

# Obstacles of Strategic Planning and Future Attitudes for Tourism Marketing

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**Abstract:** *The study aimed to identify the obstacles facing tourism marketing in Jordan. The population of the study was consisted of the working hotels in the Northern region (Irbid, Ajloun, Jerash and Mafraq) from which a sample of 50 managers and workers, a questionnaire was developed as the tool of the study. Results indicated that paying attention to tourism sites and to better marketing them to highlight their aesthetics to contribute in the national income, creating job Opportunities, training the concerned human resources with high levels of training to attract more tourists, in addition, tourism assists in acquiring new friendships in the future. The results also indicated an effective positive relationship between the proper planning adopted by those organizing the tourism process and the increased number of tourists visiting the northern region. The study recommended with increasing tourism services and continuously improving all the tourism facilities, developing proper tourism plans for tourism marketing, offering all needs and desires of the local and foreign tourists in tourism sites as well as repairing tourist sites and restructuring them.*

**Keywords:** Strategic Planning, Future Attitudes, Tourism Marketing.

## Introduction:

Tourism represents one of the economic activities and among the pillars of the Jordanian national income and it also has a great importance in countries with tourism sites or have archeological sites that are visited by large numbers of tourists and other interested parties in tourism and its projects so there is a necessity for scientific tourism strategies that are based on proper marketing bases in Jordan that to represent a starting point for releasing and success of any purposeful tourism effort to attract more tourists and more revenues for the country budget. Generally, no efforts or activities can succeed in the tourism field unless there are strategies based on cognitive and knowledge bases that are able to advance tourism sector based on frames and strategies that are based on modern marketing concept by which leading nations have been attracting more tourists at both the local and the foreign levels. The proper planning for tourism planning with its various elements is the confirmed insurance for the existence of a successful Jordanian tourism sector as a human activity from the one hand, and as an economic support for the Jordanian budget on the other. In addition the social media play a important role in developing the economy of the country by providing information about tourism places (Alshare et al, 2019; Alshare, 2018). In addition, increasing the level of awareness among the consumers towards the tourism could help in improving tourism sector (Alkhalaf et al, 2017; Anagreh & Al-share, 2012).

Despite the calls for concerning about and paying attention to the tourism sector from many economists at the Jordanian and national levels, those in charge whether in the public or the private sectors are not recognize the concept of tourism with its very meaning for the surrounding countries although the tourism sector has a great importance in Jordan regarding its contribution of its economy.

Tourism marketing and promotion need trained and professional individuals regarding tourism business to access influential market sectors, outperform competitors, and to work on the basis of penetrating and creating new markets ( A'bawi, 2008. P15).

The tourism sector as indicated by the Jordanian Ministry of Tourism contributes in the national economic revenue as the tourism income in 2018 represented 3.73 billion JDs and this amount came second relative to the Gross Domestic Production and this sector contributes in 16% of the local product and came second regarding employing human resources as it offered 51449 job ( Ministry of Tourism, 2018).

The problem of the study lies in that tourism is among the important resources for any country with a tourism climate that attracts visitors, from this point, the problem of this study lies in attempting to determine the attitudes of those in charge toward tourism marketing in both the public and the private sectors, the public sector is represented by the government and the private one is represented by hotels and tourism offices whether the current or future ones for tourism marketing in Jordan, and their attitudes toward working on taking the appropriate procedures that enable the tourism sector to overcome the obstacles that hinder the success of tourism in Jordan and in the northern region in particular which seems to be neglected on the tourism map by determining the tourism directions which in turn assists in tourism advancement and successfully directing it toward success and competition which leads to an increased demand on tourism in Jordan in general.

The importance of the current study lies in that it investigates the importance of the obstacles facing tourism marketing in the northern region in Jordan by those responsible for the tourism process including managers of hotels and other

responsible individuals as determining their marketing attitudes is positively reflected on tourism which in turn leads to more visitors to Jordan and more bookings in Jordanian hotels for longer periods and this also enables planning following the new method of the tourism marketing process and working on improving quality of hotels for visitors.

### **Theoretical Framework and Early Studies:**

Tourism represents one of the economic activities that have a great importance in states with tourism sites or where tourism and archeological sites are existed and visited by tourists and other interested parties about tourism and its projects. So, the existence of scientific strategies that are based on proper marketing bases represent the starting point for the initiation and success of any purposeful tourism effort to attract more tourists and more revenues for the country.

In general, , no efforts or activities can succeed in the tourism field unless there are appropriate strategies based on at the tourism marketing level in particular as proper planning is a human activity in the one hand and an economic supporter for the concerned states in the other.

Tourism is one of the international industries that generate money for countries' economies where the various tourism potentials are existed , tourism in addition is one of the economic activities that generate millions of job opportunities for the citizens in each country.

Tourism marketing is defined as the administrative and technical process by which tourism official organizations or the tourism facilities can determine the current or possible targeted markets and construct a communication system with these markets with the aim of ensuring and affecting visitors or tourists' desires , needs and motives at the local and regional levels and the national and international ones and also to match the tourism product with these desires and motives in order to reach the highest levels of fulfilling them and hence achieving their goals.

Assayeh define tourist as that person who moves with the purpose of tourism for more than 80 Kms from his/her home based on the definition of the International Tourism Association / UN.

### **Important Obstacles for Tourism Development:**

There are some obstacles that face and limit the activation of the tourism pillars, among these obstacles:

#### **1- The lack for a board for the tourism activity regulation:**

Some countries lack for a board that is responsible for tourism development in the area and there are several parties supervising the tourism facilities and this leads to the lack for a strategic plan for tourism planning in addition to the lack for a tourism data base that achieves both visitors and investors' goals. Some states have established such boards to reach the required motives for tourism development.

#### **2- Visas and Transportation Obstacles:**

Some countries lack for tourism visas for the purposes of treatment/ medical , cultural , conferences , sport or entertainment tourism.

#### **3- Obstacles of directing tourism investment:**

Many investor make investment decisions without the needed feasibility studies and also the similar projects and investment patterns which leads to risks for economic faltering for some projects in addition to the lack for achieving regional balance for directing the tourism investment.

#### **4- Seasonal obstacles and low occupancy rates:**

Seasonality is one of the most important obstacles facing the tourism sector as tourism activity is affected by vacations and holidays as well as climate, weather and religious seasons. So, there should be an interest in tourism activation in non seasonal times through coordinating efforts among public departments, tourism and tourism projects to achieve the best possible operation for tourism projects and the aim of this is to create programs to benefit from the non seasonal periods to achieve higher operations and hence reducing the sharpness of seasonality.

### **Obstacles of tourism and investment in Jordan:**

Tourism environment in any area depends on several pillars and bases among which: the political environment, economic environment and legislative environment. In Jordan, the following are the most prevalent ones:

Through the political environment, the prevalent political situation in the area due to the gulf 1<sup>st</sup> and 2<sup>nd</sup> wars, the Israeli and American threats regarding fighting terrorism and the instability at the region level, all these resulted in tourists to feel safe to come to the region but in the other hand, investors in tourism, and due to the economic environment do not trust to invest in the area although Jordan has adopted the philosophy of open market policy which reduced the government role in privatization that aims to increase inspirational participation in the economic activities and to adopt the economic management program by both the public and the private sectors. For the tourism-related infrastructure, despite the scarce resources and capabilities, Jordan managed to construct appropriate infrastructures to attract investments and in particular, those related to tourism.

Regarding the legislative environment, Jordan has adopted a group of investment encouragement laws the last of which was in 1995 and its amendments in 2000 which led to increase the investment environment competitiveness through granting exemptions and privileges and simplifying procedures to help investors to select the appropriate investment in Jordan, and the investment encouragement institution was established for this purpose to be concerned with investment affairs.

All the mentioned above points had clear prints in determining the obstacles of tourism in Jordan regarding attracting, 2002 investments, among these obstacles as indicated by Maqabli (2002) are:

1- The insatiability at both the local, Arabic and foreign levels' situation witnessed by the region which negatively affects the tourism sector that characterized by seasonality , vulnerability for events and environmental changes.

2- Tourism events and movement are focused within specific areas within Jordan and this leads to the short term visits of tourists in addition to the lack for distributing the tourism effect with a balanced way on the various development areas.

3- Government attitude toward privatization and the lack for private sector willingness to invest in many non profitable important tourism projects at the short term level , and in particular outside the main tourism areas in Jordan in addition to the lack for clear tourism plans and policies which leads to a non clear vision among investors and the lack for supporting incentives for local investors to contribute in attracting non invested Jordanian capitals .

4- The lack for tourism culture among Jordanian citizens and the weak internal tourism due to the high costs which in turn affects the feasibility of several tourism projects.

5- the lack for small tourism projects' incentives and focusing on offering them for large scale ones and the lack for adopting the preferable contracts' policy in the field of tourism investments in Jordan for well known investors at the local, Arabic and foreign levels , in addition to that there are several investors-related obstacles such as the procedures of investors' coming regarding licenses, permissions and certificates for work, residency , in addition to the complex costumes- related procedures, the lack for transparency, the ambiguous investment-related laws, the increased costs of funding and raw materials, and the lack for skilled work force in the tourism sector investment and others.

7- Tourism guides competency and their performance and tourism offices' weakness, these lead to the lack for interest in tourism and thus it becomes non attractive to Jordan. the high costs a tourist face in Jordan is one of the significant indicators regarding this aspect. A tourist cost for three days in Aqaba for example is more than that in any other place in a neighbor Arab or foreign country such as Syria, Lebanon, Egypt, Cyprus, Turkey...etc, in addition to costs of travelling which contributes in the Jordanian citizen preference for foreign tourism rather than internal one. Finally, the economic revenues for tourism offices are higher when Jordanians go for foreign tourism compared to internal one.

In a recent study on tourism in Jordan conducted by the Amber Jordan Program in August 2002 about the actual numbers of tourists came to Jordan in August 2002, a questionnaire was distributed on boarder centers to identify the actual numbers of tourists, their needs , the activities they desire to practice, the reasons of selection, the ways of arranging their journeys , stay periods and their impressions about the visit. Using the data of the questionnaires distributed on about 30.000 tourist who crossed the various boarders' gates, the study revealed:

1- The necessity of working on attracting tourists for frequent visits via establishing entertainment centers in order to have frequent visits to Jordan as a tourism destination and only a crossing by point and the necessity of focus by the tourism activation board in Jordan on attracting new tourists and looking for tourism attraction methods to encourage frequent visits.

2- Jordan needs to establish a large entertainment center distinguished from those in neighboring countries.

3- Working on overcoming some weakness points in the tourism field such as working on reducing the crossing procedures to Jordan from the various board's gates as well as obtaining visas and residency procedures as tourists cross by two board gates for passports contrary to many countries that depend on the one crossing gate system.

4- Many tourists complain of the high prices in various tourism facilities and their infrastructures in addition to the exploitation in some tourism places and here comes the role of the tourism activation board in controlling violations and prices and controlling the various tourism services in Jordan and following them up. Here, it is necessary to establish a highly competent observing and controlling teams by the board.

5- Many tourists , and in particular the Arab ones, coming from neighboring countries prefer 2 to 3 stars hotels instead of 5 stars ones to reduce the costs of residency as much of them are those of limited income ( Alsaqi, 2002).

### **Tourism Development**

Tourism development can be the solution for the crisis and it can contribute in reducing deficit and achieve serious motives for development for the new generations future, hence, those in charge with tourism should work on creating the mechanisms that are able to push tourism development forward and attracting tourism investment as tourism is the way for comprehensive development and creating new job occupations which allows the increased participations of the youth in the work force

through productive jobs that achieve two objectives at the same time, one is pushing the development cycle forward, and the other is increasing workers' numbers (Al-Salaymeh, M., and Alkhawaldeh, A. M. 2019).

### Tourism strategic planning

It is the whole procedures leading to drawing and constructing achievable goals regarding the environmental aspect of the tourism status in light of the available human and material resources and the stated priorities, and this definition – as can be seen – holds the following elements :

- 1- Tourism strategic planning is a group of procedures that both the public and the private sectors participate in developing them regarding tourism.
- 2- Tourism strategic planning means the existence of a contribution of all the concerned sectors with tourism each acts based on its abilities, experiences and goals.
- 3- Tourism strategic planning requires the initiation of a comprehensive review for all the situations and factors affecting the performance and profitability of the tourism sector in general and for each area and tourism place in particular.

### Rational for tourism strategic planning:

Justifications and rational for tourism strategic planning include a group of important points as follows:

- **Sharp competition:** Which Jordanian tourism face from neighboring countries which makes it necessary for cooperation of all efforts and official and private efforts and events to reach an integrated strategy for tourism that takes into accounts the several strengths and weaknesses of the tourism marketing mix to cover them with serious and scientific attempts to overcome and remove some of the currently existed difficulties and obstacles such as the policy of air flights destinations in addition to procedures of obtaining visas. The sharp competition faced by Jordanian tourism requires the availability of all appropriate human and material resources to implement the tourism marketing strategies.

- **Variance of tourism sites:** which imposes a kind of coordination among officials and those in charge of these sites to end up with a kind of tourism marketing mix of all Jordanian tourism sites with paying attention to the uniqueness of every one of them and what is required of procedures and decisions in line with visitors tastes ( Alsisi, 2007.p35).

### Previous studies:

Alrifas study (2019) entitled "The Influence of Jordanian Tourism Sector on Jordanian Economy Development" aimed to identify the importance of tourism in economy and what it achieves in the field of development and moving the whole productive sectors in Jordan. The study revealed a group of results among which were : decision makers in Jordan should focus on the importance of the effective tourism promotion through increasing the budget of this promotion , focusing on security, safety, and stability information transferring by the tourism activation board to all the target groups and parties as well as coordination between those responsible for tourism in Jordan and ambassadors , TV stations and foreign reporters not to give a negative image for Jordan to their countries and there should be a coordination between the government and the private sector regarding organizing conferences and inviting the international parties to participate in them in Jordan and exploiting this with the best ways to promote the Jordanian tourism in addition to making tourists feel secure and safe to transfer a positive image to their countries. The study recommended with the necessity for the concerned parties to organize and hold economic exhibitions and sport events like developed countries for their positive effects in promoting the tourism in Jordan and in turn its positive reflections on the Jordanian economy.

The study of Qa'oud et al. ( 2014) entitled " Analytic Study for Tourism Pattern in the Northern Region Of Sa'ied/ Egypt" aimed to identify the tourism patterns in the northern region of Sa'ied/ Egypt that included religious, cultural and entertainment tourism and the reasons and obstacles facing attracting tourists. Results indicated a variant patterns of tourism in the region and revealed need for concerning about the region and making it among the priorities of the ministry of tourism such as holding periodic meetings with the responsible boards for tourism activation. The study recommended with research and studies on the ways of developing tourism in the northern region in Sa'ied.

The study of Ala'wamreh and Alrawashdeh (2012) " the effect of the global financial crisis on hotel services' marketing " aimed to identify the effect of the global financial crisis on hotel services' marketing , the sample of the study included seven operating 5 stars and 4 stars hotels in the capital city Amman and a questionnaire was developed as the tool of the study and distributed on participants. Results indicated an effect for the global financial crisis on marketing hotel services which in turn was reflected on hotels' performance.

The study of A'zzam (2010 ) " The effect of using e-commerce as a changing tool for the performance of tourism agents' industry in Jordan " aimed to identify the effect of using e-commerce as a changing tool for the performance of tourism agents' industry in Jordan . The population of the study included all tourism agencies operating in Jordan and a questionnaire was developed as a tool of the study. Results indicated an effect for using e-commerce on the ability of tourism agencies in Jordan

to develop their services in addition to an increase in market share and the easiness in obtaining services , reducing time and efforts, and the easy promotion for the service and the price of it.

**The study of Joudeh et al ( 2009) " The extent of applying responsibility accounting in Jordanian hotels: A field study "** aimed to highlight the importance of applying responsibility accounting and to which extent it is applied in Jordanian hotels. The population of the study included 5 and 4 stars hotels in Amman city . a questionnaire was developed and distributed on participants. Results indicated that Jordanian hotels clearly determine responsibility centers and prepare planning budgets that link the planned performance with the actual one. Results also indicated that Jordanian hotels compare the actual performance with the planned one for the purpose of evaluating performance and to ensure the existence of an integrative reporting system to follow the performance up and to evaluate it in responsibility centers, finally results indicated the existence of an efficient incentive system that contributes in reinforcing the responsibility accounting system in Jordanian hotels.

In his study " The role of the Internet in the increased tourism bookings ", Bruce ( 2004) concluded that there was a rapid increase in hotels' bookings via the internet and that the future expectations indicate that the internet will contribute in about 27% of total sales for hotels' rooms through the hotel site and this rate is increasing, and finally, the internet does not only affect rooms' sales but also affects marketing and distribution via the internet.

Venkatash et al ( 2002) in their study " Clients' Satisfaction and Loyalty towards tourism communicating data " attempted to answer an important group of questions for managers in services sector such as : does the level of clients' satisfaction and loyalty towards the same service differ when they receive it with traditional ways compared to receiving it via the internet, if " yes " , which factors that can interpret these differences . The researchers developed a conceptual frame with hypotheses about communication means via the internet regarding clients' satisfaction and loyalty and the relationship between clients; satisfaction and loyalty . The researchers also developed a synchronous model for data collection which consisted of two parts : the clients who receive the service via traditional ways and clients who receive it via the internet in hotels industry. Results indicated that clients' satisfaction is the same for traditional ways and the internet services but regarding loyalty to the service providers it was higher via the internet, results also indicated a correlation between clients' satisfaction and loyalty as the presence of one of them reinforces the presence of the other and that there was a relationship that is strengthened through interacting via the internet on the long term.

The study of S.Kathren Hill & Donald Hill ( 2001) " The effect of e-commerce and other forms of commerce on tourism agencies' industry " aimed to investigate the effect of e-commerce and other forms of commerce on tourism agencies' industry as the emergence of new technology and its application by airline companies in particular led to a reduction in the industry of tourism agencies and the rate of commission received by agencies and also led clients to bypass these agencies when obtaining their services which has changed the work conditions among these agencies with an increased concern about the future of this industry. Results indicated a clear effect on traditional tourism agencies ( large and small agencies ) , and also there were expectations about a reduction in the number of agents and intermediates , and a change in behavior towards the open market policy . Results also indicated that hotel services and rent cars' providers are expected to simulate airlines companies' efforts in order to reinforce their sale capacities on the internet through their electronic sites in addition to reducing the commission tourism agencies receive.

The above mentioned early studies have highlighted the use whatever is new in the field of tourism to develop tourism and its services in addition to facilitate its promotion such as the study of A'zzam (2010) and this study is in agreement with that of joudeh et al (2009) regarding the content and findings. For the study of Al'awamreh and Alrawashdeh ( 2012), it indicated that the global financial crisis was the reason for tourism obstacles. Foreign studies indicated the importance of investigating clients' satisfaction about tourism services and drawing proposed perceptions regarding improving services to acquire much more tourists such as the study of Vnkatash (2002) . This study is in agreement with that of Katherine (2001) regarding the activation of e-commerce and its role in tourism agencies' industry and also it is in agreement with the study of Bruce ( 2004) regarding the objective of activating the role of the internet in hotels' booking.

### **Methodology:**

The population of the study included all workers in the tourism sector in the northern region from which a random sample of 65 managers workers in hotels sector was selected . 55 questionnaires were retrieved and 5 of them were not valid for analysis and hence the final sample of the study was 50 participants representing 76% of the original sample. Included all workers in hotels sector in the northern region ( managers and workers ). Data were collected using the following methods:

1- Initial Data : collected using a questionnaire which was distributed on managers and administrative workers in the targeted hotels in the northern region and it consisted two parts : he first required personal and demographic information and the second required data about variables of gender, age, educational level, and years of experience for the purpose of testing the hypotheses.

2- Secondary Data: collected via reviewing references, periodicals and reports of the sample hotels in addition to utilizing the internet.



A questionnaire was developed as a main tool for data collection and distributed on participants. It included demographic data and data related to the variables of the study and the items 1-13 addressed the independent variable of tourism planning and increasing the number of incoming tourists while the items 14-20 covered the second independent variable .

To verify the validity of the tool, it was submitted to a group of specialists in the field of marketing and they were asked to give their opinions and suggestions regarding the appropriateness of the items and their ability to measure what they suppose to measure and after reviewing it, and based on 80% of their agreement, the tool came with its final version.

### Hypotheses of the Study:

**Ho1:** There is no statistically significant relationship between proper planning adopted by those responsible for the tourism process and the increased number of tourists coming to the northern region in Jordan.

**HO2:** There is o statistically significant relationship between the current and future attitudes toward the importance of tourism marketing by those responsible for the tourism process in the northern region in Jordan.

### \* Statistical Analysis:

Hypotheses were tested and results were obtained using the statistical analysis methods of the SPSS :

1- Descriptive analysis scale ( Mean, SD ).

2 Simple Regression.

Table (1)  
Analysis of the study sample numbers and ratios( frequencies and means of demographic variables)

		Frequency	Ratio
Gender	Male	33	66.0
	Female	17	34.0
Total		50	100.0
Age	Less than 20-25 years	27	54.0
	25-30 years	16	32.0
	30-40 years	5	10.0
	Above 40 years	2	4.0
Total		50	100.0
Educational level	Secondary general certificate	8	16.0
	Bachelor	37	74.0
	MA	3	6.0
	PhD	2	4.0
Total		50	100.0
Years of experience	Less than 5 years	33	66.0
	5-10 years	13	26.0
	10-15 years	2	4.0
	Above 15 years	2	4.0
Total		50	100.0

Table (1) indicates the initial description as the variable of gender included more frequent males (33 / 66% ) while regarding the variable of age , the most frequent category was ( less than 25-30 years ) as participant at this category wer 27 ones representing 54%) . for the variable of educational level, the Bachelor degree holders were the most frequent as there was 37 participants at this category representing ( 74%) and finally the variable of years experience where those with less than 5 years constituted the most frequency ( 33 / 66%).

### The CRONBACH Alpha Test :

This test measures the internal consistency of the study and alpha value reached 0.76 which is an appropriate one for the purposes of conducting this study.

### Analyzing the Study Levels:

#### 1<sup>st</sup> level : Tourism planning and increasing incoming tourists' numbers

Means and SDs for the items of tourism planning and increasing incoming tourists' numbers were calculated as shown in table (2) below :

Table (2)

**Means and SDs for the items of tourism planning and increasing incoming tourists' numbers**

No	Item	Mean	SD	Rank
1	Those in charge with tourism processes offer all what tourists need	3.7600	1.07968	11
2	Identifying tourists' attitudes encourages tourism	4.1600	.95533	6
3	The inappropriate interest in internal tourism is a cause of the low numbers of tourists	4.2200	.97499	4
4	Not benefiting from the surrounding conditions reduces tourists number in the area	4.1400	.92604	7
5	The ministry of tourism continuously works on increasing the tourism services and improving tourism facilities	3.2400	1.22157	13
6	High transportation costs limits tourism	3.8800	1.25584	9
7	The increased prices led to a fluctuation in tourism and the lack for tourists' interest in tourism	3.8400	1.13137	10
8	Customs and traditions affect internal tourism	4.0400	1.02936	8
9	Responsible for tourism marketing are aware to the importance of continuously drawing proper plans	3.7400	.98582	12
10	Infrastructure proper condition assists in attracting more tourists	4.1800	1.02400	5
11	Tourism in general contributes in increasing the national income	4.4400	.78662	2
12	Training highly qualified human resources contributes in increasing tourists and thus increasing national income	4.3600	.69282	3
13	Interest in tourist places and marketing them well show their aesthetics contributes in increasing national income	4.5000	.76265	1
Total		4.0385	.43271	

Table (2) shows the level of tourism planning and increasing the number of incoming tourists, and it can be seen that the means ranged from 3.24 to 4.50 compared to the total mean of 4.03 with the item number 13 stating that **Interest in tourist places and marketing them well show their aesthetics contributes in increasing national income** came first with a mean of 4.50 and an SD of 0.762 compared to the total mean and standard deviation and the item number 5 stating that **The ministry of tourism continuously works on increasing the tourism services and improving tourism facilities** came last with a mean of 3.24 and an SD of 1.22 compared to the total mean and standard deviation.

**2<sup>nd</sup> level: Current and Future Attitudes Towards the Importance of Tourism Marketing:**

Means and standard deviation for the items of the level of the current and future attitudes towards the importance of tourism marketing were calculated as shown in table (3) below:

Table (3)

Means and standard deviation for the items of the level of the current and future attitudes towards the importance of tourism marketing

No	Item	Mean	SD	Rank
1	<b>Interest in tourism attitudes among tourism</b>	<b>4.0000</b>	<b>1.14286</b>	<b>5</b>

	managers still traditional			
2	Tourism attitudes require planning at both public and private levels in Jordan	4.2200	.95383	3
3	The ministry of tourism reconstructs tourism sites and restructures them	3.6800	1.25259	7
4	Scientific qualification affects the extent of attracting tourists to tourism sites	4.3600	.85141	1
5	Tourism assists in making new friendships in future	4.3000	.73540	2
6	Governmental future attitudes in the tourism sector play an effective role in tourism attraction and future attitudes	4.2000	.96890	4
7	Concerned tourism companies contribute in fulfilling the needs and desires of both foreign and local tourists	3.8000	1.14286	6
<b>Total</b>		<b>4.0800</b>	<b>.55001</b>	

Table (3) shows the level of the current and future attitudes towards the importance of tourism marketing. It indicates that means ranged between 3.68 and 4.36 compared to the total mean of 4.08. The item stating that **Scientific qualification affects the extent of attracting tourists to tourism sites** came first with a mean of 4.36 and a standard deviation of 0.851 compared to the total mean and standard deviation while the item stating that **The ministry of tourism reconstructs tourism sites and restructures them** came last with a mean of 3.68 and an SD of 1.25 compared to the total mean and standard deviation.

**Analyzing the Study Hypotheses :**

**Ho1:** There is no statistically significant relationship between proper planning adopted by those responsible for the tourism process and the increased number of tourists coming to the northern region in Jordan.

To identify the effect of proper planning adopted by those responsible for the tourism process to increase incoming tourists' number to the northern region , the simple regression was used as shown in table (4)

Table (4)

Simple regression for the effect of proper planning adopted by those responsible for the tourism process to increase incoming tourists' number to the northern region

Independent variable	R correlation	R2	F	F Sig	β	T	T Sig	Fixed limit	Result
Proper planning adopted by those responsible for the tourism process	.866	.750	144.135	.000	.851	12.015	.000	.583	Rejecting the null hypothesis

Table (4) shows the impact of proper planning adopted by the operators on the tourism process to increase the number of incoming tourists. The results of the statistical analysis showed that there is a statistically significant impact for the proper planning adopted by the process operators on increasing the number of tourists coming in the northern region, where the correlation coefficient R (0.866) at the level of significance ( $\alpha \leq 0.05$ ). The R2 coefficient was 0.750, which means that the value of 0.750 of the increase in the number of tourists is due to changes in the proper planning of the tourism operation. For the tourist process leads to an increase in the number of tourists by (0.851) and the significance of this effect confirms the value of F, which amounted to (144.35), a function at the level of significance ( $\alpha \leq 0.05$ ) This confirms the validity of the



rejection of the zero hypothesis, and therefore the null hypothesis is rejected and the alternative hypothesis stating that "There is a statistically significant impact at ( $\alpha \leq 0.05$ ) of the proper planning adopted by the operators on the tourism process on increasing the number of tourists arriving North region is accepted.

**HO2: There is a statistically significant relationship between the current and future attitudes toward the importance of tourism marketing by those responsible for the tourism process in the northern region in Jordan.**

To identify the effect of current and future attitudes towards tourism marketing on the tourism process in the northern region, the simple regression was used as shown in table (5).

Table (5)

Simple regression for the effect of current and future attitudes towards tourism marketing on the tourism process in the northern region

Independent variable	R correlation	R2	F	F Sig	$\beta$	T	T Sig	Fixed limit	Result
Current and future attitudes towards tourism marketing importance	.920	.846	226.772	.000	1.149	16.210	.000	.583	Rejecting the null hypothesis

Table (5) indicates the impact of current and future trends of the importance of tourism marketing on the tourism process in the northern region. The results of statistical analysis showed that there is a statistically significant impact of the current and future trends of the importance of tourism marketing on the tourism process in the northern region, where the correlation coefficient R (0.920) at the level of significance ( $\alpha \leq 0.05$ ). The R2 coefficient was (0.846), which means that the value of 0.846 changes in the tourism process is the result of changes in the current and future trends of the importance of marketing, and the value of the degree of influence 1.1 (1.14), which means that the increase of one level in the current and future trends and significance of this effect confirms the value of F which amounted to (262.77) which is significant at ( $\alpha \leq 0.05$ ). This confirms the validity of rejecting the null hypothesis, the null hypothesis is rejected and the alternative one stating that : " There is a statistically significant impact at ( $\alpha \leq 0.05$ ) of the proper planning adopted by the operators on the increase in the number of tourists arriving in the northern region" is accepted .

## Conclusion and Recommendations

Based on the above statistical analysis, the study concluded with the following results: Interest in tourism places and marketing them well to show their aesthetics contributes in increasing the national income. Training of relevant human resources at a high level works on increasing tourists' numbers and thus increases the national income. Scientific qualification affects the extent of attracting tourists to tourism places. Tourism helps to make new friendships in future. There is a statistically significant impact of the proper planning adopted by the operators of the tourism process on increasing the number of tourists coming to the northern region. There is a statistically significant impact of the proper planning adopted by the operators of the tourism process on increasing the number of tourists coming to the northern region. The data of the Department of Tourism and the Tourism Promotion Agency of the North have indicated that the tourist movement is weak. In the absence of hotels of a level commensurate with the nature of visitors from different countries, in addition to the weak investment in tourism, and because of the obstacles that stand in the way of attracting investments in tourism in the northern region of Jordan .

In light of the results of the study, the study suggested a group of recommendations, the most important of which: Increasing tourism services and improving tourism facilities, and continuously preparing trained and qualified tourism staff capable to serve the tourism sector .Developing proper tourism plans in accordance with the concept of tourism marketing. Providing all the needs and desires of local and foreign tourists in tourism places.Restoration and restructuring of tourism places.

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