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An Exploratory Study of the Motives of Jordanian Out Bound Tourism and its Impact on the Development of Tourism in Jordan

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Abstract: This study aims at pointing out An exploratory study of the motives of Jordanian out bound tourism and its impact on the development of tourism in Jordan. the researcher depended on a survey questionnaire to explore the opinions. The questionnaire consisted of 26 items using the 5 point Likert scale. The results were built upon the statistical analysis of the restored eligible copies of the questionnaire. The study finding evident that Jordan enjoys a high attractive touristic components ,especially when compared to the neighboring touristic components, but the most important reasons and motives for out bound tourism depend on the nature of tourists themselves and their desires and the amount and degree of freedom they enjoy in foreign tourist destinations.

Key word: inbound tourism, out bound tourism, domestic tourism, tourism development, Jordan.

1. INTRODUCTION

Tourism has been growing around the world as a major source of income and employment in many countries, and Jordan is one of them. this industry ranked first rank in the global economy in terms of the invested capital and of out bound exchange revenues and number of employees in this field.

As tourism pays a key in the comprehensive development, many countries, particularly, development ones including Jordan chosen such an industry to be as a cornerstones forties in national economy where tourism is the one of the greatest and fastest growing and sophisticated industries due to the diversity of historical, natural, religious and therapeutic inspirations, and the tradition is replete with the most heritage the civilized world.

Jordan as the rest of the developing world relies on tourism as a basic resource in the national income and works hard to provide all the requirements of this industry and to create the required balances to

achieve effective and influential tourism positively to the national economy and the rise in people's income and the standard of living.

Domestic tourism has not achieved the desired goals of which, domestic tourism is linked to the overall tourism development so the domestic tourism has not received sufficient attention by those responsible for tourism sector in Jordan who did not realize that the progress and growth of domestic tourism is directly reflected on the recovery and the prosperity of out bound tourism. There have been some factors that made the tourism sector did not receive enough attention, and these factors are summarized as follows: High prices in touristic areas for domestic tourists which affects the size of the spending in these areas and the visiting of other regions rate. The lack of tourism awareness among the local tourists, as well as some quarters and bodies responsible for tourism activity in Jordan in general. Low incomes in general which constitutes a significant barrier to the revitalization of domestic tourism.

The weakness of the marketing efforts directed to the domestic tourism market, the high price of hotel accommodation, as well as various means of transportation which hampers domestic tourism and lead to a lack of touristic attraction of those who want domestic tourism, so it is necessary that the tourist provinces to expand the establishment of shelters to attract the largest possible number of citizens and to encourage domestic tourism and Lack of interest in touristic areas visited by local tourists and out bound tourists, making domestic tourism drop dramatically (Maher Abdel Khalek, 2001, p. 49).

Here in this modest research the light was shed on the emerging subject of Out Bound Tourism and its impact on tourism and economic levels and ways to evaluate it and how to deal with the causes and motives.

The responsiveness of Italian tourism demand to changes in relative prices, exchange rates, expenditure and unexpected one-off events in four main European destinations. Short-term elasticity's (Cortes, 2009). Many Australian tourism operators, there is a tendency to use the Japanese tourist as benchmark for dealing with other Asian visitors (Roger March, 1997). Outbound travel and market performance has been developed; what the main social, economic and political factors are affecting the emergence of the China outbound market; and what the policy implications are for the tourism industry in Hong Kong and the Asia Pacific region. Sukbin found three distinct groups: sports seekers, novelty seekers, and family/relaxation seekers. Age and education variables were shown to be statistically significant among the three groups. The article concludes with marketing implications of the study results and suggestions for future research. Sukbin Cha, Ken W. Mcclery, Muzaffer Uysal (1995) transport technology have brought hitherto little visited tropical destinations within the budget of more holidaymakers this market has shown itself to be very sensitive to the fluctuating 'image' of developing countries: press stories of crime and political instability can quickly lead to changes in holidaymakers' preferences with consequent economic losses for both holiday companies, locked into charter contracts, and the country concerned (Allen Perry and Sue Ashton, 1994) Taiwan become one of the world's most prominent tourist-exporting countries (Chun, 1996).

This research involves the concept of out bound tourism as one of the activities of the tourism sector and how to calculate their impact on tourism and the on the national economy demonstrating that some of significant tourism indicators.

2. THE PROBLEM OF THE STUDY

The study problem is represented by the orientation of a large percentage of Jordanians to spend their holidays and off-days in neighboring countries especially with the intensive out bound tourism offers. The study problem could be summarized in the following questions:

1. What are the role and the impact of Jordanian out bound tourism in the Jordanian touristic sector?
2. What are the statistical indicators of Jordanian out bound tourism?
3. What are the reasons and the motives of Jordanian out bound tourism?

3. THE IMPORTANCE OF THE STUDY

The study importance emerges from the fact that tourism in Jordan is considered one of the most important income resources. Although Jordan is considered of the attractive touristic countries, it is also considered of the exporting markets.

The researcher believes basically that the importance of the study lays in activating and expanding the attractive Jordanian touristic modes as a tool to maintain the Jordanian market in such a competitive.

4. THE OBJECTIVE OF THE STUDY

The objective of the study could be summarized by the followings:

1. To identify the role of the touristic sector in the national economy.
2. To identify the impact of Jordanian out bound tourism in the touristic sector and the national economy.
3. To study the reasons behind Jordanian out bound tourism and how to attract Jordanian tourism into Jordanian tourism market.
4. To draw technical and administrative solutions in order to develop the touristic sector so as to be attractive whether at the local level or the national level.
5. To integrate with the exerted efforts on this side to form a motive for more studies in this field.

5. PREVIOUS STUDIES

There many researches that discuss Jordanian out bound tourism, but one should confess that they lack specialty in most of it, so in this study the most relevant studies will be presented.

This study may serve as a reference for the drafting and implementation of both policy and business countermeasures to curb the zero commission tours. Consequently, this would facilitate more positive contributions of the Jordanians outbound tourism industry to global tourism development.

In a study prepared by Maqableh entitled “exploratory study of the visitors of some touristic places in the northern region of Jordan,” the study aimed to identify the reality of the touristic movement in Jordan and to analyze the characteristics of the tourists and its hindrances and problems.

Issues such as cuisine, language difficulties and poor itineraries are identified as major problems. Explores the growth and destinations of outbound air-charter traffic from the Republic of Ireland as an

example of the evolution of package tourism from a small source country. Spain has always been the prime destination but regional shifts have occurred within it. The role of Spain has diminished, however, as traffic has dispersed to other countries, mainly to Mediterranean coastal and insular destinations. The many influences which promote both continuity and change in package tourism patterns in general, and especially the tendencies towards concentration and dispersion of destinations, are outlined (Desmond A G, 1996).

It currently does not attract a significant share of outbound Chinese tourism if compared both to world competitors—such as Australia and the United States—and to other European countries, such as Germany, France, and the UK. The reasons for this situation are manifold and can be substantially grouped according to objective reasons (such as geographical distance, transfer times, costs compared with individual and familiar spending capability, bureaucratic formalities) and subjective ones (depending on tourists' interests, expectations, behaviors, trip planning modalities, and travel group composition (Magda Antonioli Corigliano, 2001).

Yingzhi noted the origins, destination perceptions and organization of Mainland Chinese outbound tourists are also explained, together with the negative impacts of tourism on Mainland Chinese travelers, travel agencies, national image and economic loss. Finally, the marketing policies for Mainland Chinese outbound tourism in travel agencies, government tourism offices and destinations are examined.

The recent liberalization of policies and regulations from both China and its destination countries have also smoothed the way. Even so, the issuance of visas has been and still is the major barrier to China's outbound travel. Business travel is an especially important market due to increasing international trade and investment activities between China and the rest of the world. Yue Wang & Pauline J. Sheldon (1996).

Anthony finding the variance of the exchange rate was found to be a significant determinant of long-run tourism demand in 50% of estimates. Real disposable income and substitute prices were found to have inelastic long-run effects on tourism, while the long-run relative price elasticity tended to differ widely across countries. Indonesia was the only country to find that the exchange rate has a significantly different impact on tourism than relative prices.

The rapid growth of China's outbound tourism market has attracted a great deal of attention in recent years. However, the academic literature is still sparse in this area. Using a theoretical framework that synthesizes the key processes related to destination choice, the authors undertake a systematic review of the academic literature on outbound tourism from China. Stemming from this review, the article provides some direction for future empirical research on this important topic. The authors also suggest that a new model for travel planning could be developed, suggesting that traditional destination choice models may inadequately capture the nuances of destination choice in the Chinese context (Byron Keating, and Anton Kriz., 2008).

The initial findings from this study indicate that Koreans are primarily motivated to travel to Australia for the chance to experience natural environmental settings. Some aspects of Australia (e.g., Aboriginal history and culture) are little known in Korea but have the potential to attract Korean visitors. The results of this research may enable more effective marketing to Koreans by providing an insight into the most appropriate promotional content and information sources (Edward Y. J. Kim, 1997).

Beverley Sparks studied attitudes toward international travel. Five destination attributes were rated as most important by this potential group of tourists and included the natural beauty and icons of a destination, quality infrastructure, autonomy, inspirational motives and social self-enhancement. In terms of predicting intentions to travel, social normative influences and perceived levels of personal control constraints were most influential based on TPB. The use of information sources in seeking information about a destination was also investigated. The evidence obtained suggests that television programs are an important source of information used by Chinese people to learn about target destinations. The role of the Internet as an information source was also shown to be substantial and stands to have a stronger impact over time.

The bounds testing to co integration procedure proposed by Pesaran *et al.* (2001) is employed to compute the short- and long-run elasticity's of income and relative prices. An augmented form of Granger causality analysis is conducted among the variables of outbound tourist flows, income and relative prices to determine the direction of causality. In the long run, causality runs interactively through the error correction term from income and relative prices to outbound tourist flows. However, in the short run, causality runs only from income to outbound tourism flows. The aggregate tourism outflows equation is also checked for the parameter stability via the tests of cumulative sum (CUSUM) and cumulative sum of the squares (CUSUMSQ). The results suggest that income is the most significant variable in explaining total tourist outflows from Turkey and there is a stable outbound tourism demand function. The results also lead to important policy recommendations.

People have reasons for what they do and are motivated by driving forces that make them act in a certain way. The tourism industry is not an exception to this rule. However, due to its global nature, the tourism industry may involve a rather wider set of energizing forces and tourist motivation will vary from nation to nation. Some authors have studied Japanese tourists' behavior; however, very little research has taken place to find out how Japanese culture and travel motivation are related to each other. What is more, differences between younger and older generations have not been considered. This study's research objective was to reveal various cultural aspects of demand as well as the constraints and the push factors that motivate the Japanese to choose outbound holidays. Over the past 25 years the Japanese representation in the international tourism market has been steadily increasing as a consequence of economic growth and level of expenditure. The recent economic recession does not appear to have had much of a negative effect on outbound tours, as overseas travel has been widely popularized. In understanding this trend this exploratory study has identified UK's features such as culture, language and novelty to be important pull factors (David Gilbert, Mikiko Terrata, 2001).

There is no long-run equilibrium relation between two series. Second, the outcomes of Granger causality test imply the one-way causal relationship of economic-driven tourism growth. The hypothesis of tourism-led economic growth is not held in the Korean economy. This consequence is supported by testing the sensitivity of causality test under different lag selections along with the optimal lag.

Austin Uzama, noted that, because all short term visitors either for sightseeing, diplomatic, conference or business to Japan are issued a 90 day tourist visa, it is difficult to differentiate who is a tourist. For this reason, this paper, using JNTO's data, defines all foreign visitors with a 90 day visa to Japan as tourists.

Joseph S investigates the relationship between tourists' destination loyalty and their preferences as to destination. Destination loyalty is operationally defined as the level of tourists' perceptions of a destination

as a recommendable place. On site surveys of Korean outbound travelers were conducted at the Seoul International Airport, South Korea, in March 1997. Of 285 questionnaires collected from Korean outbound travelers, 265 useful questionnaires are analyzed. Multiple regression analysis reveals that three destination preferences, including different culture experiences, safety, and convenient transportation, have a positive relationship with tourist's loyalty to the destination. Results from a path analysis show that past trip experience affects tourists' destination preference. The implications and limitations of the study are discussed in the conclusion (Joseph S. Chen, Dogan Gursoy, 2001).

The economic role of both international and domestic demand and the plot of interactions going from tourist expenditure behavior to the tourism industry have been measured. Furthermore, the impacts which localized expenditure (total and by item) can generate in each regional economic system are discussed, and estimates of the "centralizing" and "leakage" effects are presented. The balance between these effects selects the net centralizing regions of economic benefits deriving from tourism demand localized everywhere, with respect to those regions producing a net leakage of the positive effects generated by the demand localized in them.

Tom notes its change from elite to mass consumption. Considers aspects relating to the customer employee interface, particularly the aspect of "social distance". Suggests that ideally this interface will be one based on mutual respect and equality and that the search for such a relationship will be a goal for the industry as it moves towards the next millennium (Tom Baum, 1996).

China's domestic tourism has developed quickly in the past 20 years. This article briefly reviews the scale of expansion in domestic tourism in China and summarizes three important factors contributing to that great change. In search of development trends, the article examines the main products of domestic tourism and government policy changes that influence tourism development. The conclusion is that China's domestic tourism has shifted to the 3H (high input, high risk and high output) pattern. Besides intermediate long haul sightseeing and business tourism, domestic tourists frequently take medium short distance sightseeing trips and short distance weekend vacations, which forms ReBAM (Recreational belt around metropolis), a new tourist spatial pattern (Bihu Wu, Hong Zhu, Xiaohuan Xu, 2000).

Edward finding Niagara tourism is currently experiencing a decline in visitor numbers brought about by a series of factors, the destination has the opportunity to rejuvenate its offering. Key components of the rejuvenation include collaboration, strategizing, developing a destination brand that resonates with existing and future visitors and incremental and revolutionary innovation. Once these key elements are in play, the destination should see visitor numbers rebound if not surpass previous high water marks (Edward Brooker, Jason Burgess, 2008).

The perceived positive and negative impacts, social identity and perceived cultural distance of Hong Kong residents were important in explaining their attitude toward tourism development. Perceived cultural distance influenced both the perceived negative impacts and social identity of residents, which, in turn, affected their attitude toward mainland Chinese tourists and tourism development (Ben, 2014).

The changes of topics on China tourism image conveyed by Western media in the past ten years (2013-2012). In addition, themes on China tourism sustainability issues are extracted from the China tourism image messages. The results reveal China tourism sustainability issues in two levels: sustainability issues directly related to China tourism with two dimensions of environmental sustainability

and socio-cultural sustainability, and sustainability issues indirectly related to China tourism with two dimensions of economic sustainability and socio-cultural sustainability. Furthermore, the results delineate both positive and negative observations on environmental, socio-cultural and economic sustainability (Yi Chen, Zhuowei (Joy) Huang, Liping A. Cai, 2014).

In a study conducted by Hatim Omari entitled “inbound tourism and its impact on out bound tourism: a comparative field study between Aqaba and Latakia.” The researcher concluded that there some variance between the two cities in their attraction of the domestic tourism and in favor of the city of Latakia which is attributed to reasons such as the geography of the location and the effectiveness of the methods used to attract domestic tourism and the role of prices as a reciprocal factor to inbound tourism, especially in the city of Aqaba and the convergence of inbound tourism target levels with the out-bound tourism characteristics making it easier and helping to boost inbound tourism and attracting it. So it was recommended to essentially develop inbound tourism and to increase the effectiveness of the attraction methods of tourism Jordan within the city of Aqaba, and to find agreements for the development of inbound tourism in Aqaba and Latakia (Omari, Hatem, 2006).

6. STUDY LIMITATIONS

1. Studies and publications: The publications and studies are one of the determinants of this study not for its scarcity but to the conflicting statistical results of in some cases, also due to it does not specialized in tourism field in many times statistics.
2. Cost: which is considered of the most determinants of scientific research in general, since it demands conducting field surveys and movements to get answers from the respondents.
3. Some respondents refrain to answer the questionnaire due to an unwillingness to cooperate or business, or lack of knowledge due to their associations with touristic trips restricted by cost, itinerary and length of stay which is called (packaged trips).

Because the books do not contain a specific concept of out-bound tourism and linking it in general to the concept of inbound tourism, so the specific terms of the out-bound tourism in the books was limited.

Inbound tourism is a concept or an expression used by the exporting tourist countries (tourist demand countries) to describe the trips of its citizens heading to different countries of the world (tourist offer countries) to spend their leisure time or part of it in rest or recuperation (Zerga, Mahud, 2002, p. 96).

The role of out bound tourism on the tourism sector and on the national economy

In order to comprehend the real role of Out Bound Tourism and the tourism sector in general in the national economy and in a scientific and economic way, it was a must to know how to calculate the contribution of the tourism sector in the national economy. In the beginning tourism income is considered of the most difficult types to calculate originally due to the interlocking and overlapping nature of the tourism sector with all economic sectors, as well as to the nature of the elasticity of demand it has. In general, there are two ways to calculate the tourism.

Tourism income under this method is represented by the total income (rents, benefits, wages, and profits) earned by working individuals in the tourism sector as a result of their participation in the tourism production process.

Thus, all what are spent by touristic projects to purchase of tourist factors of production is considered incomes earned for individuals working in the tourism sector, but not everything spent by touristic projects mean incomes for individuals working in the tourism sector, and there are a range of factors to be calculated such:

Indirect taxes on tourism output such as sales tax and income tax, which goes to the state treasury and do not go for those working in the tourism sector.

Grants and government subsidies: and that is the financial support of some tourism projects, where these benefits are paid as an entree for individuals working in the tourism sector, which usually pay these subsidies in the tourist seasons Depression to stay on the sustainability of the sector.

Depreciation of the touristic capital: or what is known as consumption, a gradual decline in the value of the factors of production as a result of their contribution to the production process and vary the ratio where it is 5%, while in the buildings to be 25% of the value of the furniture.

Net out bound tourist trade: includes two-fold. First the import of production inputs from outside the country or exported, which means that entry or departure of the tourist income within the scope of the economic cycle.

Thus tourism income equation will be as follows:

Tourism projects spending (in its both sides consumer spending and investment) - indirect taxes + subsidies and government grants - Depreciation in the capital \pm net out bound tourist trade.

Tourism expenditure method: The income of tourism under this method is the sum of what members of the community spent on the purchase of touristic goods and services, whether the spending was a consumer or in the area of savings, and by adding and subtracting the above factors, it would show our tourism income with nuance is that the calculation of net out bound tourist trade lies in the two-fold spending community buy local tourism product or out of the community for tourism abroad and buy out bound goods, and tourism is what is known as emerging tourism (out Bound Tourism).

According to this method, the tourism income is: Individuals spending on the purchase of the tourism product - indirect taxes + subsidies and government grants – depreciation of capital \pm net out bound tourist trade (spending on the purchase of the local tourism product - out bound tourism).

It can be scurrying to the role of tourism in national income, which lies in the following equation:

$$\text{role of tourism in national income} = \frac{\text{touristic income}}{\text{national income}} \times 100\%$$

Since outbound tourism negatively affect the touristic income and tend to decrease it so the out bound tourism affects the role of tourism in national income.

The payment balance is defined as “an organized of government’s rights and its debts relative to other countries merging from different exchanges during certain period.” It is also defined as “the declaration of different dealings and exchanges between individuals living in a certain country and subject to its economy and individuals living abroad and subjected to economies of different countries.

The payment balance represents the movement of the economic activity between a certain economic sector and another that is followed by the entry of foreign currencies in and out and also by gold movements so as to achieve equilibrium in the balance of payments (Hour, Muthana, and Al-Dabbagh, Ismail, 2001, pp. 112 - 128).

Regarding the balance of tourism, the rights and the debts arising from the touristic activity that is previously implied in the balance of payments, which have been separated to show the impact of touristic activity as shown by Figure (1) that clarifies the elements of the tourism balance (Abdel Azim, Hamdi, 2000, p. 83):

From the above the tourist activity is followed by effects on the balance of payments whether negative or positive, which could be tailored as follows:

The positive effects arise from the following

1. The entry of foreign tourists into the country having touristic goods and services that means (Invisible Export) of goods and tourism services, and the consequence will be the entry of capital and it will be recorded in the credit side.
2. When the foreign touristic product utilizes national goods and services that means exporting which could be considered visible or invisible export leading to the entry of foreign currency, which are recorded in the credit side.

Negative effects and arise from

1. When the citizen tourists go abroad and have touristic goods and services, which means unseen import that means a departure of foreign currencies that are recorded in the debtor's side.
2. The national touristic product utilizes Foreign touristic goods and services such as: foods, drinks and technology etc., resulting in the exit of foreign currencies recorded in the debtor's side.

By investigating the tourism balance one could see that is, it is consisted of two fields: Tourism Receipts and Tourism Expended, the net touristic balance will be: $B.M=R-E_t$.

In order to calculate the impact of the payment balance there are two ways:

1. The first way which depends on performing a relative comparison between tourism balance and payment balance after subtracting tourism balance as indicated by the following equation:

$$\text{role of tourism payment} = \frac{B.T}{B.M - B.T} \times 100\%$$

2. The second way which depends on performing a direct lance and payment balance

$$\text{role of tourism payment} = \frac{B.T}{B.M} \times 100\%$$

The second way is considered the most common and it is the adopted method in international touristic organizations (Hour, Muthana, and Al-Dabbagh, Ismail, previous reference, pp. 129-134).

In both ways the impact of out bound tourism is considered as a part of touristic expenditures which lessen the final result of the tourism balance consequently negatively affects the payment balance.

7. METHODOLOGY OF THE STUDY

This study is considered an applied study both from theoretical and field point of views.

From theoretical perspective, the researcher referred to books, references, studies and periodicals that are related to the content of the research in order to briefly encompass the relevant theoretical literature.

In the field side the researcher depended on a questionnaire to survey the opinions. The questionnaire consisted of 26 items using the 5 point Likert scale. The results were built upon the statistical analysis of the restored eligible copies of the questionnaire.

Hypotheses

1. There is a negative relationship between Jordanian out bound tourism and Jordanian touristic sector.
2. There is a positive relationship between the closeness of international touristic destinations and its characteristics and Jordanians' travel abroad.
3. There is a positive relationship between the prices level of the Jordanian touristic product and Jordanians' travel abroad.
4. There is a positive relationship between the unavailability of touristic services and its quality and Jordanians' travel abroad.
5. There is a positive relationship between the weakness of marketing methods of Jordanian touristic product and Jordanians' travel abroad.

Population of the study and its sample

A Purposive sample was selected from all the layers of the touristic groups that counted for (100) tourists, 92 copies of the questionnaire were restored that are eligible for analysis approximately 92% of the individuals of the population.

Table 1
The general characteristics of the sample

<i>Variable</i>	<i>Average</i>
Monthly income	319.9
The number of participants in a touristic trip	2.55
Average spending during the trip	295

From Table 1 one can observe that the average monthly income of tourist groups amounted to 319.9 JDs, while the average number of participants in a touristic trip equals 2.55 individuals and the average expenditure during the trip amounted to 295 JDs. This is due to the fact that the nature of touristic groups was of the age between 20 years to 40 years which comply to the most of the previous characteristics.

Measuring and identifying tourist destinations was also done so as to determine which destination is more competitive with the Jordanian destinations and to specify its characteristics and its attractive elements as shown in Table 2 the distribution of the sample according to tourist destination variable.

Table 2
The distribution of the sample according to tourist destination variable

<i>Tourist destination</i>	<i>Number</i>	<i>Percentage</i>
Turkey	102	55.4%
Egypt	76	41.3%
Lebanon	6	3.3%
Sum	184	100%

It could be demonstrated from the table above that Turkey has occupied the first place in terms of being a tourist destination, with a percentage of 55.4%, maybe because it is in the proximity of the Syrian destination and the social links with Jordan. While the second-place was occupied by Egypt with a percentage of 41.3% and Lebanon came in the third and the last with 3.3%.

The first hypothesis: “There is a positive relationship between the closeness of international tourist destinations and their characteristics with Jordanians travel abroad.”

The first hypothesis was validated through the analysis of the first six questions in the questionnaire and investigating of arithmetic means and standard deviations as shown in Table 3.

Table 3
Arithmetic averages and standard deviations of the answers of the respondents to the items related to the first hypothesis

<i>No.</i>	<i>Item</i>	<i>Arithmetic average</i>	<i>Standard deviation</i>
1	Closeness of tourist destination encourages travel.	3.55	0.99
2	Lack of restrictions on travel to Jordanians	3.49	0.88
3	Availability of different and safe means of transportation.	3.46	0.67
4	International transportation and paved roads are available.	3.10	0.83
5	There is more freedom when doing a tourist trip outside the Kingdom	3.87	1.04
6	Visiting foreign tourist destinations is more attractive to Jordanian citizens	3.54	1.16
	All items related to first hypothesis	3.50	0.52

From Table 3 it can be shown that the fifth item has been ranked first with an arithmetic average of (3.87) and a standard deviation (1.04) then the first item came in second place with an arithmetic average of (3.55) and a standard deviation (0.99). The sixth item ranked third with an arithmetic average of (3.54) and a standard deviation (1.16), while the second item came in the fourth place with an arithmetic average

of (3.49) and a standard deviation (0.88) followed by the third item with an arithmetic average of (3.46) and a standard deviation (0.67) in the fifth place, the fourth item, occupied the last rank with an arithmetic average of (3.10) and a standard deviation (0.83).

It is clear from the table that the arithmetic average of the all the items related to the first hypothesis was 3.49 and the standard deviation equals 0.52, when comparing it with the assumed arithmetic average, the first hypothesis is approved.

By investigating the table above, it is clear that the most important characteristic of foreign touristic sites is the amount of freedom enjoyed by the Jordanian tourist abroad, due to its distance from the local community, while the closeness of touristic sites was the most important driving and attractive factors to travel abroad that ranked second. The sixth item which states that the foreign tourist destinations is more attractive to Jordanian citizens which can be justified to the fact that Jordanian tourists consider foreign destinations a better chance due to its rareness compared to the local sites. With respect to the fourth place it was occupied by the second item that is related to the lack of travel restrictions which is an encouraging factor. Regarding the nature of the transport and the availability of paved roads which occupied the last ranks due to the availability of the road network, international transport, which is available in Jordan in addition to the presence of different transport ports by land, sea and air that meets all the Jordanian tourist requirements, especially since the Jordanian society is a receiving community for tourism so this society values its importance and exercised it.

With respect to the study of implications of statistical significance of the independent variables of the answers of the individuals of the sample relating to the first hypothesis, the (F Value) and the level of significance were calculated as illustrated by Table 4.

Table 4
F-value and the level of significance of the independent variables

<i>Hypothesis No.</i>	<i>Variable</i>	<i>Types of variable</i>	<i>Arithmetic average</i>	<i>S.D.</i>	<i>F</i>	<i>Sig.</i>
H1	Age	Less than 20 years	3.53	0.564	3.032	0.033
		20-30 years	3.49	0.579		
		31-40 years	3.26	0.455		
		More than 40 years	3.75	0.309		
	Purpose of visit	Recreation	3.45	0.650	0.846	0.472
		Treatment	3.72	0.220		
		To visit archaeological sites	3.43	0.511		
		To visit relatives	3.54	0.348		
	Educational Qualification	less than general secondary certificate	3.71	0.498	0.953	0.419
		General secondary certificate	3.40	0.399		
		Bachelor	3.49	0.582		
		Higher studies	3.50	0.520		

Table 5
Differences in the respondents' answers of the items of the study related to

<i>Hypothesis No.</i>	<i>Basic Age group</i>	<i>Comparative age group</i>	<i>Difference in Mean</i>	<i>Sig.</i>
H1	Less than 20 years	20-30 years	0.04	0.992
		31-40 years	0.27	0.365
		More than 40	-0.22	0.555
	20-30 years	Less than 20 years	-0.04	0.992
		31-40 years	0.22	0.348
		More than 40	-0.26	0.281
	31-40 years	Less than 20 years	-0.27	0.365
		20-30 years	-0.22	0.384
		More than 40	0.49*	0.018
	More than 40	Less than 20 years	0.22	0.555
		20-30 years	0.26	0.281
		31-40 years	0.49*	0.018

From the table above it is evident that there are statistically significant differences at $\alpha = 0.05$ of the variable age where the significance level was 0.033, but there were not any statistically significant difference of the variables purpose of the visit and educational qualification.

The statistically significant difference that is attributed to variable age could be justified due to the ability and the desire and awareness of the tourist consequently the diversity of desires and abilities which will cause difference in answers that are statistically significant as shown in table (5).

It is evident from the above table: when comparing the answers of the tourists of less 20 years age group with other age groups, one did not find any statistically significant differences, this the same for the age group (20-30 years). When comparing the answers of the age group 31-40 years with the answers of the age group more than 40 years, one finds that there are statistically significant differences where the difference equals 0.49 and sig. equals 0.18 for the advantage of (more than 40 age) group because there is but a few number of the respondent within this age group so their answers were centralized and because of the age difference which prefer the closeness of places as the most important factor for travel.

The second hypothesis: There is a positive relationship between the closeness of international touristic destinations and its characteristics and Jordanians' travel abroad.

The second hypothesis was validated through the analysis of the questions 7 - 13 in the questionnaire and investigating of arithmetic means and standard deviations, are shown in Table 6.

From Table (6) it can be shown that the 13th item has been ranked first with an arithmetic average of (3.54) and a standard deviation (1.39) then the 7th item came in second place with an arithmetic average of (3.49) and a standard deviation (1.10). The 9th item ranked third with an arithmetic average of (3.22) and a standard deviation (0.98), while the 8th item came in the fourth place with an arithmetic average of (3.11) and a standard deviation (0.97) followed by the 11th item with an arithmetic average of (2.75) and a standard deviation (0.92) in the fifth place, the 12th item, occupied rank 6 with (2.73) arithmetic average and (0.92)

Table 6
The arithmetic averages and standard deviations of the answers of the respondents to the items related to the second hypothesis

<i>No.</i>	<i>Item</i>	<i>Arithmetic average</i>	<i>Standard deviation</i>
7	Credit facilities are available (Visa cards, checks, currency converter).	3.49	1.10
8	The room rates, hotel apartments and places of public accommodation abroad are suitable	3.11	0.97
9	Transport prices in the international tourist destination are cheaper than it is in Jordan.	3.22	0.98
10	Amenities abroad are of favorable prices and encouraging travel.	2.68	0.96
11	There is no differentiation in the Jordanian tourist prices between local tourists and foreign tourists.	2.75	0.92
12	Prices of Entry to touristic sites and affiliated facilities abroad are better than it is in Jordan.	2.73	1.05
13	Prices of antiques and souvenirs abroad appropriate and stimulating travel and shopping.	3.54	1.39
	All items related to second hypothesis	3.08	0.64

standard deviation. Item 10th came in the last rank with an arithmetic average of (2.68) and a standard deviation (0.96).

It is clear from the table the arithmetic average of the all the items related to the second hypothesis was 3.08 and a standard deviation of 0.64 and when compared with the assumed arithmetic average (3), the second hypothesis is approved.

By investigating the table above, it is clear that the 13th item which states “Prices of antiques and souvenirs abroad appropriate and stimulating travel and shopping,” came in the first place while the availability of Credit facilities ranked second. The 9th and 8th items which are related to Transport prices and room rates in the international tourist destination has but a little approval to a driving factors due to exchange rates. With respect to prices of Amenities and entry to touristic site the answers are contradictive. When investigating the items related to the second hypothesis, one could find that it has but a little impact so that prices do not form the most important drivers of out bound Jordanian tourism.

With respect to the study of implications of statistical significance of the independent variables of the answers of the individuals of the sample relating to the first hypothesis, the (F Value) and the level of significance were calculated as illustrated by Table 7.

From the table it is evident that there are statistically significant differences at of the variable Purpose of visit and Educational Qualification where the significance level was 0.000 for the variable and 0.001 for the variable Educational Qualification but there were not any statistically significant differences of the variable age.

The statistically significant difference attributed the variable purpose of visit are due to the nature of spending thus the nature of prices is depending on the pattern of tourism. From Table (8) illustrates the

Table 7
F-value and the level of significance of the independent variables related to second hypothesis

<i>Hypothesis No.</i>	<i>Variable</i>	<i>Types of variable</i>	<i>Arithmetic average</i>	<i>S.D.</i>	<i>F</i>	<i>Sig.</i>
H1	Age	Less than 20 years	3.08	0.279	2.475	0.067
		20-30 years	3.91	0.717		
		31-40 years	3.02	0.748		
		More than 40 years	3.40	0.491		
	Purpose of visit	Recreation	3.02	0.657	7.441	0.000
		Treatment	3.81	0.189		
		To visit archaeological sites	2.73	0.516		
		To visit relatives	3.14	0.579		
	Educational Qualification	less than general secondary certificate	3.18	0.194	5.997	0.001
		General secondary certificate	3.04	0.635		
		Bachelor	2.91	0.664		
		Higher studies	3.81	0.286		

differences in the answers of respondents related to the second hypothesis ordered according to the variable purpose of the visit.

Table 8
Differences in the answers of the respondents related to the second hypothesis and divided according to purpose of the visit variable

<i>Hypothesis No.</i>	<i>Variable</i>	<i>Types of variable</i>	<i>Differences Arithmetic average</i>	<i>S.D.</i>
H2	Recreation	Treatment	-0.78*	0.003
		Visiting archeological places	0.29	0.262
		Visiting friends and relatives	-0.12	0.851
	Treatment	Recreation	0.78*	0.003
		Visiting archeological places	1.07*	0.000
		Visiting friends and relatives	0.68*	0.021
	Visiting archeological places	Recreation	-0.29	0.260
		Treatment	-1.08*	0.000
		Visiting friends and relatives	-0.41	0.091
	Visiting friends and relatives	Recreation	0.12	0.852
		Treatment	-0.67*	0.021
		Visiting archeological places	0.41	0.091

From the above table it is evident when comparing the answers of tourists with the purpose of recreation with the answers of tourists with the purpose of treatment, we find that the answers of the tourists for the purpose of treatment were more positive because they are receiving services can usually be measured and that these services are usually specific private unlike recreational facilities qualities, but when comparing tourists for recreation purposes with tourists of archaeological places there is no statistically significant differences between the answers differences, and when comparing answers of tourists for recreation purposes answers with tourists visiting relatives and friends, we find that there are significant differences since tourists visiting relatives and friends usually do not use all the touristic services, especially sleeping facilities and thus savings in touristic spending so their responses were more positive.

When comparing the answers tourists for treatment with the responses of tourists from all different styles, we find that their responses were more positive due to the above-mentioned reasons.

If we compare the answers of tourists in order to visit archaeological sites with the answers of tourists in order to visit relatives and friends, we find that there were no statistically significant differences between the responses of two groups of tourists.

From Table (6) there are significant differences in the answers of tourists attributed to the educational qualification variable, Table (9) demonstrates the differences in the answers of the respondents about the items of the study related to the second hypothesis and divided according to educational qualification variable.

Table 9
Differences in the answers of respondents about the items of the study related to the second hypothesis and divided by Educational Qualification variable

<i>Hypothesis No.</i>	<i>Basic Scientific Qualification Group</i>	<i>Compared scientific Qualification Group</i>	<i>Differences in Means</i>	<i>Sig.</i>
H2	Less than general secondary certificate	General secondary certificate	0.13	0.902
		Bachelor	0.28	0.503
		Higher studies	0.68-	0.081
	General secondary certificate	Less than general secondary certificate	-0.14	0.903
		Bachelor	0.12	0.836
		Higher studies	-0.77*	0.006
	Bachelor	Less than general secondary certificate	-0.27	0.503
		General secondary certificate	-0.12	0.836
		Higher studies	-0.90*	0.001
	Higher studies	Less than general secondary certificate	0.63	0.081
		General secondary certificate	0.77*	0.007
		Bachelor	0.90*	0.001

It is indicated from the table that there are no statistically significant differences among tourists who have less than General secondary certificate and tourists from other categories, while when comparing

tourists who have only General secondary certificate with tourists who hold a graduate degree, we find that there are significant differences and more positive for the tourists who hold a graduate degree, due to the high income of tourists who hold a graduate degree and thus their attitudes for the price is more positive, also when comparing responses of tourists who hold a bachelor's degree with the answers of tourists who hold a graduate degree, we find that there is a statistically significant and positive differences for to graduate degree holders for the reasons mentioned above, table (9) indicates that there were no statistically significant differences between the responses of tourists with a high school degree and tourists with a bachelor's degree differences.

The third hypothesis: There is a positive relationship between the prices level of the Jordanian touristic product and Jordanians' travel abroad.

The third hypothesis was validated through the analysis of the questions 14 - 19 in the questionnaire and investigating of arithmetic means and standard deviations, are shown in Table 10.

Table 10
The arithmetic averages and standard deviations of the answers of the respondents to the items related to the third hypothesis

<i>No.</i>	<i>Item</i>	<i>Arithmetic average</i>	<i>Standard deviation</i>
14	Hotels and restaurants are conveniently available in the international touristic destination	3.08	1.10
15	Coffee shops and parks of suitable level are available in the international touristic destination	2.98	0.97
16	Public beaches are clean, safe and organized better than they are in Jordan	3.18	1.03
17	Museums and bazaars are more available than they are in Jordan	3.08	1.13
18	Workers in the foreign touristic sector enjoy high skills and experiences	2.89	1.00
19	Skillful touristic guides are available with convenient prices	2.93	1.08
	All items related to second hypothesis	3.02	1.12

It is indicated from Table (10) that item 16th holds the first rank with an arithmetic average of (3.18) and a standard deviation of (1.00), item 14 came in the second place with an arithmetic average of (3.08) and a standard deviation of (1.03) while item 17 followed it in the third place with an arithmetic average of (3.08) and a standard deviation of (1.08). Item 15 came in the fourth place with an arithmetic average of (2.98) and a standard deviation of (1.13). Item 18th holds the last place with an arithmetic mean of (2.89) and a standard deviation of (1.12).

It is clear from the table that the arithmetic average of the all the items related to the third hypothesis was 3.02 and a standard deviation of 0.68 and when compared with the assumed arithmetic average (3), the third hypothesis is approved.

By investigating the above table we find that the answer of the tourists in the side of services tend firstly to availability of clean public beaches in the international touristic destinations due to the fact that Jordan does not have beaches except in Aqaba and the Dead Sea which are distributed on military and

business purposes making the touristic beaches in Jordan very limited. Item 14th which states “Hotels and restaurants are conveniently available in the international touristic destination” came in the second place due to the fact that degrees of freedom abroad are more or because of the qualifications of the workers and ways of providing services and the convenience of these services with its prices. Item 17th which is related to the availability of museums and bazaars abroad came in the third place before item 15th due the availability of coffee shop in Jordan, according to the availability of touristic guides which came in the last place because most of the trips is personal and they do not use this services and are not accustomed to it.

With respect to the study of implications of statistical significance of the independent variables of the answers of the individuals of the sample relating to the third hypothesis, the (F Value) and the level of significance were calculated as illustrated by Table 11.

Table 11
F-value and the level of significance of the independent variables related to third hypothesis

<i>Hypothesis No.</i>	<i>Variable</i>	<i>Types of variable</i>	<i>Arithmetic average</i>	<i>S.D.</i>	<i>F</i>	<i>Sig.</i>
H3	Age	Less than 20 years	3.33	0.755	13.076	0.001
		20-30 years	2.68	0.427		
		31-40 years	2.83	0.694		
		More than 40 years	3.61	0.450		
	Purpose of visit	Recreation	2.96	0.722	3.324	0.023
		Treatment	3.67	0.252		
		To visit archaeological sites	3.01	0.552		
		To visit relatives	2.90	0.712		
	Educational Qualification	less than general secondary certificate	3.29	0.829	3.404	0.021
		General secondary certificate	2.88	0.550		
		Bachelor	2.93	0.693		
		Higher studies	3.56	0.334		

Table 12
Differences in the respondents' answers of the items of the study related to the third hypothesis divided according to age variable

<i>Hypothesis No.</i>	<i>Basic Age group</i>	<i>Comparative age group</i>	<i>Difference in Mean</i>	<i>Sig.</i>
H3	Less than 20 years	20-30 years	0.66*	0.993
		31-40 years	0.50*	0.364
		More than 40	-0.28	0.556
	20-30 years	Less than 20 years	-0.66*	0.993
		31-40 years	-0.16	0.001
		More than 40	-0.93*	0.038
	31-40 years	Less than 20 years	-0.50*	0.472
		20-30 years	0.16	0.002
		More than 40	-0.78*	0.753
	More than 41	Less than 20 years	0.28	0.001
		20-30 years	0.93*	0.038
		31-40 years	0.78*	0.755

From the table it is evident that there are statistically significant differences at . for all variable of the study where the significance level of age variable was 0.000 which is statistically significant, the level of significance for the purpose of visit variable was 0.023 which is statistically significant and the level of significance for the educational qualification was 0.021 which is statistically significant . the following demonstrate the difference in the answers of the respondents according to each variable.

The needs and the wants of each age group and the ways of providing the services are changed according to age variable as shown in table (12).

From the previous table it is obvious that there are no statistically significant differences between the responses of the individuals from the group less than 20 years and the responses of the individuals from the group more than 40 years. But there are statistically significant differences between the responses of the individuals of the basic group less than 20 years and the responses of the individuals of both groups (20-30 years) and (31-40 years) in favor of the basic group less than 20 years whose desires and evaluations of the services are variant and the provided services in Jordan are suitable to their suitable to their tastes. When comparing the responses of the individuals of the basic group 20 – 30 years with the other age groups, there are no statistically significant differences between the basic group (20 – 30 years) only the responses of the individuals of the group (31-40 years) but there are significant difference between the responses of the individuals of the basic group and the responses of the individuals of both groups (less than 20 years) and (more than 40 years). It is also evident there are no significant differences only between the basic group more than 40 years and the group less 20 years.

The existence of statistically significant differences attributed to purpose of visit variable because of the nature and the quality of services and the amount of the achieved benefits differ according to touristic pattern so we find statistically significant differences attributed to this variable. Table (13) illustrates the differences in the answers of the individuals of the sample about the items of the study related to third hypothesis distributed according to purpose of visit variable.

Table 13
The differences in the answers of the individuals of the sample about the items of the study related to third hypothesis distributed according to purpose of visit variable

<i>Hypothesis No.</i>	<i>Variable</i>	<i>Types of variable</i>	<i>Differences Arithmetic average</i>	<i>S.D.</i>
H3	Recreation	Treatment	-0.71*	0.022
		Visiting archeological places	-0.05	0.993
		Visiting friends and relatives	0.08	0.982
	Treatment	Recreation	0.71*	0.022
		Visiting archeological places	0.65	0.065
		Visiting friends and relatives	0.88*	0.018
	Visiting archeological places	Recreation	0.05	0.993
		Treatment	-0.66	0.065
		Visiting friends and relatives	0.12	0.942
	Visiting friends and relatives	Recreation	-0.07	0.981
		Treatment	-0.77*	0.018
		Visiting archeological places	-0.11	0.941

From the table there are no statistically significant differences between the answers of the individuals of the sample whose purpose is recreation and the answers of the individual of the sample whose purpose is visiting archeological places and visiting relatives and friends. There are also no significant differences between the answers of the individuals whose purpose visiting archeological place and other groups of tourists but we find that the statistically significant differences lays between the answers of the individuals of the sample whose purposes: treatment, recreation and visiting relatives and friends since treatment services and limited and of high quality so it is to be evaluated the tourist in addition to the benefits achieved from the treatment services should high especially as its cost are very high which is touristic ally known as value of money.

From table 11 it is indicated that there are statistically significant differences in the answers of the tourists attributed to educational qualification variable. Table (14) demonstrates the difference in the answers of the individuals of the sample about the items of the study related to the third hypothesis distributed according to educational qualification.

Table 14
Difference in the answers of the individuals of the sample about the items of the study related to the third hypothesis distributed according to educational qualification

<i>Hypothesis No.</i>	<i>Basic Scientific Qualification Group</i>	<i>Compared scientific Qualification Group</i>	<i>Differences in Means</i>	<i>Sig.</i>
H3	Less than general secondary certificate	General secondary certificate	0.43	0.277
		Bachelor	0.35	0.323
		Higher studies	-0.26	0.795
	General secondary certificate	Less than general secondary certificate	-0.42	0.277
		Bachelor	-0.05	0.987
		Higher studies	-0.68*	0.044
	Bachelor	Less than general secondary certificate	-0.36	0.324
		General secondary certificate	0.05	0.984
		Higher studies	-0.63*	0.045
	Higher studies	Less than general secondary certificate	0.26	0.797
		General secondary certificate	0.68*	0.046
		Bachelor	0.63*	0.047

It is indicated from table 14 that there are no statistically significant differences among tourists who have less than General secondary certificate and tourists from other categories, also that there are no statistically significant differences among tourists who have General secondary certificate and tourists who hold a bachelor degree, we find that there are significant differences between the answers of the tourists who hold a graduate degree, and tourists who have General Secondary Certificate and those who hold a bachelor degree positively in favor of those with graduate degrees since those with graduate degrees differs in taste and needs and their evaluation of quality of services, their satisfaction of the availability of touristic services in Jordan was good moreover the out bound tourism have other considerations more than the availability of services such as seeing new and unfamiliar things so we find these statistically significant differences in the answers of this group of tourists.

The fourth hypothesis: There is a positive relationship between the weakness of marketing methods of Jordanian touristic product and Jordanians' travel abroad.

The fourth hypothesis was validated through the analysis of the questions 20 – 26 in the questionnaire and investigating of arithmetic means and standard deviations as shown in Table (15).

Table 15
Arithmetic averages and standard deviations of the answers of the respondents to the items related to the fourth hypothesis

<i>No.</i>	<i>Item</i>	<i>Arithmetic average</i>	<i>Standard deviation</i>
20	Encouraging Sports and cultural and artistic festivals held in international tourist areas	2.76	0.92
21	Appropriate quality Tourist programs are held at holiday seasons and events in foreign tourist destinations	2.84	0.93
22	The availability offices and travel agencies that provide the required tour.	3.39	0.80
23	Magazines and brochures and announce on the international tourist places are plentifully available	3.11	0.90
24	Promotional programs for Jordanian tourist places are traditional and not encouraging	3.02	1.21
25	Jordanian tourism programs are limited to meet the specific groups for families and certain income levels.	3.56	1.05
26	There is inadequate interest in the promotion of the Jordanian tourist destinations in the interior.	2.95	1.28
	All items related to first hypothesis	3.09	0.53

Table 15 indicates that item 25 has been ranked first with a mean (3.56) and a standard deviation (1.05) and item came 22 second place with a mean (3.39) and a standard deviation (0.80) in item 23, the third ranked average My Account (3.11) and a standard deviation (0.90), while item 24 fourth place came with a mean (3.02) and a standard deviation (1.21) and then followed in fifth place, item 26, with a mean (2.95) and a standard deviation (1.28) in item 21, ranked sixth with a mean (2.84) and a standard deviation (0.93) and item 20 came in seventh and last place with a mean (2.75) and a standard deviation (0.92).

It is clear from the table that the arithmetic average of the all the items related to the third hypothesis was 3.09 and a standard deviation of 0.83 and when compared with the assumed arithmetic average (3), the fourth hypothesis is approved.

from the above table we see that the answers of tourists was approved with a large degree that the Jordanian tourism programs addressed to a specific category, whether social group or price category and therefore this item was ranked first followed by the item availability of the travel and tourism offices which provide foreign trips, which weaken Interior itineraries. In third place came the item of the availability of information about foreign tourist destinations in multiple form including audio-visual and readable that attract the Jordanian tourists to the outside which indicates that the Jordanian marketing methods tourist advertising were traditional and not encouraging and few and inadequate as required to attract domestic

tourism, the role of foreign tourist programs, quality and appropriateness of price came in last place with item The availability of festivals and Foreign touristic occasions came especially that Jordan may outweigh the side of the festivals on all forms and the most important of the Jarash Festival, which attracts as well as domestic tourism a large part of foreign tourism.

With respect to the study of implications of statistical significance of the independent variables of the answers of the individuals of the sample relating to the fourth hypothesis, the (F Value) and the level of significance were calculated as illustrated by Table 16.

Table 16
F-value and the level of significance of the independent variables related to fourth hypothesis

<i>Hypothesis No.</i>	<i>Variable</i>	<i>Types of variable</i>	<i>Arithmetic average</i>	<i>S.D.</i>	<i>F</i>	<i>Sig.</i>
H3	Age	Less than 20 years	3.18	0.676	0.906	0.442
		20-30 years	3.13	0.460		
		31-40 years	2.93	0.625		
		More than 40 years	3.08	0.3674		
	Purpose of visit	Recreation	2.96	0.612	2.311	0.082
		Treatment	3.18	0.434		
		To visit archaeological sites	2.98	0.334		
		To visit relatives	3.32	0.503		
	Educational Qualification	less than general secondary certificate	3.28	0.708	1.246	0.297
		General secondary certificate	3.15	0.474		
		Bachelor	3.05	0.484		
		Higher studies	2.93	0.634		

From the table it is evident that there are no statistically significant differences at . for all variable of the study where the significance level of age variable was 0.441 and so for the level of significance for the purpose of visit variable was 0.082 which is statistically insignificant and the level of significance for the educational qualification was 0.298 which is also statistically insignificant .

From the previous discussion, the fourth hypothesis is approved in a small degree and wholly from the individuals of the sample which means that the promotion of the inbound tourism does not reach the required level to attract the inbound tourism especially when compared with the foreign marketing touristic methods.

8. RESULTS

After conducting this study the following conclusions were reached

The Hashemite Kingdom of Jordan has a diverse and competitive viable tourist component which makes it able to attract all types of tourists and meet all the needs and desires of domestic and inbound tourism patterns.

Out bound tourism negatively affects Jordan's tourism sector, which is considered of the most specific factors of positive impact in the tourism sector that underlie the negative multiplied effect of tourism,

where the out bound tourism affects negatively in two-way namely loss of profit of Jordanian touristic region and the loss of leaving income from out such a large proportion of domestic tourists abroad.

From the analysis of the first hypothesis it is evident that Jordan enjoys a high attractive and competitive touristic components especially when compared to the neighboring touristic components, but the most important reasons and motives for out bound tourism lies in the nature of the tourists themselves and their desires and the amount and degree of freedom they enjoy in foreign tourist destinations.

Price is considered of the basic factors in influencing domestic tourism and pushing it to the outside, not by the nature of abstract price, but by comparing it with the quality of services provided, so we see that the price level is considered high when compared with the services rendered. If we look in particular to the touristic classified service prices that have no discriminative price factors probably due to inbound factors such as the rate of exchange.

Touristic services in general suffer in the Kingdom of poor distribution in the two main regions in the Kingdom, which are middle region (Amman and the Dead Sea) and the Southern Region (Aqaba and Petra) and the other side distribution services within the tourist area especially with regard to appropriate services domestic tourism.

Marketing techniques geared to attract domestic tourists in the Kingdom is considered traditional methods and is not encouraging and targeted to specific social or financial groups especially in designing tourism programs, events and attractive activities.

There are statistically significant differences attributed to age variable about the touristic attraction elements in the foreign touristic sites and in favor of more than 40 years age group. The reason is proximity and the short distance which is one of the most important motivations to travel back, especially if there were differences in age.

There are statistically significant differences about the subject of prices attributed to the purpose of the visit variable and for the favor of tourists whose purpose is treatment which may be attributed to the fact that they usually receives measurable services and these services are limited to certain qualities, as well as there are statistically significant differences attributed to the educational qualification variable on the subject of prices and in favor of respondents who have graduate degree due to the rise in income of this category and therefore their responses were more positive.

There are statistically significant differences attributed to all the independent variables age, purpose of the visit and educational qualification about items of the study on the available services in foreign destinations and comparing it with the services available in the Jordanian tourist destinations and its quality.

There is no statistically significant difference attributed to any variable on the topic of marketing and promotional activities for the Jordanian tourist destinations differences.

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