



THE JORDANIAN TOURIST EVALUATION FOR TOURIST SITES IN AQABA

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Abstract

This search is showing the affection of Aqaba tourism strategy success in Jordan. It gave idea about success of strategy applied from 2010-2015. It depended on exploration study by questioner which distributed to 392 Jordanian with more than 18 years old . It concentrated on Aqaba Jordanian tours evaluation of infrastructure, human resource, hotel services, transportation, recreational and facilities. It found that human resource were strong point by other factors was in the middle. Searcher recommended to reevaluate strategy every month to take care of tourism seasons better than yearly evaluation and must make objectives to increase strength points.

Introduction

Tourism is important for every country as result to, Support other market sectors, and make relations between local cities and international countries. It helps to support recognizing cultures and transfer cash from place to other. Tourism reasons are treatment, religious, business, education and entertainment. Jordan Tourism Board was found in 1998 to promote visiting Jordan as tourism site. Aqaba city in Jordan is one of tourist site. It is importance comes as result to courage Jordanian tourist. It is the only site including sea in the country. Jordanians visit Aqaba from the other cities also some Jordanians work in other countries round the words is coming from other counties (The annual report of the tourism promotion authority 2014).

Problem

To find affection of Aqaba tourism strategy in 2016, Tourists have needs and changing of needs from time to time. Leaders have to reevaluate tourists' needs and real covering of these needs by tourism services. Problem questions are:

- Are tourists' needs covered by Aqaba tourism Infrastructure?
- Are tourists' needs covered by Aqaba tourism human resources respect dealing?
- Are tourists' needs covered by Aqaba tourism facilities and service?
- Are tourists' needs covered by Aqaba tourism transportation services?
- Are tourists' needs covered by Aqaba tourism recreational services?

Objectives

The aims of search are as follow:

- To find tourists' needs covered by Aqaba tourism Infrastructure
- To find tourists' needs covered by Aqaba tourism human resources respect dealing
- To find tourists' needs covered by Aqaba tourism facilities and service
- To find tourists' needs covered by Aqaba tourism transportation services
- To find tourists' needs covered by Aqaba tourism recreational services

Importance

This search important for leaders to direct tourism services and courage tours to travel to Aqaba and growth tourism sector developing.

Literature review

There are many studies discuss Jordan tourism sector as (Donald, 1994) explained examination of the occurrence of ground water around the gulf Aqaba points to the limitation on settlement and opportunities for developing (Marwan, 2005) explained that In 2004 there were discussed to get solutions to the congestion problem at the port of Aqaba and there was discuss of changing in Aqaba ruling law which affected on developing. (Ibrahim Osta, Chemonics international Inc, 2009) showed the Aqaba Tourism marketing strategy



between 2010-2015, the result was that Aqaba will not succeed unless it can provide a unique, desirable and multifaceted destination experience that can effectively compete in global market. (Omer and others, 2006) found that there is highest cost for domestic tourist. (Makabla, 2011) find that the Jordanian is factor affect on tourism and he must share in promotion. Nedal and Abdullah, (2014) explained factors of Aqaba ecotourism developing up to history, location, environment policies, tourism analysis to improve Aqaba tourism developing

Discuss Aqaba tourism strength factors

As result to apply the Aqaba Tourism marketing strategy from 2010- 2015, there must be strength point which courage Aqaba tourism. Practically, Jordanian tourist opinion show the success of strategy. They answered in February/2016. As result to worm weather and high season. They gave opinion as follow:

2.1 Tourists' needs covered by Aqaba tourism Infrastructure

They answer questions as show in the next table

Table no (1) Tourists opinion about Infrastructure

Questioner Items	Average	Deviation	Rank	Relative importance
cellular communications network provides well is	3.62	1.292	3	Middle
Health facilities is high efficiency	2.81	1.166	7	Middle
Roads leading to tourism sites are paved	3.18	1.217	6	Middle
Buildings reflect the civilization of the country	2.41	1.260	8	Middle
There are places for illness	3.23	1.240	5	Middle
housing facilities are available at tourist sites	3.70	1.275	1	Middle
Waste containers are available	3.28	1.159	4	Middle
There are breaks serves food and drink for tourists and good efficiency	3.67	1.133	2	High
General Measure	3.24	1.21		Middle

2.2 Tourists' needs covered by Aqaba tourism human resources respect dealing with experience.

They answer questions as show in the next table:

Table no (2) Tourists opinion about human resources

Questioner Items	Average	Deviation	Rank	Relative importance
Tour guide has knowledge and experience	3.85	1.131	1	High
Tour guide has good look and polite	3.75	1.202	4	High
Workers in tourism site have experience	3.79	1.246	3	High
Workers in tourism site answer orders in suitable time	3.70	1.335	5	High
Tourist police give safety and comfortable feeling	3.80	1.154	2	High
General Measure	3.78	1.21		High



2.3 Tourists' needs covered by Aqaba tourism facilities and service

They answer questions as show in the next table

Table no (3) Tourists opinion about facilities and service

Questioner Items	Average	Deviation	Rank	Relative importance
There is hotels near tourist sites	3.72	1.275	3	High
Hotel rooms are comfortable for family	3.32	1.126	6	Middle
There are modern electrical tools in the room	3.27	1.143	8	Middle
There are internet services in the hotel rooms	3.15	1.135	9	Middle
Air condition is suitable in the room	3.95	1.199	1	High
There are sport equipments in the hotel	3.70	1.275	5	High
There is conferences and workshops room	2.45	1.150	11	Middle
The reception staff have good reception	3.31	1.107	7	Middle
Hotel prices suitable with the services provided	2.97	1.239	10	Middle
restaurants offering different foods	3.71	1.136	4	High
restaurants offering Jordanian foods with high quality	3.91	1.265	2	High
General Measure	3.41	1.186		Middle

2.4 Tourists' needs covered by Aqaba tourism transportation services

They answer questions as show in the next table:

Table no (4) Tourists opinion about Transport service

Questioner Items	Average	Deviation	Rank	Relative importance
Transport ways are modern	3.31	1.320	2	Middle
Transport ways have air condition	3.67	1.229	1	Middle
Transport ways have suitable time and place for tourist	2.25	1.208	5	Middle
Drivers have obligatory system to give suitable service	3.08	1.164	3	Middle
Transport ways price is suitable	3.07	1.214	4	Middle
General Measure	3.08	1.227		Middle

2.5 Tourists' needs covered by Aqaba tourism recreational services

They answer questions as show in the next table:

Table no (5) Tourists opinion about recreational service

Questioner Items	Average	Deviation	Rank	Relative importance
There are gardens and public parks beside tourist sites	3.05	1.181	4	Middle
There are a souvenir at tourist sites	3.90	1.214	1	High
There are a clothes that reflect tourist sites	3.80	1.289	2	High
tourist sites provides festivals, seminars and literary heritage folk regularly	3.25	1.375	3	Middle
General Measure	3.50	1.246		Middle



Conclusion

This search is showing the affection of Aqaba tourism strategy success in Jordan. It gave idea about success of strategy applied from 2010-2015. It concentrated on Aqaba Jordanian tours evaluation of infrastructure, human resource, hotel services, transportation, recreational and facilities. It found that human resource were strong point by other factors was in the middle.

Recommendation

Searcher recommended to reevaluate strategy every month to take care of tourism seasons better than yearly evaluation and must make objectives to increase strength points.

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