

THE FOUNDATIONS OF SELECTING CULTURAL TOURISM PRODUCT IN JORDAN

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Abstract

This study comes to get acquainted with the adopted methods and principles of the procedure of choosing and conversion the culture milestone to tourism product by implementing Delphi method for testing and conclusion the requested information, which is summed up in asking set of questions, prepared in advance, on experts and consultants from the tourism sectors to stand on their opinions in the procedure and it's dynamic of choosing the tourism product. The descriptive method was utilized to analyze the data and the information that has been collected through the interviews, and the available data in the books and the researches related to the research subject.

The most significant results concluded by the study are that the factors for the sites of the culture tourism in Jordan contain three sets: The originality and the uniqueness of the sites; the merchandising and the marketing of the sites; and the issue of the political identity. As well the study showed the tourism centers, that are distinguished by the originality and the uniqueness have a big role in the tourism attraction.

It was obvious that there is interference between maintaining the civilized inherited and the culture tourism; the culture tourism is based on three principles: maintaining the civilized inherited; converting it to tourism product; and investing it economically. It is clear that there is a possibility for the tourism territories to rise and develop under the globalism and the local societies could play a role in framing their own tourism territories through a national and international network system as the case in Petra, the Dead Sea and Aqaba.

Keywords: Culture milestone, tourism product, Jordan

Introduction

The ground represented by Jordan today is successively witnessed a large number of different cultures through the ages such as: Greek, Romanian, Byzantine and Islamic Arab cultures. In addition, local cultures and kingdoms grew up in Jordan that is no less important than the previous civilizations mentioned. Here one distinguishes the civilizations of Edomites, Moabites, Ammonites and Nabataeans. The Jordanian society with its living styles has formed a unique case in a pattern of rural and Bedouin style and pattern of the city at the same time, producing a distinctive cultural legacy.

Exploration missions of antiques and ruins contributed in highlighting the modern Jordan through its publications, conferences and scientific continuity. This has led to the formation of motivation for those interested in cultural heritage, both culturally or religiously to visit the landmarks of this legacy. So tourism in Jordan has been linked with the cultural heritage more than with the natural phenomena (terrain and climate ... etc). Perhaps the label launched by the Jordanian government to the competent authority which is involved in organizing this matter is the "Ministry of Tourism and Antiquities" is precisely a proof of the strength of the link between tourism and antiquities from the standpoint of the official discourse.

The Cultural Heritage (antiques and archaeological and heritage sites) which is left to us by our ancestors is divided into two parts: the physical cultural heritage of the religious buildings and architectural features and facilities of water and agriculture, sculptures and engraved materials, manuscripts, coins, crockery, ceramic and glass tools, textiles, weapons, and intangible cultural heritage which includes, customs, traditions and folk arts such as songs, music and popular dance.

Jordanian Department of Antiquities had placed Act 1988 in which it identified the difference between Heritage and Antiquities, The heritage is a product of civilization in various fields of human activity of science, thought, literature, art, architecture, popular sayings and folk heritage that extends from 1700 to 1950. The Antiquities are anything created by or engraved or built or discovered by man before 1700 A.M. These Antiquities include some remnants of ancient civilizations that are discovered, in addition to the ancient writings, these antiquities constitute an important tributary to enrich our knowledge of ancient societies. What draws the attention is that the heritage monuments are turned out to be a very limited tourism product compared to the overall size of them. In this study the foundations of selection of the cultural tourism product in Jordan and the impact of the domestic and the international factors in the conversion of "part" of the aforementioned heritage into a touristic product will be analyzed.

Importance of the study and its objectives:

The importance of this study comes from the bonding process between the external and internal influences in the restructuring of the cultural heritage and their role in the formation of its positions. The importance of this study lies in the analysis of the role played by Jordanian travel and touristic agencies through the tourism programs they prepared in cooperation with tour operators in the source countries of tourists in selection of the cultural tourism product.

Objectives of the study:

The study seeks to achieve the following objectives:

- 1) Study the current reality of the cultural heritage in Jordan.
- 2) Analysis of the mechanism to select the product of cultural tourism in Jordan.
- 3) Disclosure of the role of tourism and travel agencies in the selection of the cultural tourism components.

The problem of the study:

In Jordan 26 thousands archaeological sites were recorded (Ministry of Tourism, 2009), but the touristic offer that is based on the cultural heritage includes a fraction of what is actually exists, as well as a specific pattern (historical and religious monuments). So tourism in Jordan has been limited to a few of these sites like Jerash and Castle Ajloun and Umm Qais in the north, Amman and Mount Nebo, Madaba and Um Arrasas and Mkawer in the middle and castles of Shobak and Karak, Petra, Wadi Rum and Aqaba in the south, in addition to the desert palaces in the eastern part of Jordan and the baptism site in the west. This study comes to interpret the importance of cultural heritage in the formation and the composition of touristic sites in Jordan, as well as the analysis of the reasons behind the limited cultural tourism on some sites and not the others, and focus on a certain product without another of cultural tourism.

An important question arises now: What are the foundations for selecting cultural tourism product? Here ideas are grappling and contrasting. Some believe that the beginnings of selecting cultural heritage return mainly to external factors, i.e. to the early travelers (Burckhardt) and the pioneers of tour operators in the nineteenth century (travels of Thomas Cook), as well as to religious thought which view Jordan as part of "the holy land" (Daher, 2007).

Others attribute it to the official policy in Jordan, which sees in the historic monuments and its adoption of tourism as a form to search for a national identity with symbols extended throughout history. Mahadin confirms that the Jordanian tourism ignored the social heritage of Jordan

local communities (their way of life, their dress, their thinking), so it did not take into account that the social heritage can be an important tourist product (Al Mahadin, S. 2007).

In Chang study (1996) the focus was clearly on the originality which means a combination of all cultural elements, which are the source of a sense of beauty and human behaviors and the satisfaction of emotion in linking the present to the past.

Thus, the problem of the study is summarized in search for methods and foundations adopted in selecting and transforming cultural landmark into a touristic product by discussing the impact of the global and the local dimensions in tourism.

This study will answer the following questions:

- 1) What are the components of the cultural heritage in Jordan?
- 2) What are the foundations of cultural tourism product selection process?
- 3) What is the role of the tourism and travel agencies in the selection of the components of the cultural heritage?

Previous studies:

Studies that handled the formation of tourism sites based on the cultural heritage, some have focused on the process of selecting the components of the cultural heritage as is the case of the study of Alexandros (2002) entitled "Convergence Process in the Heritage Tourism" who believed that touristic sites are formed through the demand factor and discussed the study of Authenticity Factor and how to employ it in creating motivation for tourists to visit a certain area because authenticity has the ability to make tourists enjoy and to satisfy his cognitive desires. As the product is more authentic the more important touristic place is. Alexandros (2002) believes that to experience the local communities and to identify the models of their lives constitute attractive points of the touristic movement.

Yainiv and Richard study (2003) entitled "The Core of Heritage Tourism," the researchers did not tackle the issue of forming the touristic sites, but they have handled another side, the economic dimension of cultural tourism. Cultural tourism is needed to manage and market differently from other types of tourism. The researchers also told that cultural tourism needs social and personal foundations to be practiced, on the other hand, these researchers focused on the demand side, which has the ability to understand the character and the behavior of tourists to respond to cultural tourism. These researchers treated the issue of integration between global supply and demand.

Of the studies that handled the practical side of cultural tourism is the study of Marie (2007) entitled "World Heritage Listing and the Evolving

Issues Related to Tourism and Heritage: Cases from Australia and New Zealand" that examined the relationship between heritage and tourism through two heritage sites, one was included in the list of World Heritage sites which is the royal buildings and gardens in Australia. The other site is an ordinary heritage site in New Zealand; the researcher found that the relationship between tourism and cultural heritage could be changed over time, especially in marginal areas. If one of the sites is included in the World Heritage (UNESCO) it has a new indication and a problem will occur between the rapid influx of tourists, and administrative capabilities available in the touristic site.

The researcher pointed that each site has four key principles that help in sustaining the cultural tourism in it, namely:

- 1) A kind of cooperation and coordination between stakeholders must be created for sustainability in the touristic site.
- 2) An education environment should be provided through interaction and participation due to the ongoing changes in the supply and demand sides.
- 3) Maintenance and resource protection.
- 4) Quality and authenticity guarantee.

Al Mahadin study (2007) entitled "Tourism and power relations in Jordan: Contested discourses and semiotic shifts" was characterized in linking between the global dimension and the local dimension of tourism in Jordan and the foundations of cultural tourism product selection. The study showed that the choice of the cultural heritage in Jordan essentially return to external factors (Orientalists) i.e. early travelers like Burckhardt and pioneers of tour operators in nineteenth century (travels of Thomas Cook). In addition to the religious dimension that considers Jordan as a part of the holy land. According to the local dimension to choose the cultural heritage in Jordan it is returned to the official policy in Jordan, which sees the historical monuments as a searching form for the national identity by symbols extended throughout history.

The study also addressed the tourism investments relevant to the return of the cultural heritage in Jordan such as (Kan Zaman) which is considered one of the early examples of cultural tourism industry in the Middle East and a role model. Similar places were founded called as Madaba Zaman and Salt Zaman. Researcher linked between national identity and authenticity issues on which cultural tourism depend upon for readmission of ethnic and cultural traditions.

Shoup study (1985) entitled "The Impact of Tourism on the Bedouin of Petra," discussed the impact of tourism on local communities in Petra and pointed to the orientalist trips to the Arab world in the nineteenth century

and how Petra was discovered in 1812 at the hands of Swiss Orientalist Burckhardt.

Daher study (2007) entitled " Jordan and Lebanon: Emerging Actors and Global-Local Juxtapositions in Tourism, Heritage, and Urban Transformations " revealed the role of actors (local and international) in the tourism sector in the evolutionary spatial and time process of touristic sites in Jordan and Lebanon. This study was based on the historical approach to the study the stages of the emergence, development and formation of touristic sites in both countries. As well as the researcher discussed the spatial cultural changes those affect the urban sites and the historical city center.

Selection factors of cultural tourism sites in Jordan

Studies that handled the specific factors to choose touristic sites have used multiple aspects to explain the limitation of tourism to certain sites and not the others since there is a historical aspect associated with the development of facilities and behavioral aspect associated with the tourists.

Some researchers such as Mansfeld (1992) who said in his research on the factors that guide the touristic movement that there exist two main approaches those are: Traditional Deterministic Approach which assumes that the tourist is rational from economic perspective and will choose the sites that have great attractiveness and return biggest benefit. In contrast, the Probabilistic Approach assumes that the selection process for a specific site is a probabilistic process and so the benefits that would be accrued ⁽⁸⁾. It can be argued that the Traditional Deterministic Approach is closer to the reality in explaining the behavior of the tourist because the tourist is always trying to get the biggest benefit at the lowest cost and in the light of the short time available to him which will be linked to a specific number of sites that are available to him in the visited area.

Oppermann (1993) believed that the underlying causes that limit tourism to a specific number of touristic sites, return to the stage reached by the touristic site during its development. The touristic site passes through its development by a number of stages. In each stage certain touristic sites arise due to combination of factors such as the development of the road network, and change in the positions of decision-makers and the quality of tourists.

Chou et al. (2008) pointed that the needs and expectations of tourists are varied therefore; the decisions made to choose certain locations will be varied, too. Tourists are looking to get the most benefit at the lowest possible cost when making his decision Choice Process (Chang, 1996).

Yainiv and Richard in their study (2003) confirms on age factor for tourists and its role in the selection of the touristic site, where they found that tourists from the older age restricted their movement to visit the sites near their starting positions. ⁽⁵⁾

Hoivik and Heiberg (1980) believe that the touristic movement in any country is linked geographically to the political sites (such as capital cities), and cities with economic significant that have infrastructure and sophisticated tourism services as airports and five-star hotels Gate Way.

McKercher (2004) found the natural and cultural resources are considered a prerequisite to attract tourists, but they are not enough to win the competition. It is in itself a comparative advantage needs to be completed by structure meta-end.

Thus, we can say that the natural and cultural environment factors and its assessment by the tourists are the most important factors to choose the specific the touristic sites but not sufficient to attract tourists.

So certain official institutions have been selected to have a role in the selection of cultural aspects and to turn it into a touristic product, including Ministry of Tourism & Antiquities and the Higher Council for Tourism and Jordan Tourism Board and the Department of Antiquities of Jordan, also the most influential figures in the decision have been met to see how the procedures applied to convert the cultural aspects to tourist product and also to identify the role played by national institutions in the formulation and to consolidate the components of cultural tourism in Jordan, and its impact on the development of touristic sites in the Kingdom.

In the area of the private sector interviews has been conducted with a group of managers who have long experience in the tourism work as managers of sales and marketing and general managers of touristic offices operating in the field of inbound tourism to see how the tourism program is designed with tour operators abroad.

So the following factors could be determined to choose the cultural tourism sites in Jordan as follows:

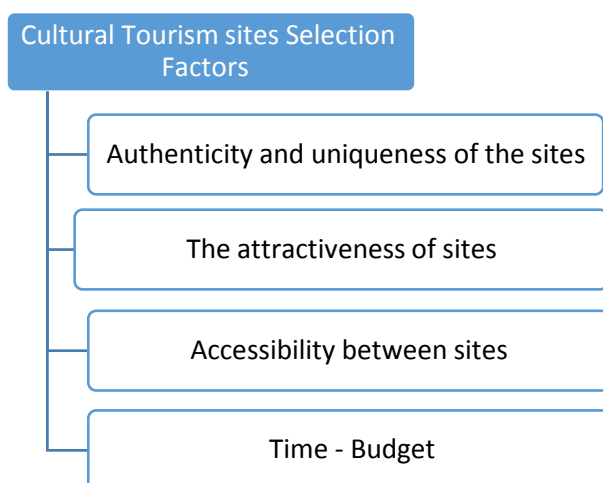


Figure (1) Selection factors of cultural tourism sites in Jordan
Source: prepared by the researcher

1) Authenticity and Uniqueness

Authenticity and Uniqueness of touristic sites have a significant role in creating motivation for the tourists and the ability to achieve the pleasure of tourists and satisfy their desires of knowledge. The more authentic the product is more the more important touristic place. Chabra (2003) has found in the factors that control the behavior of the individual to choose touristic sites that the tourist goes to can go to a longer distance and pay more costs to be in places characterized by authenticity and uniqueness. He also pointed out that tourists are looking for experiences more authentic experiences to live with the local communities and to identify their living model, which constitute an attractive points of the movement of tourism in addition to the desire of tourists to live out of the ordinary in the tribal areas and get their meals and know their lifestyles.

Yainiv and Richard (2003) believe that authenticity is the new tourism key because the current tourism is undergoing changes. Tourists are now looking for nostalgia and new experiences with, less cost. The researcher believes that by 2020 more touristic places of genuine character will be able to that have the largest share of touristic traffic.

Jordan has a cultural heritage which is represented in historical, archaeological and religious sites, whether castles, forts, towers, theaters, palaces, shrines, tombs of the prophets' companions and churches. These authentic sites are able to create motivation for tourists to visit Jordan and then achieve the pleasure of tourists and satisfy the desires of knowledge. Jordan also has characterized by its unique touristic sites such as Petra and Wadi Rum and the Dead Sea. JICA organization (JICA.1996) sees that Petra has a great importance and has an international reputation and Petra is Jordan Tourism.

The owners of the travel and tourism offices operating in the international tourism coming to Jordan refer that the tourists experience local communities in Jordan through the tourism programs designed by the offices. A meal at is arranged at a Jordanian family where popular Jordanian meals such -Mansef as an example- under the condition that the number of tourist group does not exceed twenty people and for a period not to exceed three hours. This is in the northern areas but in the southern regions tourists are accompanied to tents to learn about the lifestyle of the desert and sources of income they have, customs and traditions. This is an evidence of the tourists' search for more authentic experiences of local communities to experience and learn about their lives and live out of the ordinary in the tribal areas and to enjoy their meals and to know their lifestyles.

2) Attractiveness

The attractiveness of any site is determined by a set of properties whether natural properties represented by the natural scenery (terrain) or

archaeological heritage monuments and architectural remains, which represent a variety of historical stages and multiple cultures and markets, traditional crafts, which represent attractive manifestations to tourists who cares about the culture, tradition and history and social life as well customs, traditions and national heritage and folklore festivals that express it also the cultural facilities are of the attractive elements of heritage tourism such as theaters.

Tosun (1998) points that the attractiveness of touristic sites sometimes could be built on the basis of the existence of services, The sites characterized by the largest share of touristic services could occupies an advanced centers in terms of the number of tourists coming to these sites. Cracolici and Nijkamp point that tourist attractions in Italy have been classified (2008) into three categories:

- i. Major Attractions Nodes.
- ii. Intermediate Nodes.
- iii. Minor Generator. (14)

Through the evaluation of those regions touristically, Amman region appears to be the most important touristic center in Jordan to attract Touristic inflows because it contains 70% of the number of hotels in the kingdom (Ministry of Tourism, 2009), in addition to the availability of commercial and cultural tourism potential. The southern region comes after in terms of importance as it contains Aqaba, Petra and Wadi Rum, Aqaba is considered a major touristic center for leisure tourism and it is the only port of Jordan, also it has a well-developed infrastructure. Petra occupies a unique and important position to the movement of international tourism because it contains historical elements, in addition to Wadi Rum in which newly safari and adventures are spread.

While Tamimi (2002) classified touristic sites in Jordan into major touristic sites and secondary touristic sites depending on the volume of the traffic associated with each site.

It could be argued that based on the foregoing discussion that every touristic site in Jordan has a specific feature that works to identify the attractiveness of place for the tourists. The attractiveness of touristic site in Jordan can be derived from the number of visitors to each tourist site (Table 10).

Pearce (1988) believes that the strength of attraction is an important criterion to determine the possibilities for development process of the touristic site, the development of any touristic site must provide certain probability of its success, so big money amounts should not be spent on the sites that do not have the attraction force that justify this kind of spending. The strength of attraction of the touristic sites in Jordan can be identified through the following equation:

$$\frac{\text{no of visitors of the touristic site}}{\text{no of the viftors of all sites}} \times 100$$

Table (1) Strength to attract heritage tourism sites in Jordan by the number of visitors in 2010 (in thousands)

Location	Sum	Percentage
Petra	767	26
Jarash	340	11
Um Qais	304	10
Mount Nebo	276	9
Ajlun	171	6
Madaba (Map)	157	5
Wadi Rum	160	5
Karak	134	5
Maghtas	122	4
Dead Sea	77	3
Qusayer Amra	32	1
Madaba Visit Center	3	0
Um Aljmal	30	1
Shobak	40	15
Others	2613	100%

Source: the Ministry of Tourism and Antiquities –Statistics

To determine the main attraction centers that are dominant over the touristic movement in Jordan, the Trip Index has been applied to show the importance of the various touristic sites on the touristic itinerary and whether the touristic site is a major location or a secondary one which is calculated according to the following equation: (Pearce, D. 1988) (table 1)

$$T_i = \frac{D_n}{T_n} \times 100$$

Where:

T_i = indicator of the importance of the touristic site

D_n =no. of nights spent by the tourists in a specific site

T_n =the total nights spent by the visitor in the country as a whole

Table (2) Classification of the main centers of attraction in Jordan, according to the trip index

Location	No. of overnights	Percentage
Amman	985061	43%
Petra	577888	25%
Aqaba	353591	16%
Dead sea	244886	11%
Wadi rum	76807	3%
Madaba	18621	1%

Source: the Ministry of Tourism and Antiquities –Statistics

It is clear from the previous table that Amman, Petra, Dead sea and Wadi Rum are of the most important main attraction sites that have 99% of the touristic nights which could be referred to the fact that the previous site have a well-developed infrastructure and the international hotels are available in it and is characterized with the easiness of access on the road network in addition to the uniqueness of Petra, dead sea and Wadi rum. The other site remained as secondary attraction sites.

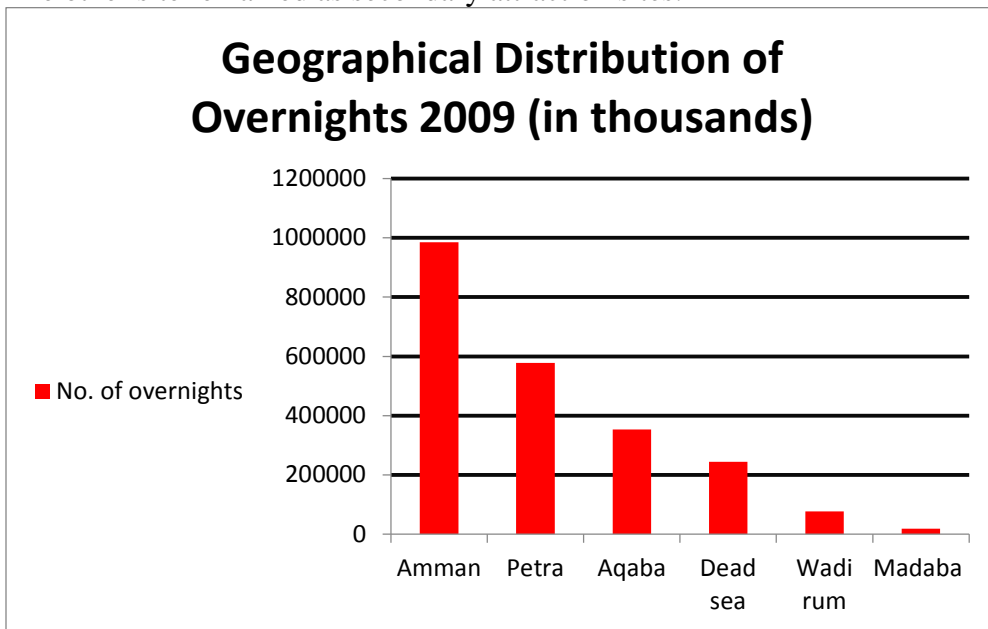


Figure (3) Geographical Distribution of Overnights 2009
 Source: prepared by the researcher

Touristic attraction sites can be divided in Jordan based on the so-called presumption Trip Index to show the importance of the various touristic sites on the tourist itinerary and whether the site is a major touristic sites or secondary as shown in Figure.

Major Attractions Nodes:

Include centers at which the tourist stops before starting to touristic sites and at the completion of the tour before departure (crossings cities), such as Amman and Aqaba, in addition to the centers, which includes owns authentic and unique touristic attractions, such as Petra, Wadi Rum and the Dead Sea, which have advanced infra-structure from road networks and visitor centers, in addition to religious places such as Maghtas and Mount Nebo.

Intermediate Nodes:

Include sites that its ratio is less than 1% based on the trip index such as Ajloun and Um Qais, Jerash in the north, in addition to the places at which tourists stop to and from major attractions centers, including places along the itineraries associated with main attraction centers located on the hyphen road lines between Amman and Petra, where these places are considered of the qualified sites at which the tourists can then stop during the coming and going as (dheban, Tafila, Mutah, Dana, and Shobak) because of the long distance between Amman and Petra. They do not represent a major target for tourists, but is within the terminal stations that the tourist stops on the way to the goal of tourism. The level of tourism services available in these sites is modest, and limited to essential items needed by tourists, so ingredients can added the to the touristic sites to improve their position.

Minor Generator

Includes the least attractive and qualified places from the main touristic centers and such places are placed on routes if there is an extra time for the tourist after visiting the main centers (Um Aljmal, Bella, Iraq alameer) and those sites lack all touristic services, so work must be done to provide touristic services and be diversified.

3) Accessibility

Elements that have been used to measure the accessibility to touristic sites include, determination of the number of touristic sites associated with each tourist site (Links) to measure the degree of communication sites with each other and thus the easiness of accessibility of the road network. The application binary matrix to measure the ease of access to all touristic site in the road network, by calculating the value of ease of access to touristic sites, the road network was converted to graphical form where the real distances between the various sites are ignored. If a particular center in the network is directly connected to another, whatever the true distance between them it will be expressed by the value of one. In the absence of direct contact between them the value becomes zero. Then rows in the matrix (each row represent a number of touristic sites that are associated with each tourist site) are added. The highest total of the rows on the network is the easier to reach than the rest of the other touristic sites and occupies the first place in terms of ease of access while sites that their total is less are considered difficult to access to the touristic site which it represent.

Table (3) Binary matrix of (16) sites to measure the accessibility of tourist sites

	Um Qais	Ajlun	Jarash	Amman	Madaba	Maghtas	Um Aljmal	Dead Sea	Um Arrasas	Mkawer	Qaser Amrah	Karak	Shobak	Petra	Aqaba	Wadi Rum	Total
Um Qais	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Ajlun	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	3
Jarash	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2
Amman	0	0	1	0	1	1	0	1	1	0	1	0	0	0	0	0	6
Madaba	0	0	0	1	0	1	0	1	1	1	0	0	0	0	0	0	5
Maghtas	0	1	0	1	1	0	0	1	0	0	0	0	0	0	0	0	4
Um Aljmal	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Dead Sea	0	0	0	1	1	1	0	0	0	1	0	1	0	0	0	0	5
Um Arrasas	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	2
Mkawer	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	2
Qaser Amrah	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Karak	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	2
Shobak	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	2
Petra	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	2
Aqaba	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	2
Wadi Rum	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2

Sources: prepared by the researcher

Because of the development of the road network connecting them, we note that the southern touristic sites are more closely related to Aqaba because of the proximity factor and the availability of accommodation nearby. It turns out from the matrix that Amman is easiest to reach than the other touristic sites, followed by Madaba, the Dead Sea then Maghtas, prompting many touristic offices for preparing travels to the aforementioned touristic sites.

Also one could note that there are a number of touristic sites that are characterized by inaccessibility by binary matrix, such as Um Arrasas, Mkawer, Qaser Amrah, Petra and Wadi Rum, which is interpreted by the attractive force of the tourist sites because they contain distinctive and unique historical monuments of its kind.

It should be noted here that the main road network evolution and near some tourist sites has led to the development of a number of along the connecting roads between tourist sites and near such Shobak and Dana, Karak, while remote tourist sites did not evolve from the main in the same class road network evolved in other tourist sites as evidenced large part of the tourist sites are still not enabled testifies tourist traffic light for its lack of advanced infrastructure and the difficulty of reaching her like Um Aljmal and Iraq Alameer.

4) Time – Budget

It is Meant by the available time of the tourists the length of stay of the tourist, the greater the length of stay of the tourist, he will visit more places, but the tourists who are staying for shorter period their movement will be limited to visit the main sites in the country. The accessible sites and major attraction sites in the tourism target countries are the locations where the tourist associated at first. So it can be noted here that a relationship exists between the length of the stay of tourists and places visited. Tourists who stay longer will visit more places in other words, increasing the number of places visited. Due to the limited time available for the tourist, he will first be linked to the famous sites which are characterized by authenticity and uniqueness instead of searching new environment to avoid failure in the event of selecting sites that he does not have information or a clear vision of it.

This can be seen by examining the prepared tourism programs by the local tourism and travel agents, the routes of the trips set up by tourist groups are consistent with tracks which take into account the short time available for tourists to visit Jordan, which force the local agencies to organize their trips paths in a manner consistent with the short time available. For example, tourism programs intended for tourists who stay (2-3 days) in Jordan as shown in Figure (5) differ from the tourist-resident (5-8 days). Tourists whose visit ranges (2-3 days) starts after arriving from Amman to visit Jerash and Ajloun, Umm Qais and the next day to visit Petra and then return to Amman to return to the country of origin. The tourist-resident (5-8 days) as shown in Figure (6) and Figure (7) The number of the visited places are more where he visits all touristic sites in Jordan that are eligible to receive tourists from Amman including touristic sites located in the north of the Kingdom, then heading to touristic sites located in the center of the Kingdom, then go to visit tourist sites located in the south of the kingdom, and thus the tourists will visit all the touristic sites in Jordan.

Table (4) frequency of touristic sites in the programs of touristic offices according to the duration of the trip

Location	Two days	3 days	4 days	5 days	6 days	7 days	8 days
Petra	13	30	30	30	30	30	30
Amman	11	30	30	30	30	30	30
Aqaba	9	25	30	30	30	30	30
Jarash	-	-	30	30	30	30	30
Ajlun	-	-	30	30	30	30	30
Um Qais	-	-	30	30	30	30	30
Madaba	-	28	30	30	30	30	30
Mount Nebo	-	28	30	30	30	30	30
Dead Sea	-	28	30	30	30	30	30
Maghtas	-	28	30	30	30	30	30
Desert palaces	-	-	30	30	30	30	30
Wadi Rum	-	15	30	30	30	30	30
Um Arrasas	-	4	30	30	30	30	30
Karak	-	-	23	26	26	27	27
Shobak	-	-	20	23	23	25	25
Main hot springs	-	-	-	15	15	18	30
Al Azraq	-	-	30	30	30	30	30
Mkawer	-	-	-	-	-	12	13
Iraq Alameer	-	-	-	-	-	6	8
Al Bidhaa	-	-	-	-	-	6	3

Source: made by the researcher

Director of the touristic sites and General Manager of the Unit of heritage tourism resources in the Ministry of Tourism said that the most important programs currently in use and which are promoted in order to prolong the stay of tourists in Jordan, is making tourist programs for the whole landmarks in the province. In other words, instead of visiting only the ruins of Jerash and the Castle of Ajloun, a full day program in Jerash to visit the monuments and the old city and access to markets and eating meals and experience the local community, the customs and traditions enjoyed by all Jordanian city, and this method is one of the most successful ways that work to prolong the stay of tourists in Jordan.

It also can detect the importance of the time available to tourists by linking touristic sites visited by tourists and the length of stay of touristic groups, Table (2) shows that Amman, Petra, Aqaba and the Dead Sea has the highest rates in terms of the number of tourists and the number of tourist nights and the rate of residence, this is due to the fact that Amman have the highest percentage of accommodations and hotels and the presence of the

Queen Alia Airport near to it, which is the main crossing point for most tourists coming to Jordan, and the attraction of Petra strength and uniqueness in the world in addition to the possession of a series of international hotel and the services provided at the site to make them centers dominant of the touristic movement in Jordan. Aqaba has benefited from its site resources as most of the tourists coming from the southern border crossings (airport and the port of Aqaba, southern crossing) turning to Aqaba due to proximity factor and availability of close accommodation and convenient for tourists.

Table 3.4 Distribution of Package Tours by Place of Stay for the Period 2009

Place of stay	% Share of Nights	Average Length of Stay	No. of Tourist Nights
Amman	43.2%	2.71	985061
Petra	25.3%	1.93	577888
Aqaba	15.5%	2.64	353591
Dead Sea	10.7%	2.77	244886
Wadi Rum	3.4%	1.28	76807
Madaba	0.8%	1.55	18621
Karak	0.2%	1.29	3496
Tafeleh	0.2%	1.47	4689
Ma'an Spa	0.2%	2.80	4045
Jarash	0.0%	1.30	1018
Irbid	0.0%	1.05	245
Mount Nebou	0.0%	1.94	62
Azraq	0.0%	1.00	524
Ajlun	0.0%	1.16	396
Alzrqa	0.0%	1.16	29
Umm Qies	0.0%	2.14	122
AL- Shobaq	0.0%	1.70	240
Maan	0.0%	2.65	138
Others	0.4%	2.01	8921

Source : prepared by the researcher

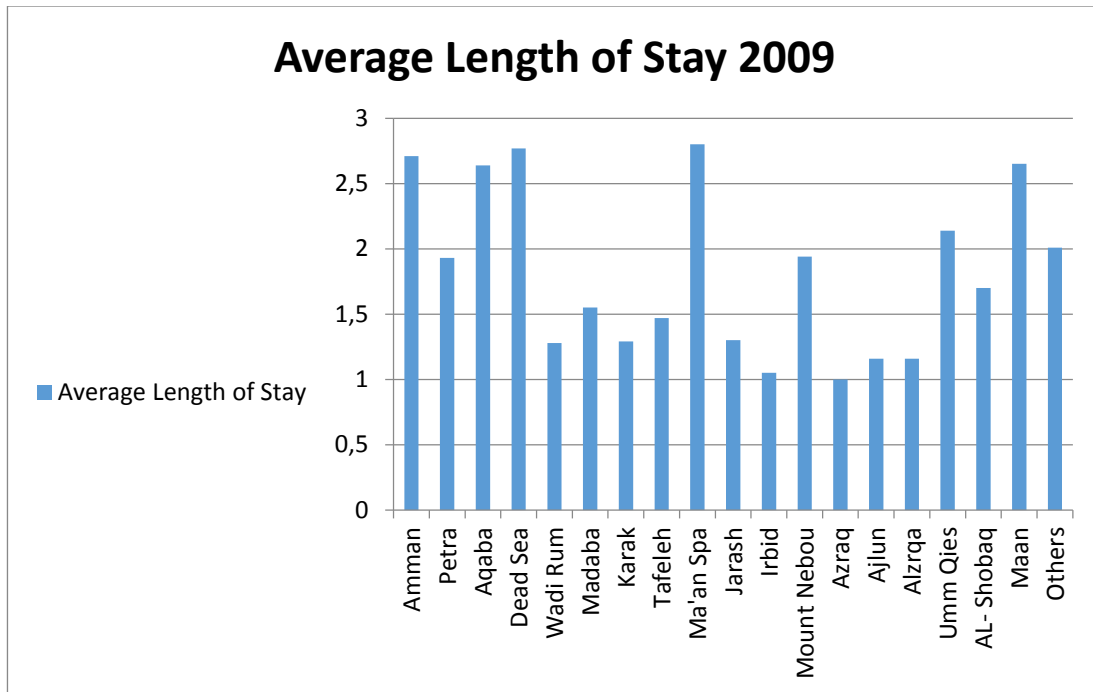


Figure (8) Average length of stay for touristic sites 2009

Source: prepared by the researcher

Conclusion:

The study concluded that the foundations of the choice of cultural tourism product in Jordan include three groups: the authenticity and uniqueness of the sites, the religious factor, and the issue of political identity. The study also showed that tourist sites that characterized in authenticity and uniqueness have a significant role in the tourist attractions, also it was found that there is an overlap between the preservation of cultural heritage and tourism, and that the foundations of cultural tourism product selection is based on three principles that are: the preservation of cultural heritage, turning it into a tourist product them employing it economically.

Based on what has been reached from the results, the study recommends the rehabilitation and development of touristic outside the scope of the current tourism space which contributes to the dissemination of touristic revenue into a broader area rather than being concentrated in touristic sites which are limited by the tourist movement in Jordan. As well as paying attention to uniqueness and originality of the touristic image through the addition of the local dimension of tourism in the touristic designs of all the touristic sites, so each touristic site will have a recognized pattern that is associated with its cultural heritage, and paying attention to highlight

the advantages of both a touristic site in the promotional and marketing campaigns.

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