
CHAPTER - 8

CONCLUSION AND SUGGESTION

Conclusion and Suggestion

Tourism is a major industry and economic sector in Jordan. Economic impact of tourism in Jordan is mounting with its importance in national economy. The foregoing analysis and discussion present dismal performance of the role of geographical components in tourism growth and development. Despite vast geographical resources, government of Jordan failed to position the country as leading destination of the region as well as of the world. Most of the Jordanian lands are still virgin, unexplored lands. Jordan's beautiful geographical panorama could be utilized by the Ministry of Tourism and others concern authorities as a source of revenue generation. Jordan, geographical diversity and contrast makes it a land of beauty and attraction. Its topographical features such as vast desert, fascinating oasis, beautiful valleys, gorgeous mountains, superb peaks, and magnificent beaches and attractive biodiversity along with moderate Mediterranean climate, are some of the resources that can be utilized for the development of leading tourist destination of the world. Jordan is quite large spenders in tourism but still it has not been able to generate the required returns. Tourism development authorities, till date made little efforts to position Jordan as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of Jordan as a destination. The fact still remains they are way behind in tourism and can create tremendous opportunity for the people and the industry.

- The department of tourism must resolve to promote Jordan's tourism through aggressive marketing strategies. The campaign under the banner of "incredible Jordan" or "nothing compares to Jordan" includes a wide ranging advertisement campaign encompassing prominent English, French, German and Italian channels and an innovative online campaign on the world's most popular websites. The marketing strategy is important to put the country's diversity in tourism offerings from sun, sand and sea, to the bustle of city life, to ancient

temples, and on to classy eco-lodges amidst sand dunes and evergreen trees. It is necessary that tourists grasp the breadth of what Jordan to offer. The “marketing mantra” or campaign will really help to open world traveler’s eye to the many diverse and beautiful treasures that can be found in Jordan. In addition to the classical cultural attractions, the campaign will feature Jordan’s exquisite beaches, amazing sea life, and the *Red Sea* coast lines as well as diving, golf, desert trekking and spa and wellness excursions. Jordan’s intrinsic tourism assets are to some extent timeless, but its tourism market is not. There is a clear challenge to the industry to draw on Jordan’s natural environment, history, modern culture, natural and built heritage and its people in a way which responds to changing tastes and provides new or improved, quality experiences. Jordan needs to better use customer knowledge to provide quality value for money products. Global tourist market is highly competitive and complex. Tourist wants something “special” or “unique” at tourist destination. Therefore, tourism products are required to match the visitor expectations. Since marketing and development of tourism sites depends on satisfying needs of tourist, it is highly important to explore these needs. It is also pleasant to build relationship with customers before, during, and after there visit.

- Jordan, brilliant location is equidistant Europe, Asia and Africa, and only a three to five hours flight from most European cities. The country boasts the world’s most spectacular coastline and offers a full range of climates and environment from lush delta Oasis to exotic deserts capes on to a spectrum of tropical sand and sea paradise. In addition Jordan offers phenomenal year round weather, with 360 sunny days per year. Jordan is naturally blessed with sunshine, and this is something that will never cease to be an attraction for world’s tourists.

- Jordan is rich in archeological and historical sites. It has some monuments of international fame. Apart from these, religious sites and monuments are of great attraction. The country is blend of Biblical history and Arabic Culture. *Petra* was curved out of red cliffs more than 2,500 year ago. Intricately sculpted cave entrances can be seen throughout valley. The rains of a Crusaders fortress complex can be visited at *Karak*. Excavations of Greco-Roman architectural treasures can be viewed at *Jerash*. Marketing of these tourism products is highly specialized and Jordan tourists operators and the government must take this up with due responsibility. Foreign collaborations and entry into Jordan markets should be encouraged. Cultural resources are finite and have to be managed like any other scarce resource. Jordan can maximize revenue by encouraging Public–Private partnership aimed at creating consumer-focused tourism industry. This new reality is one with which the Jordanian authorities are now having to deal it.
- Jordan offers not only heritage site, but modern and sophisticated facility. With Jordan's acknowledged medical expertise, and advantages of costs, medicals tourism is emerging a major area. New areas of tourism, which can provide better returns and societal developments, like eco-tourism are not properly encouraged. Jordan has failed to market its set of expertise to other.
- Jordan has to do much to improve its tourism infrastructure aggressively. Good infrastructure not only will aid economic growth, but will also aid growth in tourism. Offshore flights which still a highly reserved sector in the Jordanian aviation industry should be left free. Airports, roads and transportation services need to be expanded and ready to serve the new influx of visitors. Faster coverage on land, facilities given to tourist will also need to be dramatically improved, which probably is in its worst stages today. Although Jordan has

progressed a lot, it is way behind the developed, even the developing countries. The development depends upon an integrated infrastructure of national and international highways, railways, ports, civil aviation telecommunication, hotel accommodation and allied services. At most of the tourist places clean and cheap hotels must be set up to cater to budget tourists. This is one of the biggest challenges to foreign tourist. Classified hotels needs to revamp and existing facilities are not fulfilling the requirements of visitors. Most of the tourist sites lack accommodation and lodging facilities. Tourist, who wants to stay more, bound to curtail itinerary or cut short visit.

The high cost of hotel accommodation and scarcity of medium level hotel to accommodate budget interest are the serious impediment tourism. The lack of accommodation during the tourist season cited as a reason why tourists do not choose Jordan as a holiday destinations.

- Foreign invested are to be encouraged in the developed of the infrastructure. Appropriate legal step would help in creating environment for foreign and private investors. Jordan should streamline its investment policies to make it easier for foreign companies to establish operators in the country. Other infrastructural facilities, such as information kiosks, and reservation centers for road, rail and air transport needs to be made available. Ultimately, the success of tourism depends on the receptiveness of the host community. People of each tourist locale have a role in tourism development. The perceived returns should be extended to the host community by procuring commodities from them, providing employment opportunities etc.
- There is also a dire requirement of the governments to look in to the tax aspects of the industry; high tax structure burden on forex and little choice to the hotelier. Moreover double rotes for room and discriminatory pricing for foreigners

leave them to be treated with differentiation. Differential pricing scheme for entry into tourist places in Jordan can not amount to welcoming them. It is morally repugnant to discriminate against people, even if the discriminate is against those who are presumed rich. Not just that, it is commercially short-sighted because people notice this sort of blatant double-standard and it affects the overall tourist traffic into the country. High taxes certainly do not help either.

➤ Granting visa on arrival to foreign tourist at the airport can certainly give a boost to the foreign tourist arrivals in the country. Visa-on-arrival for tourists from friendly countries, which do not pose a security threat to Jordan and is tourism generating market. Liberal tourist visa policy is to be required to introduce. It will certainly increase the tourist arrivals, ultimately tourist revenue. The airport lacks many basic services including a touristic centre, a restaurant, a bank, a taxi office, and some other services. Queen *Alia* International Airport is the main destinations for departure and arrivals of tourists and passengers. It is relatively modern airport designed to serve the increasing numbers of planes and passengers. Although the airport has many facilities and can offer a diversity of services to tourists, one can find difficulty in reaching some places or getting some services in it due to interior design, and the lack of guiding signs.

➤ Further, most of the accommodations do not have proper catering facility, and some guest houses have canteen facilities but charge exorbitant prices for the meals. This problem is more acute in hinterland areas. Majority of the lodges do not have laundry, protected drinking water, proper ventilation lavatories, mosquito net and these lodges are in un-hygienic conditions. Summers witness low rainfall and thus water scarcity. There also parking problems, and narrow roads. Speed zones are necessary for speedy and faster movement of vehicle or taxi.

However, in Jordan speed zones are absent that takes extra time to reach out tourist sites.

- Two major challenges of Jordan as a tourism destination is the lack of basic education amongst the people to handle tourists. Unnecessary harassment of Jordanian as well as foreign tourists leaves many of them with bad tastes, especially religious places. Cab drivers or the sales guy from the travels acts very roughly and does not have the basic consideration for the tourists. There is also no live forum where the tourists can discuss their travel information required on Jordan.

- The hotel and catering sector is now highly personalized. Customer satisfaction is the prerequisite for a smooth and successful operation in the hotel industry, requiring professionally trained and highly skilled personal. Although Jordan progressed a lot, it still is way behind the developing countries. The development depends upon an integrated infrastructure of national and international highways, railways, ports, civil aviation, telecommunication, hotel accommodation and allied services. Lack of modern and adequate infrastructure facility act as a bottleneck for the increase flow of international tourist.

- Inadequacies of such infrastructural facilities have adversely affected Jordanian tourism industry. The sluggish growth arises from Jordanian, inability to sell effectively its rich tourist potential.

Since Jordan climatically is a semi arid and arid region, there is always a water scarcity in the country and it indirectly affects the tourism activity (Map: 8.00)

- Every tourist destination in the world has a “brand image”. The brand should be able to differentiate a destination from competing destinations. However, some destinations do not have a brand strategy, and are supported by inconsistent advertising campaigns creating a confused image to prospective

countries. Image must be controlled by clear projection of brand identity.

- When consumers decide on a destination for a holiday or a business conference, several “brands” compete for their attention. A strong brand is differentiated from others, has several strong advantages when compared to others, and has an attractive appeal to consumers. In tourism, while factors such as cost of travel, convenience and quality of facilities are important, the strongest motivator is “image”. Image puts a destination on the consumers “shopping list” and creates an emotional appeal, which enhances that destinations chances of being chosen over others. Every country has been able to create an image with a lot of difference. Promotion campaigns affect the image as of a country as a tourist destination. If that image is unfocused or not clear, the destination will have difficulty competing with images created by competing countries. Developing a strong image for any brand requires a carefully planned brand strategy based on:

1. A unique brand personality.
2. Correct positioning strategies.
3. Product and promotional activates.

- Jordan’s positioning is recommended as a “Boutique Destinations” which draws its lead product and brand themes from its patrimony of heritage and nature, in the context of a secure, peaceful destination, and a friendly welcoming environment for high yield visitors. This brand image will help Jordan in promoting tourism and attracting more international tourist. It will also increase the international tourist flow.

- Safety and security of the foreign tourists is a cause of great concern. There is a dire need of setting up a special force specifically for tourists visiting the country. Deployment of Special Tourism Police Force can be an effective tool for ensuring safety and security of the tourists.

As tourists and visitors continuously go on tours to experience Jordan, follow up and monitoring requirements arise, but are not implemented sufficiently due to lack of some systems and tools, such as the complaints forms and suggestions box. This is an essential component that should be installed at any tourism site, for the purpose of performance measurement and service/operations improvement.

- The private sector should be given more freedom and opportunity to contribute to the development of tourist products and attractions at the different sites. This aspect is missing in the management and operation due to traditional government culture and mentality.
- In general, the limited funds and resources available for public management and operations of the sites are obstacle. This limits the ability to develop or market the site in terms of enriching the tourist experience and increase visitors' satisfaction. This obstacle can be eliminated in the case of private management and operation. Private management and operation are driven by the power of the market and profit. Therefore, participation of private investors is essential to achieve the ultimate goal of maximum visitor experience and satisfaction at the tourist site. Generally sites under management of public entities have poor marketing focus. The private sector, before involvement, should be encouraged to create marketing and promotion plans, in addition to development of a major theme of the site.
- The tourism sector in Jordan is becoming more and more important in terms of economic contribution to the overall economic production. In 2005 tourism industry contributed 7.1 percent of total GDP with real growth of 9.8 percent. It provided 6.3 percent of total employment with real growth of 12.02 percent. Tourism sector generated approximately 30.1 percent of total exports. Jordan has very limited natural resources, and

small size of the domestic market. These factors impede the diversifications of economic base and manufacture goods. The physical landscape further worsens the opportunity of the expansion of arable land, forcing the country to be a net importer of food. The trade deficit and the vulnerability of balance of payments and their possibility to remain inevitable for some times to come further diminish the progress in the economy. These weaknesses in the structure of the economy motivate the government to look for alternative source of foreign exchange earnings. In these situations tourism is recognized as one of the most promising of such sources. Archaeological and natural sites are the main pillars of this sector, among other pillars such as superb service and peaceful atmosphere.

- The share of hotels, restaurants, travel agencies, and transport in the current investment in tourism is high. There is a potential need to invest in other sub-sectors such as tourism products, attractions and sites operations. Besides, geographical distribution of tourism expansion projects is economically irregular, while *Amman* has the largest share, others more needy governorates hold great tourism potential share less and suffer from poor attention and retarded services. This state of affairs needs attention for balance and adequate development of tourism economy. This is essential because tourism in Jordan is the main frontier of economy. The prosperity of the local economy in and around any tourist site can be achieved by improving local productivity. It means development demand for local and international tourism services, enhancing the local infrastructure for tourism, improving the quality and competition of local services, improving the work capacity of local business and local populations and strengthening the links with related industries.
- Foreign tourists' expenditure in the local economy stimulates the development of other feeder and complimentary

industries. International tourists' expenditure depends on the flow of tourists. It is possible when Jordan develops its image as a "boutique destination". Currently Jordan's share in world market is less than 1 percent. This is a very modest figure and one can conclude the poor performance of tourism sector in Jordan. Although, Jordan has plenty of tourism resources ranging from archaeology to modern tourism, its share in the world market is dismal. Jordan has failed to utilize the tourism resources in accordance with its potential. Citizens and tourists are the two main stock holders. Lifestyles of the citizens are a main magnet to tourism, and tourism in turn can be a major source of income. Considering both sides is of permanent importance. Tourism with high local impact is more productive and ultimately more successful. Although Jordan has been developing more tourists' attractions, there is the lack of entertainment and absence of uniqueness at many tourists' sites where a tourists, if desire, could stay longer in the country. This will certainly enhance tourists' expenditures and sustainable development of the economy.

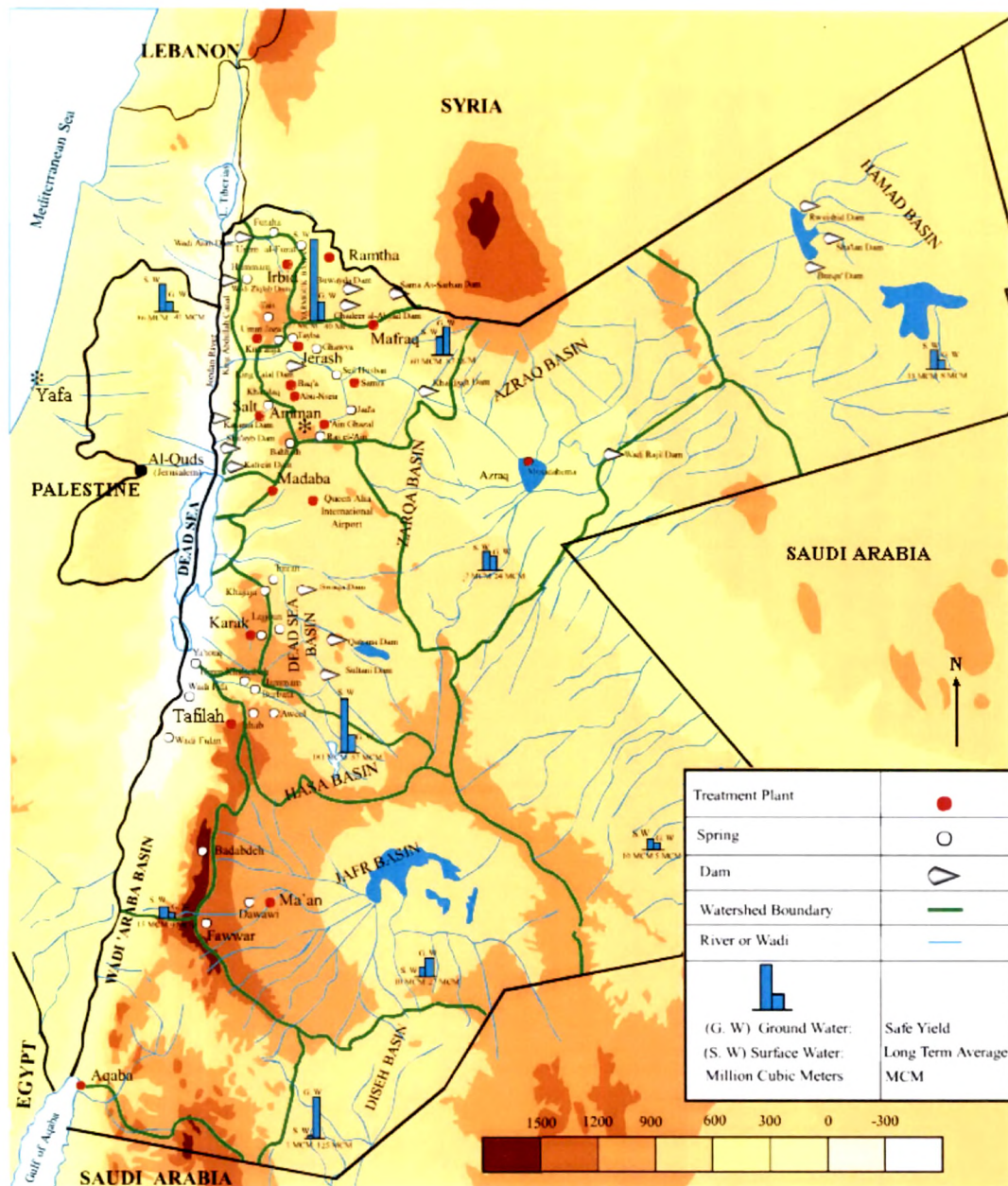
- A comprehensive National Tourism Strategy has been recognized in 2003 by the Ministry of Tourism. The development of the National Tourism Strategy would unite all stakeholders behind one vision. A comprehensive plan is needed to be drawn up by the Ministry of Tourism based on the harmonization of laws and regulations, entry visa procedures, marketing packages and competitions policy. Improvement and diversification of tourism products is necessary to attract a significant numbers of tourist arrivals. It is important to reconsider the existing tax scheme for the various tourism activities. The training schemes for the development of human resources in the field not only vital but rather essential.
- The need for a successful brand of the country can only be built if there is sustained effort from people and the

government. It is very essential to understand that the success will depend upon the participation of the private and public investors. The belief in the Jordanian destinations has to be increased amongst the citizens. The dynamics of global tourism and the increasing demands from tourists also require realignment of Jordanian products. Flexibility in Jordanian policies, faster actions, better infrastructure, is essential for the Jordanian tourism industry.

CHAPTER - 8

MAP

Map: 8.00
Water Resources in Jordan



Source: www.kinghussein.gov.jo/maps_5.html (Modified)