Tourism Sector Development in Jordan Constituents, Challenges and Requirements
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Abstract

Tourism planning in Jordan is one of the main sources of income for the Jordanian state and one of the most important tools for tourism development at present, especially with the absence of safe tourism in the Arab region through the wars and the current security events in the region, which aims at increasing real and national income in these circumstances of economic and development, which in the opinion of the Jordanian politicians to get out of the bottleneck, and to the development of civilization inclusive of all the natural elements, human and material attractive in the country, especially in the city of Aqaba, attracting tourists.

Hence, tourism planning in Jordan is a necessary and necessity for sustainable development which enables developing countries, especially Jordan, to face competition in international tourism markets. Therefore, the planning of tourism development is an integral part of the economic and social development plan of the state, which requires the obligation of all ministries, regions, agencies and governmental and non-governmental departments to implement the tourism development policy as a joint work program of government and private sectors.

Based on the presentation of the research, the researchers will discuss the most important ideas addressed by researchers that serve the tourist issue in Jordan according to the following:

- The concept and definition of tourism planning, its importance and, its objectives
- Levels of tourism planning and specializations and needs.
- Tourism development concept, components, elements, and forms.
- The stages of preparing the tourism development plan in Jordan.
- Conclusions and recommendations.

Keywords: Tourism; Economic; Tourists

Introduction

The emergence of tour planning in Jordan and its development is of importance to tourism and a behavioral, cultural phenomenon on the one hand and socioeconomic phenomenon on the other hand [1]. As a result of intensive tourist activities, economic, social, cultural, environmental and urban outcomes and effects have had a great impact on the lives of societies and peoples of our time [2]. The need to organize, control, evaluate and evaluate these activities to reach desired goals quickly and naturally [3]. This has resulted in the adoption of the tourism plan as a specialized science that deals with the study, analysis and interpretation of all tourism activities and works to develop them [4].

Research problem

Despite the importance of the tourism sector in many countries of the world, as many countries rely on tourism as a source of income, but we still see the tourism sector in Jordan did not reach the level to ensure the achievement of the desired goals and remained a limited achievement if compared to other countries, despite having many, sources like religious, archaeological, cultural and environmental elements.

Research hypothesis

This is a strategy based on the support and development of the tourism sector and the importance of this sector as an important source of state revenues, as well as the employment of manpower and increasing demand for the local product. All this would develop this sector and the ranks of important clams in the economy of Jordan.

Research Methodology

In this study, the researchers adopted a descriptive and analytical approach to the data and statistics available on the tourism sector in Jordan.

Structure of the research

In addition to the conclusions and recommendations, the study deals with tourism economics, the theoretical, conceptual and administrative framework, which includes all the tourism sectors, the concept and dimensions of tourist attractions, the reality of the tourism sector in Jordan, and the means of advancement.

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Received October 10, 2018; Accepted December 21, 2018; Published December 28, 2018


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The importance of the research

The importance of research lies in the following axes:

- Increasing global and Arab attention to tourism development and tourism planning at all levels and forms.
- The importance of a good planning policy that will preserve the cultural, social and economic structure in natural environmental resources to remain valid for future generations.

The research goals

Based on the importance of the research and the theoretical and intellectual framework in which it was developed, it aims to reach the answer the following points:

Research methodology

To achieve the objectives of the research, the researchers relied on a descriptive, analytical method of the most important in the books and references, Arab and foreign periodicals and statistics and official reports on the literature research. The survey also distributed to a number of tourists in the cities of Jordan it was used.

Research hypothesis

The study considers that tourism is an important aspect of the national economy. It assumes that it can be regarded as an important industry and that its interest and development can be one of the pillars of the national economy in terms of economic and cultural aspects.

Sources of information

The study is based on a number of sources:

- Office resources: include books, references, periodicals, and related university subject of the study.
- Official sources: include information, data, reports, publications and statistics issued for official institutions such as:
  - Ministries (Ministry of Tourism and Antiquities, Ministry of Culture Institutions).
  - Municipalities of the regions.
  - Central Statistical Organization.
- Informal sources: include publications and reports issued by research centers
  (The Center for Research and Tourism Studies), NGOs (associations, trade unions)

Relevant international organizations such as:

Personal sources: The data and information collected by the researcher include:

- Field survey • Questionnaire • Interviews • Visits • Observations and observations.

Statistical processes

(SPPS) IN data processing. 1) The statistical packages for social sciences were used through the following statistical treatments: Duplicates. 2) Percentages. 3) Averages. 4) Standard Deviations. 5) Test (T) for independent variables. 6) Analysis of mono-variance analysis. 7) Kronbach Alpha Test.

The concept of tourism planning

The concept of tourism planning did not crystallize clearly until after the Second World War, as the international travel movement developed rapidly and intensively [5]. The number of tourists increased, along with the diversity of forms of tourism and recreation, and the varied tourist areas, the different functions and characteristics of the tourism, and the need to control and guide these activities in order to reduce the negative effects on society and the environment, and to achieve the maximum economic benefit, especially after the tourism is seen as an industry and source of income is essential in many countries of the world [6]. Tourism planning is a type of developmental planning, which is a set of deliberate, organized and legitimate steps aimed at maximizing the exploitation and use of available tourist attractions and maximizing the possible benefits, while following, directing and controlling this exploitation to keep it within the desirable and desired circle. Any adverse consequences or consequences [7,8].

Definition of tourism planning

Tourism planning is to draw a prospective picture of the tourism industry in a particular country, according to a program that follows the steps of a specific period of time either in long term or short term, with the objectives of the tourism plan to achieve sustainable tourism development [9].

Tourism planning can be defined as the plan or program that begins from the stage of defining and formulating the objectives to be achieved within a specific period of time, ending with the stage of implementation and implementation of tourism planning programs, and the possible interventions and adjustments in the framework of assessment, evaluation, analysis and recognition (Figure 1).

Figure 1: Success of Strategic planning and factors that serve the overall development.
Success of strategic planning and factors that serve the overall development as follows: Prepared by the researcher

Strategic planning should be based on a realistic and integrated system away from guesswork and intuition.

The plan should be based on the working environment with which it is interacting. All employees should participate in the development of the plan to ensure their interaction in implementation. To achieve the overall objectives of planning the need for individuals and communities to develop themselves in a way to improve tourist sectors. The plan should be subject to change, development, increase and decrease. The plan should be consistent with the objectives set for achieving development tourist sectors. The plan should focus on priorities in the work of all Organization public and private. The plan should be capable of evaluating, monitoring and follow-up.

Some tourist planning book that considers several factors among the factors of the success of tourism planning includes four basic elements, namely:

Relationship of planning to economic activity: The success of tourism activity in any region is closely linked to the levels of activities that can lead to a continuous increase in incomes and the ability of the local economy to absorb and use these incomes [10].

Relationship between planning and environment: Tourism and the environment are the same, given that the tourist flow, is linked to tourist attractions such as climate, natural landscapes, beaches, especially in the Aqaba tourist city, etc., or in man-made attractions such as historical, archaeological and modern sites. On environmental assets.

Planning relation to the tourist area and enrichment: It is convenient to prepare residents to provide tourists with information that allows them to enjoy the mental pleasure, the mating of both mental and mental enrichment, makes tourists more willing to visit the region again and again.

The relation of planning to the flow of foreign exchange: If the planning is aimed at increasing the country’s foreign exchange resources, the success of tourism planning is measured for developing countries in general and Jordan in particular and for its ability to increase the flow of foreign exchange to the state either through international tourism revenues or through the flow of foreign capital for investment Tourism [11].

The Importance of Tourism Planning and Its Objectives

Tourism planning plays a very important role in the development of tourism activity, because it is a scientific approach to organizing and managing tourist activity in all its elements and patterns [12].

It provides a common framework for decision making in the management of tourism resources and provides the responsible bodies with the methods and directions that must be followed. Lost voltage [13]. Tourism planning helps to unite the efforts of all units who are responsible for the development of tourism sector and coordinate its work, and reduces the duplication of decisions and various activities, which helps to achieve the general objectives and specific to this activity [14]. Therefore, tourism planning is affected by political, social and natural fluctuations more than influenced by factors of production and national different economic [15].

The most important advantages and benefits which require the adoption of the method of planning, tourism in Jordan at all levels, the researchers mention the following

- Provides a suitable and solid ground for decision-making for the development of tourism in the public and private sectors, through studying current and future realities, taking into account the political and economic matters decided by the State to develop and revitalize tourism [16].
- Helps to increase the economic, social and environmental benefits through the development of the tourism sector, and distribute the product of its development to the members of society. It also reduces the disadvantages of tourism.
- Contributes to the continuity of the evaluation of tourism development and further progress in the development of this activity. Emphasizing positive and overcoming negative in subsequent years.
- Tourism planning helps to integrate and connect the tourism sector with other sectors and to achieve the objectives of public policies for economic and social development at all levels [17].

The success of tourism planning in Jordan must depend on several factors to be improved and more successful, including the following

- The tourism development plan should be an integral part of the comprehensive national plan for economic and social development.
- The balance between the different economic sectors is achieved.
- The development of the tourism sector should be considered as one of the strategic options for economic development.
- The Jordanian industry shall be part of the production sector of the economic structure of the State.
- Determine the level of growth required and the size of the tourism flow.
- The roles of both the private and public sectors in the development process in Jordan should be defined.
- Focus on the relationship of tourism development to the general economic activity and determine the relationship of this to the preservation of the environment of Jordan economy.

Continuing conscious and mature planning in Jordan should seek to achieve a set of objectives, the most important

- Define short-term and long-term tourism development objectives and draw up tourism policies and establish procedures for their implementation.
- Encourage the public and private sectors in Jordan to invest in tourism facilities wherever necessary.
- Making appropriate decisions and applying appropriate uses in the scenic sites in Jordan, including Aqaba and its beaches, Petra tourist city, Wadi Rum, Irbid city, tourist attraction and Umm Qais city.
- Organizing public services in all tourist areas in Jordan and providing them in the required manner in the tourist areas to suit the nature of tourists externally and internally.
- To provide financing internally and externally required for the tourism development of tourist areas in Jordan.
• Coordination of tourism activities with other economic activities in a manner that integrates the public and private sectors, associations and facilitating institutions.

Characteristics of good tourist planning

The good tourist planning focuses on the tourist product as well as the promotion and marketing in a way that balances the economic, social and environmental objectives within the framework of comprehensive and sustainable tourism development. The good tourism planning must also have several other specifications [18].

1. Comprehensive planning should include all aspects of tourism like development, economic, social, cultural, environmental, population, etc.

2. Integrated planning, in which tourism treats all its species as an integrated system, where each part is complementary to the other parts, and each element affects and is affected by the rest of the elements.

3. Environmental planning prevents the deterioration of natural and historical attractions, and provides the necessary procedures for maintaining them continuously, and ensures the preservation of the longest possible period of time.

4. Organized phase planning, consisting of a series of sequential steps and activities.

5. Planning deals with tourism as a system with specific inputs, processes and outputs, and can influence and guide these configurations.

6. Planning should be flexibility, continuity and progress. Acceptance of any modification, if required, on the basis of continuous follow-up and feedback.

Levels of Tourism Planning

There are many spatial levels of tourism planning, but generally there are four main levels:

Tourism planning at the local level

Tourism planning at this spatial level is more specialized and detailed than in other spatial levels, and usually includes details on many aspects including:

• Geographical distribution of tourist services and sleeping facilities.

• Tourist services and facilities.

• Areas and attractions.

• Road networks, retail shops, parks and reserves.

• Road transport system, airports and railway stations.

Many development plans at this spatial level are preceded by preliminary economic feasibility studies as well as studies to assess environmental, social and cultural outcomes, as well as an assessment of development programs and appropriate administrative and financial structures for implementation, as well as spatial planning and business re-engineering design regulations.

Tourism planning at the regional level

Tourism planning in its regional level focuses on many aspects, including but not limited to:

• Regional transit gates and associated regional and international transport routes of all types.

• Sleep facilities of all kinds and all other tourist services.

• Tourism, investment, legislation and regional tourism regulatory structures.

• Tourism promotion and marketing programs.

• Training and education programs, cultural, social, economic and environmental considerations, as well as analysis of impacts and returns.

• Stages and strategies of development and project programming.

Tourism planning at the national level

The tourism planning at this level covers all aspects covered at the regional level, but less specialized and detailed, and at the country or state level in all regions.

Tourism planning at the international level

The planning of tourism at this level is limited to transportation and transport services between a group of countries, as in the European Union. This planning also includes the development of some tourist attractions that are geographically distributed in several neighboring countries, in the European continent. In addition, there is tourism planning among several countries in the fields of tourism promotion and marketing. International tourism organizations, such as the World Tourism Organization, are often involved in such planning and sometimes provide full material and moral support in this area.

Tourism Development and Components

The understanding of tourism planning is closely related to the concept and components of tourism development and the nature of the relationships between these components. Tourism development is the latest of many types of development, which in turn permeates all the different elements of development and are almost identical to the comprehensive development. All elements of comprehensive development are the elements of tourism development.

Therefore, the issue of tourism development in many countries of the world is a contemporary issue, as it aims to contribute to the increase of real per capita income and thus is considered one of the main sources of national income, as well as the comprehensive cultural development of all natural, human and material components. Hence, tourism development is a means of economic development.

The development of tourism

Tourism development is defined as the provision of facilities and services to meet the needs and desires of tourists, and also includes some of the effects of tourism such as: creating new jobs and entry.

Tourism development includes all aspects related to the spatial patterns of tourism supply and demand, the geographical distribution of tourism products, the flow and the tourism movement, the effects of various tourism.

Tourism development is the upgrading and expansion of tourism
services and needs. Tourism development requires the intervention of tourism planning as a scientific method aimed at achieving the greatest possible rate of tourism growth at the lowest possible cost as soon as possible. Hence, tourism planning is considered one of the necessities of rational tourism development to face competition in the international tourist market.

Elements of tourism development

It consists of several elements, the most important ones:

- Elements of tourism attractions include natural elements such as: surface forms, climate, life, forests and man-made elements, such as parks, museums and historical archaeological sites.
- Transportation of various types of land, sea and air.
- Places to sleep whether commercial ones such as hotels, motels and sleeping places such as: guest houses and rental apartments.
- Supporting facilities of all kinds, such as tourist advertising, tourism management, manual works and banks.
- Infrastructure services such as water, electricity and communications.

All these elements are added to the implementing agencies for development. Tourism development is usually carried out by the public or private sector or both.

Tourism areas in Aqaba and Wdireem

Tourism development goals

The development of the tourism industry aims to achieve a continuous and a balanced increase in tourism resources. The first axis in the development process is the human being, which is the main instrument for this, the state is required to seek to provide all that is needed to remain the physical capabilities, mental and psychological to the people to the fullest.

The process of developing tourism is by the inventory of sources that can be used in the tourism industry and evaluated scientifically, and even find new areas that attract tourists such as tourist villages or places built especially for tourism. The calendar here is not just a theoretical guess, but a comparative calendar with the tourism products of the competition countries and their dependence on the trends and characteristics of the global tourism demand, which is the basis in identifying and creating the infrastructure and national tourism through encouraging tourism investment and facilitating the work of investment companies through the reduction of taxes and customs procedures on the necessary equipment and equipment For their lives.

Aqaba's tourist beaches

Aqaba's tourist beaches extend over 14 kilometers and Arab divers offer free transportation for divers and swimmers during the day and start at 9:00 am from the Arab Divers Office at the Aqaba Gate - the city center and the Arabian Divers Resort on the South Beach.

The southern shore of Aqaba

The South Beach is a 12 km stretch of beaches protected by vibrant coral reefs. It is one of the best diving sites in Aqaba and starts a few meters from the beach. Most sections of the South Beach are spacious and flat with plenty of places to enjoy tourist day - and the sunsets are gorgeous and very distinctive there. The calm is the beauty of the real Red Sea.

Aqaba is a nature reserve. This means that the sand of the sea is stone and rock, it may bother some, but we recommend wearing a special beach shoe for walking there.

Coral paradise in the gulf of aqaba

The Gulf of Aqaba in Jordan is rich in coral reefs and is considered by experts to be the most beautiful and rare in the region (Figure 2).

Aqaba marine park

The Aqaba Maritime Park is located along the southern coast of the Jordanian part of the Gulf of Aqaba. It is estimated to be about seven kilometers long, extending from the southern border of the passenger port in the north to the southern border of the Public Security Officers Club in the south.

Swimming and recreation area

The swimming and recreation area: aims to provide safe entertainment and a promenade on the beach where normal swimming and scuba diving are allowed, and go down to the water and dive. The prohibited activities in this area are the movement of boats (excluding diving boats on buoys), skiing, water cycling, fishing and docking.

Boat area

The aim is to provide safe movement of boats and a passage to reach the beach without endangering the coastal area. Where diving, swimming, watering, skiing, water-skiing, fishing and docking are prohibited.

Diving red sea

All rooms at the Red Sea Diving Center offer stunning views of the sea or the landscape in Jordan. All simply furnished rooms have a private bathroom.

The hotel offers many water activities including diving and the Red
Sea Diving Center has a 24-hour front desk.

**Why dive in Aqaba visitors love diving in Aqaba?**

- Easy access to dive sites directly from the beach
- Quiet water and clear visibility throughout the year
- The temperature is mild in winter and the water temperature is warm throughout the year.
- There are different topography of coral gardens, ship wreckage and coral walls.
- A large biodiversity that covers the waters of the Gulf of Aqaba.
- For healthy coral reefs and more than 1,000 species of invertebrates and 200 species of hard and soft coral reefs, the Gulf of Aqaba is the deepest and narrowest bay in the world.
- Aqaba is a unique geographic location where it is the link between neighboring countries and easy access to all nearby tourist sites such as Taba, Sharm El Sheikh, Petra, Wadi Rum and Jerusalem (Figure 3).

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**Diving and Swimming Area**

The aim is to provide safe diving areas for the underwater viewing and photography, where water bikes, skiing, fishing, docking and boating are prohibited especially near the “Diver at the Bottom” flag.

**Beach area**

The land area of the marine park, located 50 meters from the highest point of the sea. All activities in this area will be controlled by the Department of the Maritime Park and special permits will be granted for use in that area, except for simple individual use and hiking. No permanent structures will be constructed except for umbrellas.

**Castle of Aqaba**

An ancient fortress dating back to the Mamluk era in Jordan, located in the center of the southern city of Aqaba on the shore of the Gulf of Aqaba (Figure 4).

**Wadi Rum or Jabal Ram**

Wadi Rum, also called the Valley of the Moon because of its similarity with the topography of the moon, a tourist valley is located in the desert in the south of Jordan, 70 km north of the city of Aqaba. Jabal Ram also is a mountain in Jordan. Most permissions give its elevation as 1,734 m meters above sea level (Figure 5).

**Ala Water Ski Park**

With its unique location on the shores of Aqaba, Ela is an enchanting world with unique architecture, world-class services and stunning white sand beaches (Figure 6).

**Aqaba tourism project**

The largest real estate and tourism project in the region of Aqaba, covering an area of 3.2 sq km and includes a waterfront of 2 km. The Marsa Zayed project aims to develop the waterfront and turn it into a

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**Figure 3:** Diving Red Sea.

**Figure 4:** Castle of Aqaba.
multi-purpose environment, which is dedicated to leisure and tourism facilities and other dedicated to business and international hotels, on more than three million square meters of land. On the other hand, the multi-yacht berths to be constructed will add a significant addition to the existing capacity of existing berths in the city of Aqaba. This will contribute to transforming the city of Aqaba into a major destination for yachts, in addition to establishing a modern port for the cruise ships prepared according to the best of the latest technologies in this field. To represent a gateway to welcome Aqaba visitors. The project will be implemented in several phases over a period of 30 years, and the project is due to be completed by 2017.

The Aqaba project will be a part of the global project, which will stimulate the global economy towards the region, according to Aqaba Special Economic Zone Authority (ASEZA) Chairman Nasser Al-Sharida, who affirmed that the project is a declaration of confidence in Jordan’s security and stability. Abdullah II, and recognition of the scale of achievements in Aqaba.

“We as researchers welcome the global project, which came as a result of consultations between Jordan and Saudi Arabia and Egypt during the last period,” Al-Shuraideh said. “The project will be part of Aqaba, a large and integrated economic project.

He pointed out that the Saudi investments are the result of the distinguished and brotherly relations between the two countries, which were laid down by His Majesty King Abdullah II and his brother the Custodian of the Two Holy Mosques King Salman Al Saud.

The development of tourism activity in Jordan needs the cooperation of all elements and possibilities and efforts working in the field of tourism. Because tourism is an economic sector with many facilities and economic activities. Therefore, any planning for the development of tourism in Jordan should aim to develop programs for the use of places, areas and tourist materials, and then developed to be excellent tourist centers attract tourists to it, whether directly or through tourism advertising or other mix of marketing communication. Jordan is governed by several considerations that must be taken into account as follows:

- Training the human body needed by the tourism sector in Jordan and the countries participating in the project so that tourism facilities can do their part as required.
- Preserve the reality of tourist sites, because attracting tourists to these areas may depend on the climate or natural history or any other factor characterized by the tourist area.
- Exploiting the available tourism resources while providing flexibility to meet the needs of local and international tourism demand.
- Conduct a comprehensive study to ascertain the economic feasibility of proposed tourism investments and whether the investment will generate profits or not.
- State support for the tourism sector, through the assistance of the private sector in the implementation of tourism programs through an integrated marketing advertising plan.
- Link the tourism development plan with other economic
development plans for different economic sectors to achieve balanced growth and not just interest in tourism.

- Identify problems that may hinder the development of the tourism industry and then develop alternative plans in the event of a particular emergency.
- Study the local tourist market, in order to know the quality of incoming tourists and what is the preference to seek to secure them as much as possible.
- Provide a network of hotels suitable for each form of income, and for all models of desires, especially for those with specific income, the movement of tourism is no longer confined to the rich.
- Increase the level of cleanliness and tourism services because they play an important role in the development of tourism development, when the cleanliness of streets, beaches, monuments and other attractions, make the tourist wish to return to this country.

The tourism development should aim to achieve a balanced and continuous increase in tourism resources, in addition to rationalizing and deepening the degree of productivity in the tourism sector. Therefore, it requires the coordination of various policies within the country due to the tourism association with various other activities such as transport, and services in general.

In short, the objectives of tourism development are usually defined in the early stages of the tourist planning process, in a set of objectives as follows:

**On The Jordanian Economic Level**

- Improving the balance of payments situation.
- Achieve regional development, especially the creation of new jobs in rural areas.
- Providing infrastructure services.
- Increasing income levels.
- Increasing the state revenues from taxes.
- Creating new jobs.

At the social level in Jordan:

- Providing entertainment and recreation facilities for the local population.
- Protect and satisfy the social desires of individuals and groups.

On the environmental level in Jordan:

- Preserving the environment and preventing its deterioration and establishing strict protection measures.

On the political and cultural level in Jordan:

- Spreading cultures and increasing communication between people.
- Developing political relations between governments in tourist countries.

**The Forms of Tourism Development in Jordan**

Tourism development takes many forms, including:

**Development of tourist resorts**

This type of development focuses on holiday and holiday tourism. Resorts in Jordan are defined as self-sufficient sites with various tourist activities and multiple services for leisure, recreation and recreation.

**Tourist areas in Jordan**

It is a form of tourism that is very widespread in Jordan such as Aqaba, Petra, Wadi Rum, Amman, the capital of Karak, Umm Qays and other tourist areas. It has also started to spread in many countries around the world. Life in the tourist areas as a model is different from life in cities, and residents of cities are fascinated by the love of change and simplicity.

Tourist areas and villages are dependent on the presence of water (beach), port areas, skiing, activities, mountains, parks, nature sites, archaeological sites, therapeutic sites such as the Dead Sea, golf courses, sports and other recreational activities.

The areas of this type of site vary widely and the types of accommodation facilities, sleeping facilities and complementary facilities such as: markets and commercial areas, recreational and cultural services, centers of influence and private housing facilities of different sizes.

The planning of tourist areas and villages is usually planned at the same time, within a single tourist plan. The implementation takes many stages and at long intervals, which are determined by the elements of tourism demand in Jordan and the absorptive capacity.

**City Resorts**

This type of resort requires the integration of land use and social development programs, while not neglecting the economic dimension that provides investment opportunities for projects (hotels, restrooms, etc.) in the region. Major sites such as: ice skating, beach presence, therapeutic tourist activities, archaeological or religious sites, there are many ones in Jordan like:

- **The Mountain Breeze Resort** is located in the countryside near Salt, 41 km from the ruins of Jerash and 34 km from the center of Amman. It offers views of the nearby mountains of Gilead (Figure 7).
- **Massive tourist resorts in the Dead Sea.** The Dead Sea is considered to be the lowest spot on the surface of the earth. It is also one of the sites that attract many tourists to visit (Figure 8).
- **The Aqaba Resorts** include rooms with a sea-view terrace, all featuring a private bathroom with free toiletries. Some units at the Aqaba House Resort have a seating area and all rooms have air conditioning and a flat-screen TV.

Aqaba contains a number of wonderful resorts and distinctive on the view of the sea and charming swimming pools and diving resorts and jealous of the distinguished destinations such as:

- **Aqaba House** offers a vegetarian or halal breakfast, and specialty, specialties and seafood are served in the on-site restaurant.
- **Real Bedouin Camp**, **Camping place**
- **Moevenpick Resort & Spa**, **resort**
- **Rahayeb Desert Camp**
- Camping place
- Kempinski Hotel Ishtar Dead Aqaba
- Rum Wonders Camp, Desert Camp

This type of resort has become one of the favorite tourist destinations around the world. These resorts are characterized by their small size, meticulous planning and comprehensiveness. They are usually chosen in areas far from inhabited areas such as small islands or mountains, and are accessed by boat, small airports or narrow roadways (Figure 9).

**Urban tourism**

It is a popular type of tourism and is found in large urban areas where tourism is of great importance, but it is not the only economic activity in the region. Accommodation and tourism facilities are an integral part of the general urban framework of the city and serve the residents of the city or region as well as the tourists coming to it. Many governments have undertaken to develop tourism in urban areas where resources and tourism data can be developed, such as historical and archeological sites, in order to satisfy the needs of the local population and attract visitors and tourists to the city.

**Adventure tourism**

This type of tourism is directed to tourist groups that aim to practice and experience certain characteristics. It depends on the
length of stay of the tourist so that this accommodation allows him to recreate while at the same time living with the customs and social and cultural traditions and landscapes available in the region.

This type of tourism does not require major development or large investments or many services and facilities, but requires good management and provides elements of qualified and experienced tourist indication, transport services, primary and basic accommodation facilities and services and facilities to receive high quality tourist groups.

Marine sports tourism

This type of tourism depends on the presence of water (sea or lakes). The length of time spent by the tourist in the practice of different marine sports, such as diving, water skiing, swimming, yachting, boats, etc.

The Stages of Preparing the Tourism Development Plan

The preparation of the tourism development plan includes a number of interrelated and sequential steps:

- Preparation of preliminary studies.
- To define the planning objectives in a preliminary manner so that they can be modified through feedback during the process of preparing the plan and the stage of impact assessment.
- Gathering information, conducting surveys and assessing the current status of the tourist area.
- Data analysis (surveys): This phase includes the analysis and interpretation of the data collected through the surveys and their synthesis and exit with facts and generalizations that help in the preparation of the plan, and draw its general and detailed steps.
- E. Preparation of the plan: The appropriate tourism policies are developed and these policies are evaluated. (Alternatives) to choose what is appropriate and appropriate for the implementation of the plan, as well as identify programs and projects that must be implemented to achieve the goals of the plan.
- F) Implementing the plan by its recommendations and by the means specified in the previous stage. Evaluate and follow up the tourism plan and adjust it according to feedback if necessary.

It is worth mentioning that surveys and data collection and analysis constitute the main inputs to tourism development plans. This phase requires great accuracy and organization, and the most important aspects for which information can be collected:

- Attractions.
- Facilities and services.
- Transportation.
- Infrastructure services and facilities.

This phase requires the input of officials in the state agencies, according to their specialization, as well as representatives of the private sector and representatives of the local communities, reviewing the available studies, maps, geographic data, natural and environmental characteristics, study of tourist markets, tourist characteristics and rates of expenditure, etc.

Analysis of tourist markets in terms of

- Future expectations (tourist demand for accommodation facilities
- Determining the needs of accommodation facilities, public services and infrastructure services.

For example, demand rates for the hotel family can be determined as follows:

Number of tourists in a fixed period × Rate of stay/night

Number of nights in a fixed period of time × Work/residence factor

Example: To calculate annual demand:

100000 tourists per year × 7 nights = 2555 beds

365 × 75% night works ratio.

The market analysis phase forms the basis of analysis in the second axis.

Integrating analysis

This analysis represents the following elements:

- Characteristics of the natural environment.
- Social and economic factors.
- Attractions.
- Tourism activities.
- Available policies and plans.
- Capacity.

At this stage of the analysis, conclusions are drawn on the available opportunities, data and tourism components available, as well as the identification of obstacles that may impede the development of tourism. Elements to be analyzed in this theme include:

- Characteristics of the natural environment: climate, soil, wildlife.
- Characteristics of sites of tourist elements such as: existence of exploitable minerals, agricultural capacity.
- Types of land use and settlement.
- Accommodation facilities and tourist services.
- Current and planned transport services and other infrastructure types.

Analyzing the institutional elements of the tourism sector in the public and private levels, including mechanisms for implementation, follow-up, monitoring, policies and strategies, availability of laws, regulations, financial capacity, investment and tourism education and training programs.

Conclusions and Recommendations

- The need to use tourism as a motor to achieve balanced regional development in all tourist areas in Jordan and improve the standard of living of less developed regions that have resources and tourism resources.
- Adopting the principle of tourism planning to achieve the integration of development among all sectors in Jordan,
and the congruence and compatibility between the tourism demand and the tourism product provided especially in Aqaba city, as well as achieve the greatest possible direct and indirect economic gains, and ensure the modernization and development of tourist areas, expansion and the creation of new tourist areas compatible with the change and development Tourism Development Operations.

- There are many attractive tourist areas in Salt, Irbid and Karak need a lot of improvements and updates to attract many tourists through.

- Spreading tourist awareness through the means of mass communication from television, radio and press with the aim of:

  - Dissemination of proper public behavior that is consistent with the requirements of tourism and good reception and treatment of tourists.
  - To direct citizens’ attention to the preservation of the environment and the level of cleanliness in tourist areas.
  - Protect the national heritage from all its theft and degradation.
  - Educating the masses with focused information campaigns to show the importance of tourism economically, socially, culturally, environmental, health, politics, etc.

- Simplifying the customs procedures for goods needed by tourists or goods needed by the development industry in Jordan in tourist areas in Jordan and Tourist such as appliances in hotels, furniture, etc. This in turn reduces the price of accommodation in hotels and other tourist facilities in Amman t. As well as simplifying and reducing customs procedures on the needs of tourists e capital city an Aqaba bring them with them for the purpose of use and not selling such as video cameras or mobile phones or some imaging equipment, etc.

- Encouraging investment in the tourism industry and hotels is done by:

  - Setting up a system to encourage tourism investment in different regions in Jordan.
  - It is necessary to diversify incentives to encourage tourism and hotel investment such as tax exemptions, especially at the beginning of the opening of projects, and facilitate customs procedures for the equipment and equipment needed, and the provision of long-term loans for local investment companies and hotels.
  - The establishment of a law of tourism and hotel investment so as to be simple and clear and the identification of one reference and control authority to prevent duplication and red tape and corruption in the administration.

**Data Analysis Involves Three Main Areas**

**Analysis of tourist markets in terms**

- Future expectations (tourist demand for accommodation facilities

- Determining the needs of accommodation facilities, public services and infrastructure services.

For example, demand rates for the hotel family can be determined as follows:

Number of tourists in a fixed period × Rate of stay / night

Number of nights in a fixed period of time × Work / residence factor

Example: To calculate annual demand:

100000 tourists per year × 7 nights = 2555 beds

365 × 75% night works ratio.

The market analysis phase forms are the basis of analysis in the second axis.

**Integrated analysis**

This analysis represents the following elements:

- Characteristics of the natural environment.
- Social and economic factors.
- Attractions.
- Tourism activities.
- Available policies and plans.
- Capacity.

At this stage of the analysis, conclusions are drawn on the available opportunities, data and tourism components available, as well as the identification of obstacles that may impede the development of tourism. Elements to be analyzed in this theme include:

- Characteristics of the natural environment: climate, soil, wildlife.
- Characteristics of sites of tourist elements such as: existence of exploitable minerals, agricultural capacity.
- Types of land use and settlement.
- Accommodation facilities and tourist services.
- Current and planned transport services and other infrastructure types.

Analyzing the institutional elements of the tourism sector in the public and private levels, including mechanisms for implementation, follow-up, monitoring, policies and strategies, availability of laws, regulations, financial capacity, investment and tourism education and training programs.

This phase of the analysis constitutes the basic rule that provides the key inputs needed to develop the tourism development plan.

**Challenges of Incoming Tourism to Jordan and Reasons for the Collapse of the Tourism Sector and the Low Number of Visitors to Jordan during the Years 2014-2017**

Through my work in the tourism sector and my experience in the field of tourism in many countries, there are many comments on the tourism sector in our beloved country.

During the past years, the tourism sector has witnessed a significant decline for several reasons, but the most important reason is politics in the first place, but there are several countries affected by terrorism and security problems more than Jordan and can within a
short period of advancement of the tourism sector. Arab and security chaos and terrorist operations, but it was able in a very short time to return stronger and re-absorption of tourists as it was before, we must stop a little here, Jordan was not affected by the Arab Spring and not terrorism directly, so I keep the praise of God rock in the face of those who try Destabilize his security.

The tourism sector is one of the most important economic sectors in all countries of the world. All countries provide the most support to this sector for its importance in the national income and employment of labor, except in Jordan, this sector is not considered by successive governments as important. Outside this vital and important sector. If we look at tourism in general, there are many sectors that work directly and indirectly with this sector, from industry, agriculture, transportation, services and most importantly the public hands, most of whom emigrated to Jordan to work in the tourism sector in neighboring countries.

The challenges facing tourism today are not external challenges. They are internal challenges. Sufice it to say that this sector is suffering from the decline to the point of no-return because of the security conditions in the region. We must have the courage to shoulder our responsibilities by failing all plans to promote this important sector. In France, there are plans for the five to the fifties are studied and implemented and give the powers and possibilities for the operators of this sector to work to attract many tourists and last year was one of the most successful years, where the number of tourists who came to France, the barrier of 65 million tourists.

The problems of the tourism sector in Jordan are many, but I would like to raise some of these problems. First, Jordan’s marketing efforts should be recognized externally. Several promotional campaigns have been launched to visit Jordan, but the problem lies in the following: Avitation, Royal Jordanian prices are very high. You can travel to Tel Aviv for less than 300 euros, go to New York for less than 300 euros or travel to the Arab Maghreb for less than 250 Euros! Everyone knows the cost of flying, but first at the Ministry of Tourism work with the property to skip this major handicap.

For example, if we take the pink city of Petra, it is reasonable to think that the entrance ticket to Petra is so high! 26 JD The price of the ticket knowing that you can visit the most important and largest museums of the world, such as the Louvre less than 5 dinars or climb the most important tower in the world Eiffel Tower less than 10 dinars! And the tragic traveler who pays the price of the high Petra ticket! that there are no services provided for the tourist, not to mention the fatigue that afflicts the tourist of the many street vendors in the city, which unfortunately most of them children? And the exploitation of vendors and cafes within the archaeological site? Among the animals widely scattered inside the site of Bghal, horses and dogs! Unfortunately Petra is a treasure and a unique archaeological site, but we could not maintain it and provide it as required.

Is there anything else that a tourist can do in Petra after visiting the site unfortunately not! If we do not want the tourist to stay more than a day in the city, there should be projected to prolong the stay of our tourist and here comes the role of the Ministry of Tourism in planning and achievement. Hotels in Jordan, and thank God many in Jordan, but the problem of hotels is high prices, so that the prices of hotels in Jordan compared to the prices of hotels in Europe and America, knowing that most of the services in Jordan provide the lowest level of services provided in international hotels, there Significant decline in service, trained manpower.

In the past months, there has been an intensive publicity campaign in the Gulf market for Jordan, which is a step in the right direction, but the problem is that the need for Gulf tourists has not been studied. Gulf tourists will not come to Jordan to visit Petra or Jerash or Wadi Rum. For example, there are requirements for the Gulf tourists from leisure facilities, markets, restaurants and night clubs. Unfortunately, we lack most recreational facilities. Therefore, Gulf tourists will not see Jordan except in Amman and will not see them. With the knowledge that the purchasing power of the Gulf tourists exceeds other nationalities. From here I repeat and repeat, we must provide distinguished services and we provide the tourist infrastructure with different elements to attract the largest number of tourists and to look for the requirements of tourists both according to their nationality. The American, European, Asian or Gulf has different requirements and we have to adapt to all nationalities to bring the largest number of tourists.

As for the city of Aqaba needs to re-planning and study raise the elements of tourism and to make it an attraction for tourists from all regions of the world, now what is in the city of Aqaba, the beach and markets full of Chinese goods, this is the rest of what you find in Aqaba! How do we want to bring tourists and we lack the minimum requirements for leisure tourists even the Jordanian citizen goes to Turkey and Egypt, how many millions spent from the Jordanians in Egypt and Turkey! The Ministry of Tourism and the Ministry of Education have launched intensive campaigns to increase awareness of the importance of tourism in the new generation.

And importance the tourism sector is considered one of the most important economic sectors in Jordan, where the importance of tourism as a source of income is shown in a country that is not rich in natural resources. In most countries of the world that rely on tourism as a source of income, the most important thing is to introduce the tourist in a beautiful experience that they remember throughout their life, so that they returns to visit the country in the future, or at least tell friends and family what they saw and lived.

Minister of Labor and Minister of Tourism and Antiquities Dr. Nidal Al-Gudameen stressed that the tourism industry, both in terms of tourism and archeology, suffers from great problems that necessitate finding quick solutions to address them.

He said during a meeting organized by the Association of Jordanian Tourist Associations by the Tourism Committee headed by Amjad Al-Musallmani and in the presence of all tourist associations and the Tourism Promotion Authority, that Jordan has all the international tourism components. There are more than 100,000 archeological sites in the Kingdom and many rare tourist areas in the world. Which is not recognized by the local citizen before the foreign, which confirms that this sector when compared with the elements of the elements with the level of achievements achieved, there is a real problem that requires work to resolve.

He added, in the past two years in the tourism sector in the Kingdom is only 6 percent of the total workforce in the other sectors, which is very small for this sector, which is considered the nerve of the Jordanian economy, which requires concerted efforts to exploit the Kingdom’s assets, adding that Jordan must be marketed tourism In addition to the amendment of educational curricula in schools and universities to introduce the Jordanian citizen and all groups of the local community to the history of civilization and humanity.

He stressed that the Jordanian must be reconstructed and written in modern form, in addition to updating the mechanism of documenting the numbers of tourists to include all information about the tourist
age and nationality. The head of the tourism committee, the head of the parliamentary tourism committee Amjad al-Muslimi said that this committee is considered a boon in the Jordanian tourism industry after its separation from the service committee, thus becoming an independent private body concerned only with tourism affairs.

He added that the committee will work to develop this sector and find the long-standing solutions that the sector suffers from both locally and internationally. The direct rapprochement between the Jordanian tourism industry and the executive will work.

He stressed that the next phase will be the establishment of a tourist cabin that includes all workers in the sector, and work to reduce taxes on the sector, especially on aircraft exhibiting, and will be working to review the decision makers in the Kingdom of this sector in order to work to increase attention to and the allocation of more incentives for the future of the national economy.

The head of the Association of Jordanian Travel and Tourism Agents, Sameer Al Derbi, stressed the necessity of rearranging the internal house of the sector, through amending the regulations and laws, to become compatible with the development with the international tourism industry.

He said that the regulations currently in place are an obstacle to the development of the tourism industry in Jordan, as well as negatively affect the increase in the number of tourists and bring investments that deal with the tourism sector.

For his part, President of the Association of Tourism Associations Michel Nazzal reviewed the challenges facing the tourism sector and ways to promote it and exploit the opportunities available.

Nazzal said that the tourist associations in Jordan suffer from difficult conditions due to restrictions on the tourism industry in Jordan, noting that the sector needs to cooperate with the parliament to draft legislation commensurate with efforts to raise the level of work in the Jordanian tourism sector.

He added that the tourism sector achieved the highest value added to the Jordanian economy compared to other sectors, calling for the reformulation of some special taxes on incoming visitors and the re-drafting of some legislation that restrict the promotion and marketing of tourism in Jordan.

Although according to the above and based on the facts described by the officials responsible for the tourism sector in Jordan most of the tourist statistics in Jordan indicate that most tourists who come once, do not come back again, researcher will show some of the reasons that lead to this:

- Trying to exploit tourists materially: In most countries of the world, we find that the prices of the entry of archaeological sites, museums and hotels, and the prices of transportation from one place to another, and the prices of food in restaurants and the prices of various heritage goods appear uniform to the population of the country of origin and tourists on Both, but what happens in Jordan is sometimes an exploitation of tourists who condone it at first, but keeps themselves in a quandary and a sense of uneasiness they remember every time they think of visiting the country again.

- Isolation of tourists from the inhabitants of Jordanian cities: In most countries of the world, tourists are mixed with the inhabitants of the cities surrounding the archaeological sites, they exchange talk and the tourist has a beautiful memories with the people of the country, make them want to return again, This problem makes tourists drink tea or coffee with Bedouins in areas like Wadi Rum and elsewhere, but note what happens to tourists, for example, in Petra or Jerash, for example, when everything the tourist does it to take pictures with the archaeological stones and then return to his country, without mixing with the spirit of the place and with the inhabitants of the region, never return.

  - Lack of cleanliness for most Jordanian cities and roads: Try to take the Amman-Jerash road in broad daylight, or pass through Madaba city or Irbid city at the height of the sun’s brightness, or take the Amman-Dead Sea route. Cities without exception, they will find tons of dirt on the outskirts of the road, which includes plastic bags and cans and cardboard and empty metal and food remnants and other dirt that sweats her forehead ashamed of the poor view. The role in this matter starts with both the family and the authorities responsible. The dirt on the street must be taboo at the individual level and should be severely punished by the authorities, which also have the burden of maintaining the cleanliness of cities, especially those which features tourist attractions (Figure 10).

  - Control chaos on traffic and non-compliance with traffic rules: We note that there is always a great chaos in our cities in Jordan in terms of traffic, noticed that the design of many of the main roads do not meet the required level, and see the broad street is suddenly small, And the bumbs in most of the streets of the Kingdom, at a time does not adhere to a large number of Jordanians with different traffic rules, creating chaos in the streets, which is one of the bad experiences experienced by the tourist in Jordan, and one of the bad ideas that builds on us as a Jordinain in general (Figures 11 and 12).

  - The political situation in the region: The difficult political situation in the Middle East as a whole affects the tourism product in the whole region, and the tourist sees with fear the idea of visiting the region. In the end, we wish success to all the components of the tourism sector in Jordan, which is working hard in spite of the circumstances to increase people's knowledge of Jordan and the tourist sites we have.

  - Tourism problems in Madaba?

Madaba is characterized by the diversity of tourism product and diversity of religious tourism, historical, therapeutic and natural make it a kiss for all segments of tourists from home and abroad, but it needs more attention and attention to make leaps in the overall development in the province and the nation.

One of the most prominent monuments of Madaba is the mosaic floor, which is spread in many archaeological sites. It is called the "Mosaic City". On the floor of the Church of St. George there is a Church of the 6th-century map that includes Jerusalem and the Holy Land as well as the mosaic floors in the Church of the Virgin, the Church of St. Elianos and the Archaeological Museum The mosaic floor that tells the story of popular life in Madaba.

Also in Madaba there is the Ottoman Saraya building, Makkir Castle and Mount Nebo, both Christian pilgrimage sites accredited by the Vatican, as well as the therapeutic tourism of Hammamet Maayan and the adventure tourism in Wadi Al-Hidan, Al-Wala and Quasyab Mineral Baths.

Madaba tourism director Wael al-Ja’nisi said that the number of
Figure 10: Lack of cleanliness for most Jordanian cities and roads.

Figure 11: Control chaos on traffic and non-compliance with traffic rules.

Figure 12: Madaba.
visitors to the Madaba province in the year 2016-2017 was 147,927 tourists, while the most tourists visited the province this year 2017 until the end of August of the nationalities of China, the United States, India and Spain, which amounted to 123,564, indicating a significant improvement in the number of tourists. The number of tourists for 2010 was (400) thousand tourists.

He pointed out that the expansion and development of the Madaba Visitors Center and the rehabilitation and restoration of buildings is one of the most important tourism projects in the province. In the next phase, Babour Al-Kassar project, Tel-Thiban project and Thiban Visitors Center will be implemented.

In spite of efforts exerted by the government, the multi-tourist treasure remains in the province without hope and many consider that there is a shortcoming in this area. The tourist investor in the tourism sector, Charlie Tawal, said that the government authorities did not open new markets after the waves of violence that hit the region since 2011. Which reached 75 percent in 2010 to 25 percent in previous years.

He added that "Jordan was the only safe country in the region, and it was better than Lebanon, Turkey and Egypt. However, our tourism has declined significantly," he said, surprising the decline in the situation in the region.

Al-Tawal wondered why Makawir did not take her right to tourism, although it is one of the sites of Christian pilgrimage accredited by the Vatican, despite its great religious importance, where the head of the Prophet Yahya (peace be upon him) was cut off but not qualified to be a pilgrimage to religious tourism.

Statistics show that the number of visitors to Makawar since the beginning of the year until the end of August was 2545 tourists, while visitors to the site of Mount Nebo in Madaba in the same period, one of the Christian pilgrimage sites also 197,194 tourists, although the religious, historical and religious significance of the site of Makawar may be larger than the site Mount Nebo, but this shows the great difference from the Makawir site by the number of tourists due to the lack of interest in this holy site of the three religions.

Al-Tawal said that the supplementary project in the eyes of Moses, which is located near Mount Nebo, does not receive any attention, although it can be an important tourist site if the site is restored and prepared for tourists and benefit from its holy water to sample it for its sanctity and religious dimension.

And the Chairman of the Madaba Governorate, Dr. Yousef Ghalilat said that the government is required to pay attention to the tourist treasure in Madaba and the tourism sector by revising the tax legislation on the sector and reducing the operating costs and facilitate investment procedures in tourism through the Madaba Tourism Directorate and investment front of Madaba on the Dead Sea.

He added that the Deiban Brigade is characterized by adventure tourism, hiking, natural sites in Al Wala and Haidan, the existence of the Berta Falls, the mineral baths and caves that are still waiting for care and attention, which can be a destination for tourism adventure and natural treatment from Jordan and abroad.

Tourist expert Hussein al-Shawabkeh said that the main obstacles to tourism in Madaba are trafficked within the city and the lack of commitment of bus drivers and tourist guides to stand in the position of the visitor center, which is causing traffic disruption and endanger the lives of tourists.

He added that one of the most important problems of tourism in Madaba Palace tourist residence, resulting in the complaint of the owners of tourism investments, in addition to the lack of numbers of visitors to the site is the effects of Madaba, which includes the archaeological park and the museum and the Church of the Apostles because of the existence of one ticket to these sites, although after each other and not to put these sites on a Visit to Madaba (Appendix file).

The Director of Madaba tourism Wael Jainini acknowledged the existence of a number of obstacles to tourism in Madaba, including the lack of individual means of transport for tourists, the lack of electronic payment, the frequent routine procedures of the government and the absence of a single investment window, in addition to the problem of lack of parking inside the city, Heritage within the city.

Madaba remains a city of fruit and quiet waters with its diverse tourist product, climatic diversity, topography, stone mosaic and human city. It looks with hope and hope because it receives care and care to be an important source of income for the governorate and the country and to contribute to the overall development of the province and Jordan as a whole.

Therefore, the city of Madaba, its regions, mountains, plains and valleys is one of the most attractive tourist areas, which governments should take care of to be one of the material and financially entry of the state and the city so researchers gave it an increase interest in importance in this paper.

Researchers hope that all those in charge of the tourism sector and the prime minister should at least form a committee of experts in the tourism sector in Jordan. This committee should study the tourism reality now and make serious recommendations to get out of this crisis so that this sector returns to work as it was in the past, everyone is a partner in the uplift of the country, its preservation and advancement, and we can not blame our mistakes or government mistakes. All parties in public and private sectors have to take their mistakes seriously and recognize them until they advance and lead this beautiful country.

Solutions for Jordanian Tourism Business

- Tourism needs to unite the citizen's efforts by the government to revive and increase the number of tourists visiting the country, because the tourist is an ambassador of their country and transfer everything they see inside the country to their country and expresses their feelings and impressions.
- The role of citizens in promoting tourism through:
  - Dealing with tourists in a positive and pleasant way, the citizen should be ashamed with the tourists and help them when they ask for help.
  - Stay away from trying to exploit tourists on the pretext that they are coming for tourism, the trader raises prices on them, or sell them fake goods as original.
  - To preserve the cleanliness of streets, parks and tourist sites, and use them in good ways for tourists to enjoy, and visit them in subsequent times.
  - Participate in voluntary work which includes assisting tourists, directing them and cleaning tourist sites.
  - Preserve tourist sites and gardens from ruin and destruction.
  - Every citizen has the right to preserve the beauty of the town in general.
• Raising children to respect and not disturb the tourists.

The Role of the Government in Promoting Tourism

• The role of the government in encouraging tourism Facilitate the procedures of tourists entering tourist sites and their complexity.

• Setting the guidelines for streets, roads and all that is necessary for the tourist to facilitate his arrival to any place he wishes.

• Encouraging work in the tourism sector for citizens and facilitating work procedures.

• The appointment of tour guides in tourist areas and tourist offices; to help tourists to identify the best tourist areas, and enjoy them properly.

• Strict laws that protect tourists from exploitation.

• Paving the streets well; to facilitate movement on them, secure waste containers, and comfortable seats in tourist places for free.

• Secure the necessary protection for tourists to freedom of movement with no fear of attack or theft or any types of assault.

• Educating the citizen about the importance of tourism and how to activate it and encourage it.

• To develop national tourism development strategies to achieve sustainable development in accordance with short- and medium-term plans, plans and programs at the national and local levels.

• The growth of tourism, the sustainability of its resources, the increase in its revenues and its economic benefits necessitate the expansion and deepening of governmental and community attention and care in this sector in accordance with the established and clear criteria and criteria within a specific strategy.

References


