 2017; Khaleefah, Jawabreh, Al Najdawi, & Mahmoud, 2018; Rumman, Jawabreh, Alhyasat, & Abu Hamour, 2014; Saleh, Jawabreh, Alsarayreh, & Malkawi, 2018).

The Study Problem

The study focuses on the problems facing the management of tourist sites in Jordan and the future vision towards investment to provide equal opportunities and to rely on self-help and benefit from marketing and information in tourism (O. Jawabreh & Alsarayreh, 2017; O. Jawabreh, Alaqarah, Al Hrerat, Al Shaabatat, & Al Jarah, 2017). The lack of utilization of infrastructure, such as sites of archaeological, religious, therapeutic, cultural and recreational playgrounds and establishments, will lead to a loss of the Jordanian economy, and consequently, negatively affect the national income of the state.

The Importance of the Study

The importance of the study stems from the importance given to tourism activity during the late period. It is demonstrated in drawing attention to the role of the tourism sector by highlighting the management of tourism sites in Jordan, as tourism is the main supporter of the Jordanian economy.

Objectives

This study aims to

1. Analyze the demographic factors of the sample of the study direction of the management of tourist sites in Jordan.
2. Identify the methods of building tourism awareness towards the management of tourist sites and the competitiveness of the sector in Jordan.

LITERATURE REVIEW

Okashah (2014), in her master thesis entitled "The role of tourism marketing in fostering the competitive ability in tourism sector", mentioned that tourism occupies an important place for seeking livelihood, security, and knowledge. Also, tourism is one of the most important income-generating sectors in the economies of many countries. It is one of the components of service exports with a significant impact on the balance of payments. The researcher explained that tourism contributes to the increase in foreign exchange revenues and increases the gross domestic product in addition to its contribution to reducing the unemployment problem. Moreover, the researcher emphasized that tourism is one of the economic sectors that provide important employment opportunities. As a result, most of the world's countries, at different levels of their progress, are giving increasing importance to tourism and are striving to increase their share of tourist traffic. Tourism marketing has become one of the main factors on which tourism countries in general and tourism institutions, in particular, depend to increase the inflow of tourist arrivals. From this point of view, the researcher concluded tourism would succeed only by marketing good tourism, which is the most important link that governs the course and mechanisms of the tourism industry (Ahmad, Jawabreh, Afeef, & Almomani, 2012; O. A. Alananzeh, Masadeh, Jawabreh, Mahmoud, & Hamada, 2018; O. Alananzeh, Al-Badarneh, Al-Mkhadmeh, & Jawabreh, 2019; Pathumporn & Nakapaksin, 2015; Rerkklang, 2017).

Abu Rumman and Mamdouh (2009), in his study entitled "the touristic awareness and its role in fostering the competitive ability of Jordanian tourism and travel sector: an analytical field study", dealt with the level of touristic awareness after the awareness-building plan has been adopted by the Ministry of Tourism, by demonstrating the methods used in building awareness. The study focused on three strategies: tourism planning, tourism education, and tourism marketing, and the ability of these strategies to enhance the competitiveness of the tourism and travel sector. This study was conducted on a wide sample of employees and those interested in tourism, such as teachers, principals, students, opinion leaders, and others. Several statistical methods, including regression analysis, were used in the study. The study found that the most influential dimension in the sector's competitiveness in the field of human resources was

tourism planning and tourism education. While tourism education and tourism marketing were the most influential in the sector's competitiveness in the field of perceiving and understanding national tourism and finally, marketing was the only influential one among the indicators of security and safety.

Abu Alasal (2009) studied building touristic awareness of scholastic students in the northern region of Jordan. The study aimed to demonstrate the importance of equipping a tourism cultured society and clarifying the cultural mood related to tourism in Jordan as well as identifying the tourist attitude in Jordanian curricula. The study concluded that the tourist curriculum related to tourist education was practiced through the touristic curriculum, trips, exhibitions, and touristic competitions.

Safouri, a study entitled "the role of the tourism sector, facilities, and services in the Jordanian economy: from the sector workers point of view", aimed at recognizing the tourism sector, facilities, and services in the Jordanian economy through analysis of data and opinions of workers in the Jordanian Ministry of Tourism and Antiquities, the hotel sector, and tourism agencies employees. In addition, through analysis of formal tourism data to unveil and determine the economic as well as the social, cultural, environmental and political role of the tourism sector, attraction and the level of services available to tourists in the tourism attraction sites in Jordan, this study also aimed at investigating the presence of significant differences in sample subjects regarding the study hypotheses resulting from personal variables of sample subjects.

The results of the study showed that the tourism sector contributes to supporting the governmental budget, reducing the shortage in the Jordanian balance in payments, providing job opportunities for skilled and unskilled labor, reducing the unemployment rate and financing the economic development projects with international currency. The results of this study also showed that there are high rates of numerous services offered to tourists. While ancient historical places in Jordan are considered the most attractive factor in Jordan (O. Jawabreh et al., 2017).

STUDY HYPOTHESES

H1: *There are problems from the point of view of tourism workers towards the management of tourist sites in Jordan due to the gender variable.*

H2: *There are problems from the point of view of workers in tourism towards the management of tourist sites in Jordan due to the age variable.*

H3: *There are problems between the workers in tourism towards the management of tourist sites in Jordan in terms of functionality.*

H4: *There are problems between the methods of building tourism awareness towards the management of tourist sites in Jordan and the competitiveness of the sector.*

RESEARCH METHODOLOGY

This study belongs to the exploratory analytical studies and adopts the method of data collection and analysis to reach results. The study is conducted on the workers in tourist sites in Jordan. 200 copies of the questionnaire were distributed, 160 of which were returned and 20 were excluded. Therefore, the study relied on (140) copies of the questionnaire obtained and collected from the individuals of the sample.

The Validity of the Tool

The validity of the study tool has been tested using Cronbach's Alpha test. It is clear from Tablee 1 that:

1. The value of alpha related to competitiveness dimension was 0.70
2. The value of alpha related to functionality dimension was 0.80

All these values are greater than 0.65 so that the validity of the study tool is acceptable.

Table 1 *Cronbachs Alpha Test Results*

Dimension	Alpha
Competitiveness	0.70
Functionality	0.80

Description of Personal and Functional Factors of the Respondents

Table 2 describes the personal and functional factors of the sample, as follows:

Gender: 35% of the respondents are female, 65% of them are male.

Age: 40% of the sample are of 29-39 years of age, 25% of them are between the ages of 18 and 28 years old, 15% are between the ages of 40 and 55 years, and 15% are 56 years of age or older.

Monthly income: The income of 50% of the sample ranges between \$300 and \$550 and 30% ranging between \$551 and \$1055, 20% of the sample have their income exceeding \$1056 while 50% of the sample have their income ranging between \$300 and \$550.

The educational level: 20% of the sample members have bachelor’s degree, 35% of them are diploma holders, 35% of them are postgraduates, and 10% of them have a secondary certificate.

Table 2 *Frequencies and Percentages of Personal Variables of the Respondents*

Factor	Category	Frequency	Percentage
Gender	Male	65	65
	Female	35	35
Age	18-28	25	25
	29-39	40	40
	40-55	15	15
	56 or More	15	15
Income	300 550	50	50
	501 1055	30	30
	1056 or more	20	20
Educational level	Less than secondary certificate	10	10
	Secondary certificate Holder	15	15
	Diploma Holder	35	35
	Bachelors Holder	20	20
	High studies	35	35
		65	65

RESULTS AND DISCUSSION

H1: There are problems from the point of view of tourism workers towards the management of tourist sites in Jordan due to the gender variable.

Table 3 illustrates that the observed significant level of difference was greater than 0.33, meaning it is statistically insignificant but there are differences that are attributed to gender variable, i.e., both females and males believe that there are problems from language and functional perspective.

H2: There are problems from the point of view of workers in tourism towards the management of tourist sites in Jordan due to the age variable.

From Table 4, it is evident that the observed significance level was greater than 0.05, meaning that there are statistically significant differences between the various age categories.

Table 3 *Frequencies and Percentages of Personal Variables of the Respondents*

Dimension			Observed Sig. of Means		<i>t</i> -value	Sig.
	Male	Female	Male	Female		
Competitiveness	5.00	6.00	2.00	3.00	1.21	0.33
Function	6.00	4.00	1.00	2.00	1.65	0.41

Table 4 *The Results of One-way ANOVA According to the Age Variable*

Dimension	<i>F</i> -value	Sig.
Competitiveness	1.25	0.15
Function	3.25	0.17

H3: There are problems between the workers in tourism towards the management of tourist sites in Jordan in terms of functionality.

Table 5 illustrates that the means of all items were greater than 3.00, with a significance level of less than 0.01, meaning that all these problems statistically exist. Item 1 stating that the capacity of the Jordanian tourist site is exceeding the limit in the number of tourists comes in the first rank with 6.25; meanwhile, Item 3 stating that actions harmful to the sites are dealt with in accordance with the laws adopted by government agencies has a 5.23 mean. Item 4 stating that governmental and supervisory bodies play a sufficient role in monitoring tourist sites comes in the second rank with a 5.02 mean.

All items collectively presenting the problems from a functional perspective have a 5.20 mean with 0.01 observed significance. Based on this, the third hypothesis could not be rejected, meaning that there are statistically significant differences in problems between the workers in tourism towards the management of tourist sites in Jordan in terms of functionality.

Table 5 *Mean, Standard Deviation, t-value and Significance Level of Functional Problems*

No.	Item	Mean	<i>S.D.</i>	<i>t</i>	Sig.
1	the capacity of the Jordanian tourist site is exceeding the limit of the number of tourists	6.25	3.05	4.20	0.00
2	There is a commitment to the laws governing tourist sites in Jordan	5.22	3.00	4.20	0.00
3	Actions harmful to the sites are dealt with in accordance with the laws adopted by government agencies	5.23	3.01	4.16	0.02
4	Governmental and supervisory bodies play a sufficient role in monitoring tourist sites	5.02	3.02	4.15	0.00
	All Items	6.25	3.05	4.20	0.00

There are problems between the methods of building tourism awareness towards the management of tourist sites in Jordan and the competitiveness of the sector.

Table 6 illustrates that the means of all items were greater than 4.00, with a significance level of less than 0.01, meaning that all these problems statistically exist. Item 8 states to organize festivals and tourist exhibitions to activate interaction between citizens and tourists throughout the country, while Item 5 states that tourism education both at universities and school levels is important in building tourism awareness. All items collectively presenting the problems from a language perspective have a 4.55 mean with 0.01 observed significance. Based on this, the third hypothesis could not be rejected, meaning that there are statistically significant differences in problems between the methods of

building tourism awareness towards the management of tourist sites in Jordan and the competitiveness of the sector.

Table 6 Mean, Standard Deviation, t-value and Significance Level of Language Problems

No.	Item	Mean	S.D.	t	Sig.
5	Tourism education both at universities and school level is important in building tourism awareness.	4.80	3.25	4.00	0.00
6	Benefit from the experiences of other countries in the dissemination of tourism awareness	4.50	3.12	4.00	0.00
7	Providing marketing programs in an innovative and attractive way to highlight the product of the historical, cultural, and civilizational heritage of the country	4.60	3.15	3.60	0.00
8	Organizing festivals and tourist exhibitions to activate interaction between citizens and tourists throughout the country	4.90	3.40	4.20	0.01
	All Items	4.55	3.20	4.10	0.01

CONCLUSION AND IMPLICATIONS

The study found the following results:

1. There are problems from the point of view of tourism workers towards the management of tourism sites in Jordan due to the gender variable.
2. There are problems from the point of view of workers in tourism towards the management of tourist sites in Jordan due to the age variable.
3. There are problems between workers in tourism towards the management of tourist sites in Jordan in terms of functionality.
4. There are problems between the methods of building tourism awareness towards the management of tourist sites in Jordan and the competitiveness of the sector.

Recommendations

1. Providing touristic training courses for all workers in tourist sites in Jordan and granting courses in different languages in cooperation with colleges and institutes of tourism and hotels.
2. The need to emphasize the involvement of workers in tourist sites in the process of tourism planning with their constructive ideas and to activate these ideas in the framework of tourism development.
3. Benefit from the experiences of the leading countries in tourism to promote tourism locally.
4. The strengthening of competitiveness is an imperative requirement for survival, growth, and sustainability of the tourism sector in a competitive environment that is subject to enormous and unstable development and market openness (O. Jawabreh & Alrabei, 2012; O. A. Jawabreh, Allahham, Alrjoub, & Ahmad, 2012; O. Jawabreh, Al Jaffal, Abdelrazaq, & Mahmoud, 2018; O. Jawabreh, 2018; Sawatsuk, Darmawijaya, Ratchusanti, & Phaokrueng, 2018).

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