



**THE IMAGE OF JORDAN AS A LOCAL TOURISM
DESTINATION: AN EXPLORATORY STUDY ON
JORDANIAN TOURISTS**

AL MAHA FADI MOHD KHIER KHDIER

Thesis for the Master's Program in Marketing Communication and Public Relations

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2024

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ETHICAL DECLARATION

I hereby declare that I am the sole author of this thesis and that I have conducted my work in accordance with academic rules and ethical behaviour at every stage from the planning of the thesis to its defence. I confirm that I have cited all ideas, information and findings that are not specific to my study, as required by the code of ethical behaviour, and that all statements not cited are my own.

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ABSTRACT

THE IMAGE OF JORDAN AS A LOCAL TOURISM DESTINATION: AN EXPLORATORY STUDY ON JORDANIAN TOURISTS

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Master's Program in Marketing Communication and Public Relations

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January, 2024

In this study, the dimensions (awareness, quality, image, and loyalty) of customer-based brand equity for a tourism destination (CBBETD) proposed by Konecnik and Gartner (2007) are analyzed for Jordan as a local tourism destination. The issues of brand, destination branding, and brand equity are explained in the literature review. This research analyzes why middle-class Jordanians do not prefer local tourism. In-depth interviews are conducted with 20 participants to understand their views with a deeper understanding. The interview results are analyzed according to the dimensions of CBBETD. The research results reveal that the quality dimension of the CBBETD model is the most prominent one among the others. Infrastructure and transportation problems, high prices, insufficient service and facilities are the main issues of Jordanians for not visiting the local touristic places. Since the quality is not sufficient in domestic tourism destinations, these places cannot be promoted to

Jordanians. In the study, findings are discussed according to the previous research conducted in a similar field, and suggestions are given for improving domestic tourism in Jordan.

Keywords: Customer - Based Brand Equity for a Tourism Destination (CBBETD), Destination Branding, Local Tourism, Jordan..



ÖZET

YEREL BİR TURİSTİK DESTİNASYON OLARAK ÜRDÜN İMAJI: ÜRDÜNLÜ TURİSTLER ÜZERİNE BİR KEŞİFSEL ARAŞTIRMA

FADI MOHD KHIER KHDIER, AL MAHA

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Bu çalışmada, Konecnik ve Gartner'ın (2007) turizm destinasyonlarında turist temelli destinasyon markası denkliği (CBBETD) modeline göre Ürdün'deki yerel turistlerin Ürdün hakkındaki CBBETD boyutları (farkındalık, kalite, imaj ve sadakat) analiz edilmektedir. Marka, destinasyon markalaşması ve marka değeri konularına değinilen bu çalışmada, orta sınıf Ürdünlülerin yerel turizmi neden tercih etmedikleri ve yerel turizme ilişkin görüşleri ortaya konulmaktadır. Araştırmaya katılan 20 katılımcıyla derinlemesine görüşmeler yapılmış, görüşmeler analiz edilmiş ve bulgular CBBETD boyutlarına göre yorumlanmıştır. Sonuçlara göre Ürdünlü turistlerin Ürdün'ü tercih etmeme nedenleri içinde CBBETD modeline göre en çok dikkat çeken boyut kalite boyutudur. Ürdün'deki yerel turistik destinasyonlardaki alt yapı ve ulaşım sorunları, fiyatların çok pahalı olması, yetersiz hizmet ve imkânlar Ürdünlülerin kendi ülkelerinde bulunan turistik yerleri ziyaret etmemesine neden

olmaktadır. Kalite yeterince iyi olmadığı için turistik yerlerin Ürdünlülere tanıtımı da yeterince yapılamamaktadır. Çalışmada, benzer alanda daha önce yapılan araştırmalara göre bulgular tartışılmış ve Ürdün'de iç turizmin geliştirilmesine yönelik önerilerde bulunulmuştur.

Anahtar Kelimeler: Turist Temelli Destinasyon Markası Denkliği (CBBETD), Destinasyon Markalaması, Yerel Turizm, Ürdün.



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TABLE OF CONTENTS

ABSTRACT.....	iv
ÖZET.....	vi
ACKNOWLEDGEMENTS	viii
TABLE OF CONTENTS.....	ix
LIST OF ABBREVIATIONS.....	xi
LIST OF TABLES	xi
CHAPTER 1: INTRODUCTION	1
CHAPTER 2: LITERATURE REVIEW	3
2.1. <i>Brand</i>	3
2.2 <i>Destination Branding</i>	4
2.3 <i>Brand Equity</i>	6
2.4. <i>Customer-Based Brand Equity for a Tourism Destination (CBBETD)</i>	7
2.5. <i>Dimensions of CBBETD</i>	8
2.5.1 <i>Destination Awareness</i>	8
2.5.2 <i>Destination Perceived Quality</i>	9
2.5.3 <i>Destination Image</i>	10
2.5.4 <i>Destination Loyalty</i>	11
2.6. <i>Promotion of a Tourism Destination</i>	14
CHAPTER 3: METHODOLOGY	15
3.1 <i>Study Design</i>	16
3.2 <i>The Sampling Method</i>	17
Table 1. <i>Participants Information</i>	17
Table 1 (Continued). <i>Participants Information</i>	18
Table 1 (Continued). <i>Participants Information</i>	19
Table 1 (Continued). <i>Participants Information</i>	20

Table 2: Jordanian employed persons aged 15 years and over by categories of monthly income	20
3.3 Data Collection	20
3.4 Data Analysis	21
3.5 Reliability and Validity.....	22
3.5.1 Reliability.....	22
3.5.1 Validity.....	22
CHAPTER 4: FINDINGS.....	23
4.1 Destination Awareness	24
4.2 Destination Image	31
4.3 Destination Perceived Quality	38
4.4 Destination Loyalty	41
4.5 Promotion of local tourism in Jordan	42
CHAPTER 5: DISCUSSION.....	44
CHAPTER 6: CONCLUSION.....	48
6.1 Theoretical Contribution	49
6.2 Limitations and further research.....	50
APPENDICES	61
APPENDIX I	61
APPENDIX II.....	63
REFERENCES.....	51

LIST OF TABLES

Table 1. Participants Information.....	17
Table 2. Jordanian employed persons aged 15 years and over by categories of monthly income.....	20



LIST OF ABBREVIATIONS

CBBETD: Customer Based Brand Equity for a Tourism Destination

UNWTO: United Nations World Tourism Organization

MOTA: Ministry of Tourism and Antiquities



CHAPTER 1: INTRODUCTION

The growth in tourism is one of the most significant economic and social phenomena of the twenty-first century. Tourism has expanded, becoming the most robust industry globally, significantly influencing the economy of nations. The competition among tourism destinations is progressing towards globalization, compelling cities to distinguish themselves creatively to survive in the intense tourism market (Richards, 2013). According to the United Nations World Tourism Organization UNWTO (2023), international tourism receipts reached the one trillion USD in 2022, marking a 50% real growth compared to 2021. This growth surpasses the expansion rate of global economic components, making international tourism one of the largest sectors in international trade.

Tourism, encompassing a diverse range of goods, services, and knowledge linked to physical, economic, and human geography, along with the nuances of civilized and cultural history, has brought about significant changes in the lives of millions worldwide. It drives development, generates substantial revenues, creates diverse job opportunities, and reduces poverty across regional and international borders. Technological innovations, demographic shifts, and social and economic growth are dominant factors fostering increased participation among various tourist destinations during this period, making tourism a substantial part of the economic income of many countries (Webster et al., 2014).

Numerous challenges confront the tourism industry in most developing and least developed countries, ranging from a lack of technical knowledge, weak marketing activities, and limited public awareness to inadequate infrastructure for tourism and investment, as well as security and safety concerns (Brohman, 1996).

In today's highly competitive tourism industry, building a strong brand is achievable through differentiation in the market. Efforts to create destination brands and position them in the minds of tourists are evident, emphasizing quality and image to attract holidaymakers (Keller, 2001).

Developing countries now recognize the importance of new tourism investments aimed at advancing both urban and rural areas, fostering a sustainable economic base (Martinez et al., 2019).

Keller (1993, p.17) introduced the concept of customer-based brand equity (CBBE), defined as the differential effect of brand knowledge on customer response to the brand's marketing. This framework provides a useful structure for managers developing brand strategies. Ritchie and Ritchie (1998) assert the need for a coherent framework in destination branding theory. Konecnik and Gartner (2007) explored the dimensions of customer-based brand equity of a destination (CBBETD), identifying, measuring, and testing four proposed dimensions: awareness, quality, image, and loyalty. This framework aims to understand tourists' perspectives on a specific destination. This framework was tested on the tourist destination of Slovenia, through a sample of German and Croatian market. Konecnik and Gartner (2007) found out that there is a difference in viewpoints between two markets, even though the destination is the same. The final results indicated that the image dimension plays an important role, but it is not the only dimension that should be focused on. In addition, there is an integrated relationship between the four dimensions, which are awareness, image, quality and loyalty.

This research utilizes Konecnik and Gartner's (2007) CBBETD model to deepen the understanding of Jordanians' views on domestic tourism. In-depth interviews with middle-class Jordanians explore the reasons why they may not prefer local tourist attractions. Among the dimensions of CBBETD, the quality dimension stands out as the most prominent. Subpar quality inhibits the promotion of tourist destinations to Jordanians, despite their awareness of the beauty of their country. This paper discusses the findings in relation to previous research in a similar field and provides suggestions for enhancing domestic tourism in Jordan.

CHAPTER 2: LITERATURE REVIEW

2.1. Brand

In the contemporary world, brands surround us due to population growth and increased demand and consumption. Brands, whether global or local, extend beyond products and services to individuals, organizations, countries, and cities. The word “brand” traces its origins to the ancient Scandinavian term, meaning “to burn,” reflecting the practice of marking animals with a hot iron for distinction and protection of property (Keller, 2012).

A brand is defined as a product or service offered by a specific company under a particular name (Oxford Learner's Dictionaries, n.d.). Kotler (1991) defines a brand as:

“A name, term, sign, symbol, design, or a mixture thereof,” distinguishing and adding exclusivity to goods or services in a competitive market.

Aaker (1998) emphasizes that a brand comprises elements defining goods and services, providing them with a differentiation character.

To legally protect brands in the market, the term “trademark” emerged in the business environment. Trademarks safeguard the brand against imitation and encompass names, logos, and designs defining the brand's identity (van Horen and Pieters, 2012; Graham et al., 2018; Po-Hsuan Hsu et al., 2022). Trademarks serve as powerful tools to protect the copyrights of original artistic or literary works, extending beyond products to services (Po-Hsuan Hsu et al., 2022).

Establishing a brand with strong equity is crucial for differentiation and competitiveness, particularly in the fiercely competitive tourism industry. Tourist destinations must develop and distinguish their brand to become the preferred choice for holidaymakers. Destination branding is a pivotal concept in tourism marketing, promoting differentiation and competitiveness (Keller, 2001).

In the context of globalization and increased openness, the concept of a brand has expanded. Brands are no longer confined to companies; countries and specific tourist

destinations are becoming significant players in the branding landscape (Calder and Reagan, 2001). The term “brand” can be a noun, referring to persons, places, things, or ideas, or a verb, denoting the processes involved in creating purposeful products and services (Calder and Reagan, 2001).

Keller (2003) emphasizes that a brand's true knowledge should encompass multiple dimensions, including thoughts, benefits, images, awareness, attitudes, feelings, and experiences. Gordon (1999) presents a brand as a product or service associated with tangible (functional) and intangible (emotional and symbolic) meanings that enhance its value.

2.2 Destination Branding

When reviewing literature related to tourist destinations and brands, the earliest definition of destination branding is attributed to Ritchie and Ritchie (1998, p. 18). They adopted Kotler's (1991) definition, replacing “goods” and “services” with the term “destination”. According to their definition

“A destination brand encompasses a name, symbol, logo, wordmark, or other graphics that both identifies and differentiates the destination”.

Moreover, it conveys the promise of a memorable travel experience uniquely associated with that destination, serving to consolidate and reinforce pleasant memories of the destination experience. Notably, this definition introduces the crucial element of “experience,” emphasizing its significance in the tourism field. A distinctive and unforgettable tourist experience can confer a competitive advantage to a particular destination brand. Kim, Ritchie, and McCormick (2012) further highlight that individuals are more likely to remember positive experiences than negative ones.

Destination branding sets a destination apart from others not only through products or services but by identifying the destination's attributes and communicating a distinct travel experience associated with it (Blain, Levy, and Ritchie, 2005). This

area, known as “destination branding”, is steadily growing in the realm of destination and tourism marketing (Kaplan, Yurt, Guneri and Kurtulus, 2010).

Blain *et al.*, (2005, p.337) proposed a comprehensive definition of destination branding, stating that it includes:

“Marketing activities that support destination recognition”.

This is for a distinctive travel experience, and works to enhance the emotional connection between the visitor and the destination. These activities aim to reduce costs and risks to the customer.

The value of a destination's name is no less critical than the value of brand names for companies offering products or services. The factors contributing to the value of a destination brand are known as “brand equity” (Konecnik and Gartner, 2007). Cai (2002) emphasizes the relationship between destination image and name, asserting that when a destination becomes known or famous, the image transitions to dimensions of the brand, overshadowed by the destination's name. The product of a place or tourist destination is the feature or identity characterizing the destination in terms of buildings, facilities, and places (Hankinson, 2009: p. 98).

Gartner (2014) discusses differences between product brands and destination brands, highlighting that destinations, as places of life and change, introduce a concept of change distinct from the stability of product brands. Destinations do not offer a tangible product that can be bought and returned if it fails to meet customer expectations, posing a challenge for destination brands.

According to Cervova and Vavrova (2021, p. 95):

“A destination brand is a competitive identity that distinguishes a place from others”.

Creating a brand for a tourist destination should form the foundation of the strategy for all institutions responsible for managing and promoting the destination. The

primary goal is to establish positive associations with the place, showcasing its advantages over other destinations and positioning it competitively in the tourism market (Hanna and Rowley, 2011).

2.3 Brand Equity

Brand equity has garnered attention from numerous researchers who recognize it as one of a company's most valuable assets (Fayrene and Lee, 2011). Farquhar (1989) offers a definition of brand equity as the “added value” the brand imparts to the products or services it offers. This additional value can be perceived from both the company's and the customer's perspectives.

Various concepts of brand equity, as highlighted by Winters (1991) and Chaudhuri (1995), converge on the significance of the value added to a product through customers' associations and perceptions of a specific brand name. Understanding how brand equity is measured and cultivated is crucial for convincing customers to choose and use a brand, significantly enhancing the chances of building a successful brand. According to Cervova and Vavrova (2021), a brand derives its functional and imaginary value from Customers, providing a comprehensive image of the brand's performance and stability in response to the company's marketing strategy to reach the target audience.

The emotions a user associates with a brand play a pivotal role in their response to acquiring a product or service. Brand equity is shaped by diverse customer responses, with customers engaging more with a well-known brand compared to a non-branded product, even when they share the same level of marketing stimulus and product attributes (Yoo and Donthu, 2001).

Building a brand with strong equity directly influences key components of exclusivity and competitiveness. For tourist destinations, establishing a robust and secure brand is essential to attract tourists (Keller, 2001). The brand equity of tourist destinations underscores the importance of developing brand marketing strategies to generate positive emotional values arising from the tourist's relationship with the destination (Kashif, Samsi and Sarifuddin, 2014).

2.4. Customer-Based Brand Equity for a Tourism Destination (CBBETD)

In a study by Fayrene and Lee (2011), two primary and distinct perspectives on brand equity were discussed: the financial market's viewpoint, where the asset value of a brand is appraised (Simon and Sullivan, 1990; Farquhar et al., 1991), and the evaluation of customer responses to a brand name (Keller, 1993; Shocker et al., 1994).

Authors have presented various definitions of customer-based brand equity. Leuthesser (1988) describes it as the set of behaviors and responses by a brand's customers and channel members, enabling the brand to gain greater value and a strong, sustainable competitive advantage than it would without the brand name. Aaker (1991) defines customer-based brand equity as the value that customers attribute to the brand, reflected in awareness, associations, perceived quality, and loyalty, among other assets. Importantly, the concept of brand equity captures customers' perceptions rather than objective indicators (Lassar et al., 1995).

According to Keller (1993, p. 8), Customer-Based Brand Equity is defined as:

“Differential effect of brand knowledge on customer response to the marketing of the brand”.

This definition includes three crucial concepts: differential effect, brand knowledge, and customer response to marketing. Differential effect is determined by comparing customer responses to the marketing of a brand. Brand knowledge is defined in terms of brand awareness and brand image, while customer response to marketing is defined in terms of perceptions, preferences, and behavior arising from marketing mix activities.

Studies on measuring destination branding are lacking, indicating the complexity involved in understanding how tourists evaluate destination branding (Boo, Busser and Baloglu, 2009). However, destinations, like products or services, require brand equity. The concept of Customer-Based Brand Equity for a Tourism Destination (CBBETD) was introduced by Konecnik and Gartner (2007). They described

awareness, image, quality, and destination loyalty dimensions as the cornerstones of CBBETD, asserting that tourists from different backgrounds perceive different dimensions of a destination. This model is valuable as it provides strategic options for a destination to develop its position in the eyes of current and potential tourists (Cervova and Vavrova, 2021).

2.5. Dimensions of CBBETD

2.5.1 Destination Awareness

Awareness constitutes the initial and crucial step in the tourist's decision-making process (Konecnik, 2006), guiding them toward visiting a destination after being exposed to a message that triggers curiosity and awareness. Positive awareness of a tourist destination, as highlighted by Yuan and Jang (2008), can be a decisive factor in the decision-making process. This decision-making process involves collecting information and cultivating positive feelings about the destination. Keller (1993) identifies drivers of brand awareness, such as brand recall and recognition, brand preference, strength, and uniqueness, all of which significantly impact customer responses.

Customers must distinguish whether they have encountered a brand before to identify it effectively (Keller, 1993). A high level of destination awareness enhances the likelihood of the destination being preferred over lesser-known alternatives (Kladou and Kehagias, 2014).

The creation of a strong destination brand is facilitated when accurate and comprehensive information is disseminated through reliable sources and stakeholders' active participation (Amin, Yousaf and Gupta, 2016). Wilson's (1981) study on destination awareness and tourist behavior supports the notion that the higher a destination's position in customers' minds, the greater the intention to visit and the more significant the decision-making process.

Carvalho (2002) adds that awareness serves as a more potent predictor of tourists' beliefs and knowledge regarding functional aspects (cognitive image) than emotional features (affective image). Additionally, awareness indirectly influences the affective

image and the perception of the destination as “safe” by enhancing the cognitive image.

2.5.2 Destination Perceived Quality

Although specific studies on the quality dimension are lacking, it is a crucial aspect of CBBTED. Cervova and Vavrova (2021, p.4) define destination quality as:

“A visitor's evaluation of the standard of tourism products at the destination, including infrastructure, attractions, tourist facilities, and services.”

A tourist's overall evaluation of a destination encompasses a blend of products, services, and experiences, with quality serving as a pivotal factor influencing customer behavior (Konecnik and Gartner, 2007). Pike et al., (2010) further elaborate that the quality dimension refers to the tourist's perception of the quality present in the general environment surrounding the destination. This includes aspects such as the destination's infrastructure, hospitality services, and the quality of accommodation.

Brand attitudes are closely tied to the beliefs Customers form about product attributes, functional benefits, and experiential benefits, aligning with the concept of perceived quality (Zeithaml, 1988). However, determining the perceived quality of a destination poses challenges for researchers, as it is based on tourist perceptions, making judgments subjective and experience-based. Therefore, results may lack precision (Aaker, 1991).

Judgments regarding quality are often made post-experience, with satisfaction gauged by whether or not the tourist's needs were met during the trip (Le Chi, 2016). The quality of service holds particular importance for brand development as a tourist destination. It enhances the perceived differentiation of brands and enables them to dominate in competitive markets (Zeithaml, 1988; Low and Lamb, 2000; Aaker, 1996; Yoo et al., 2000).

2.5.3 Destination Image

The concept of destination image has garnered significant interest among scholars in the field of tourism, with the created image playing a pivotal role in the decision-making process (Konecnik, 2010). The image of a tourist destination holds importance as competing travel destinations rely on the perceived image (Baloglu and Mangaloglu, 2001). The tourists' understanding or belief in a particular feature of a tourist destination is termed the cognitive image, while the emotional image reflects the tourists' feelings about different characteristics of the destination (Ding et al., 2021).

Crompton (1979, p.18) defines destination image as the sum of beliefs, ideas, and impressions that a person holds about a destination. This concept has gained the interest of researchers in the tourism discipline as it is a crucial component of tourists' destination choices (Bonn et al., 2005). The destination image influences tourists' choices and is a result of how they perceive alternative destinations (Tasci and Gartner, 2007; Chen et al., 2013). From a practical standpoint, the assessment of destination image serves as a crucial foundation for tourism marketing, presenting images that indicate the perceived pros and cons of a destination from the perspective of future tourists.

Pre-evaluating the image of a tourist destination allows managers to identify strengths and weaknesses, predict the behavioral intentions of tourists, and gain important insights for the management and development of tourism destinations (Bigné, Sánchez, and Sánchez, 2001). Gartner (1993) proposed a hierarchical cause-and-effect model based on three aspects: cognitive, affective, and conative images. This model has been used to understand tourists' behavioral intentions by several researchers, such as (Pike and Ryan, 2004).

While many studies emphasize the importance of the image, Konecnik and Gartner's (2007) research suggests that, although image is vital in evaluation, judgment, and decision-making, it is not the sole dimension of the brand. For a more comprehensive assessment, examining dimensions like awareness, quality, and loyalty is crucial.

Thus, it can be concluded that image is not the sole critical dimension in destination evaluation.

The dimension of image holds great importance for potential tourists. In a study by Yousef and Amin (2017), it is evident that Kashmir is a highly popular destination among travelers. The positive impact of the destination image dimension on the overall development of destination value indicates that Kashmir enjoys a favorable image among visiting tourists. Moreover, the positive destination image prompts visitors to become advocates for the region, essentially performing the function of free advertising.

2.5.4 Destination Loyalty

Opperman (2000) contends that the dimension of tourism destination loyalty should not be overlooked when examining the selection and performance of tourism destinations. The image dimension has been intertwined with the quality dimension and linked to behavioral loyalty toward the brand (Bigne, Sanchez and Sanchez, 2001). Destination loyalty is defined by the tourist's behavior, indicating an intention to revisit and recommend to others. Tourists express loyalty by defending and promoting the advantages and positives that the destination offers, such as the quality of accommodation, infrastructure, and available tourism products (Shoemaker and Lewis, 1999).

A study revealed a hierarchical relationship within CBBTD, where brand awareness is connected to the quality of brand awareness by the customer or visitor, and the quality of awareness influences brand loyalty (Chen and Tseng, 2010). Loyalty, from a marketing perspective, is defined as the audience's behavior or intentions to repurchase or readopt a product or service, leading to repeat purchases of the same brand products (Hawkins et al., 1995).

The dimension of loyalty to the tourist destination is influenced by the prices in that destination. Cervova and Vavrova's (2021) the study found that, although

respondents expressed high levels of loyalty, they would not be interested in visiting Croatia if costs increased.

The behavioral intentions of travelers are crucial criteria for the success or failure of tourist destinations. Repeated visit intentions and recommendations of the destination to others are key factors determining tourists' loyalty to the destination (Chi and Qu, 2008; Oppermann, 2000; Prayag and Ryan, 2012; Yoon and Uysal, 2005).

Customers build loyalty to tourist destinations through brand experiences that align perfectly with their lifestyles and social identity, according to Nam, Ekinici, and Whyatt (2011). This is achieved by continually monitoring the lifestyles of current and potential tourists to understand their needs and interests, then developing products to engage them with the brand and enhance their loyalty.

The dimension of destination loyalty comprises two main perspectives: behavioral loyalty and attitudinal loyalty (Dick and Basu, 1994; Bandyopadhyay and Martell, 2007). Behavioral loyalty involves repeat purchases and visits, while attitudinal loyalty pertains to the emotional commitment made by the customer during the purchase or visit process, such as purchase intentions or recommendations without prior purchase or actual experience (Jacoby, 1971; Jarvis and Wilcox, 1976). In this context, Chen and Gursoy (2001) argue that the attitudinal approach is more suitable for measuring the extent of traveler loyalty, as repeat visits may not truly represent the loyalty of tourists, who may seek new experiences in different destinations, while those who cannot revisit may still make recommendations and remain loyal to the tourist destination.

Qaddhat, Fayed, and Wafik (2019) study aimed to understand and evaluate the visitor experience and loyalty at the Jarash site in Jordan and examine if there was any relationship between the experience and loyalty of Arabs and foreign visitors. They found that the visitor's experience had a moderate effect (0.472) on their loyalty, suggesting that factors other than experience also influenced visitor loyalty. These factors were such, cleanliness of sites and toilets, parking, guidance signs, Wi-Fi, wheelchairs, and more rules.

Magableh and Kharabsheh (2013) investigated obstacles limiting the interest of Jordanian families in domestic tourism with a questionnaire among 600 Jordanian households. These obstacles, affecting domestic tourism were stated as age, education, marital status, employment status, gender, type of job, working days, daily working hours, household, annual income, expenses, family size, working individuals, availability of a family car, entry fees, interest in foreign tourism, sense of national duty, distance, tourism offers, festivals, and events. The results show that older people, those with a higher level of education, workers, those working in the private sector or self-employed, those who work longer hours, those who own their place of residence, those who have a car, and finally those who work abroad are more likely to enter the local tourism market (Travel locally).

Jawabreh (2017) conducted an exploratory study on the motives of Jordanian people visiting foreign destinations and its impact on the tourism development of Jordan. The study explored dimensions such as “image” regarding facilities, tourism events, and activities, and “quality” in terms of accommodation, infrastructure, prices, and services. Questionnaires were filled by 100 Jordanian who travelled abroad. According to the results of his study, the reasons why Jordanians visit foreign touristic destinations depend on the personal characteristics of the tourists themselves, their sense of freedom abroad, prices compared with the quality and poor touristic services in Jordan. Alrwajfah, García, and Macías (2019) conducted a case study on the perceptions of residents in the Petra region, focusing on their satisfaction with tourism development. The study revealed that the social and demographic composition of residents could influence their perceptions of the city and community attachment was found to positively affect the perceived positive socio- culture.

While existing research addresses the challenges of Jordanian tourism, it is notable that most lack the integration of the dimensions of the customer-based brand equity framework (awareness, perceived quality, image, and loyalty). Additionally, many studies do not explore the dimension of loyalty to local tourist destinations from the perspective of Jordanian people, often focusing on specific regions while neglecting others. Furthermore, the emphasis has been on Arab and foreign tourists, with limited attention given to Jordanian tourists. This study aims to fill this gap by providing

insights into Jordan as a local tourist destination from the perspective of participants, contributing positively to the development of Jordanian domestic tourism.

2.6. Promotion of a Tourism Destination

Debski (2013) confirmed that marketing activities affect the field of marketing communications to promote the tourist destination, and it also motivates tourists to respond. Signals sent through selected channels should arouse their interest in the destination and then induce them to choose it as the goal of the trip. Successful tourism product promotion depends on close working relationships, interconnections and interactions with multiple stakeholders, which enables the tourism organization to provide a better experience for its customers (Fyall and Garrod, 2005).

According to Mulec (2010), traditional marketing approaches are not sufficient anymore to satisfy modern, complex, and dynamic tourist demands. The most critical success factor in the promotion of services is word of mouth (Hendrie, 2004). According to Candela and Figini (2010), the main goals of promotional activities for the tourism destination are informing, persuading, and reminding the target audience.

Haque and Khatibi, (2007) explain that the websites of the tourism destinations give potential customers the opportunity to make a detailed comparison before making a decision. As Pike (2008) mentioned the process of managing the tourism promotional mix is limited by the complexity of tourism services compared to the physical product.

According to Šerić and Marušić (2019, p 2), tourism promotion consists of advertising, public relations, sales promotion, direct communication, events and sponsorship, sales venues, digital media, and packaging communication aspects, as well as personal sales. Destination promotion is a strategic mechanism, which requires a certain method of strategic planning highlighting local stakeholders and resources of the destination (Sharma and Dogra, 2011).

CHAPTER 3: METHODOLOGY

Considering the focus on the image of Jordanian society regarding domestic tourism, a qualitative study approach was deemed appropriate for this investigation. Qualitative methods help us explore personal experiences, awareness levels, and the impact of promotional efforts on individuals' preferences for tourism (Neale, Allen, Coombes, 2005).

Phenomenological research aims to understand the life experiences of individuals (Clare, et al., 2008). This study aims to explore Jordanians' view of their country as a local tourist destination. For this aim, Jordanians' comments on the touristic places, their images with all pros and cons, and Jordanians' willingness to visit those places again are explored within the interviews to understand the participants' feelings, perceptions, and beliefs about the touristic places in Jordan. Deriving from this point, the researcher used a phenomenological research design. Four important dimensions were highlighted: awareness of tourism places and their importance, the image that aims to understand the impression or general perception of Jordanians about their country as a tourist destination, including the beauty of nature, tourist activities, beaches, villages, lakes and mountains. Also quality refers to the perceived quality of tourism experiences in Jordan, including factors such as quality of accommodation, cleanliness, services, infrastructure and prices. Participants' loyalty also indicates their desire to recommend their country as a tourist destination to others and repeat visits.

The Jordanian Ministry of Tourism and Antiquities (2022) indicated that 65% of Jordanians prefer international tourism. This research aims to comprehend the reasons behind their limited interest in domestic tourism, exploring whether these reasons stem from past experiences, a lack of awareness about tourist destinations in Jordan, or insufficient promotional efforts. In-depth interviews were conducted with Jordanian citizens from the middle social class who had visited tourist areas in Jordan within the last five years.

3.1 Study Design

This study relied on the interpretive research method, focusing primarily on understanding the human meaning of interpretation, experiences and personal experiences. This is important in order to obtain a deeper understanding of the reasons underlying Jordanians' less demand in domestic tourism. According to Fossey et al., (2002, p.720)

“Sound research requires a systematic and rigorous approach to the design and implementation of the study, the collection and analysis of data, and the interpretation and reporting of findings”.

According to Miles and Huberman (1994, p.34), qualitative methods provide

“A source of well-grounded, rich descriptions and explanations of processes in identifiable local contexts”.

Using qualitative research methods allows the researcher to explore the beliefs, values, and motivations that explain the reasons of a problem (Austin and Sutton, 2014). As Yin (2015) mentioned qualitative research method provides a more and deeper understanding of the meanings that participants place on actions, events, and relationships.

The interview questions were structured around the four fundamental dimensions of customer-based brand equity for a destination, following the model proposed by Konecnik and Gartner (2007). The model encompasses awareness, image, quality, and loyalty of the destination. Semi-structured interview questions were developed, aligning with these dimensions of the customer -based brand equity for a destination model. The in-depth interviews were used in this research and to gain a comprehensive understanding of the reasons why Jordanians may not prefer domestic tourism destinations.

3.2 The Sampling Method

Twenty Jordanian participants aged between 20-40 were interviewed. This age range is selected because they are young, healthy and like to explore new places. To ensure their relevant domestic experiences, the ones who had visited at least one domestic destination in the last five years, were interviewed. Criterion sampling is utilized for the selection of the participants. Participant information is detailed in Table 1.

Participants were accessed through the list in the official Facebook page of the Jordanian Ministry of Tourism and Antiquities. Messages were sent to them, and the ones who agreed to take part in the interviews were then asked to recommend other contacts that fit the research criteria. According to Parker, Scott, and Gedde (2019, p.3) snowball sampling is one of the most popular methods of sampling in qualitative research, central to which are the characteristics of networking and referral.. Snowball sampling enabled the researcher to find new participants who had visited domestic tourism destinations in Jordan.

The sample consisted of 20 participants, 10 males and 10 females. Eight of the participants were married. Regarding the education level, five participants hold a master's degree, 12 hold a bachelor's degree, two have a diploma, and one participant did not complete his studies and stopped at the secondary school level. The participants' information can be observed in Table 1.

Table 1. Participants Information

Participant No.	Age	Gender	Edu. Level	Occupation	Place of residence	Socio-economic status	Marital status	Destinations visited in Jordan
1	24	Female	Master degree	Not working	Irbid	Middle	Single	Salt, Ajloun, The Dead Sea, Umm Qais and Jerash.
2	25	Female	Master degree	Social manager	Irbid	Middle	Married	Ma'in Baths, Aqaba, Wadi Rum, Petra, Umm Qais, and Dead Sea.

Table 1. (Continued). Participants Information

3	25	Female	Master degree	Scientific researcher	Ajlun	Middle	Single	Umm Qais, Petra, Aqaba, Ajlun, karak and Wadi Rum.
4	32	Male	Secondary school	Government employee	Jarash	Middle	Married	From north to south and from east to west.
5	25	Female	Doing Master	Not working	Amman	Middle	Single	Dead sea, Petra, Aqaba, Jarash, Ajlun, Amman Roman Theater and Umm Qais.
6	40	Male	Master degree	Customs employee	Al-Karak	Middle	Married	Aqaba, Petra, Umm Qais, Ajlun, Wadi Rum, Jarash, Al-Salt, Dead Sea, Ma'en Baths.
7	24	Female	Bachelor's degree	Translator	Irbid	Middle	Single	Aqaba, Petra, Umm Qais, Ajlun, Wadi Rum, Jarash, Al-Salt.
8	28	Male	Bachelor's degree	Payment officer	Amman	Middle	Single	Aqaba, Wadi Rum, Petra, Umm Qais, Dead Sea, Ajlun and Jarash.
9	35	Female	Bachelor's degree	Financial advisor	Zarqaa	Middle	Married	Petra, Wadi Rum, Aqaba, Umm Qais, Ajlun, Dead Sea, Jarash and Al-Salt.
10	30	Male	Bachelor's degree	Finance and Compliance Manager	Amman	Middle	Single	Petra, Aqaba, Umm Qais, Dana Reserve, Roman amphitheater in Amman .

Table 1. (Continued). Participants Information

11	20	Male	Doing Bachelor	Not working	Amman	Middle	Single	Petra, Aqaba, Jarash, Wadi Rum, Dead sea, Ajlun and Harraq cave.
12	24	Female	Training diploma	Not working	Jarash	Middle	Single	Petra, Wadi Rum, Aqaba , Al-Salt, Ajlun , Jarash, Madaba and Ma'in Baths.hh
13	28	Female	Bachelor's degree	dentist	Irbid	Middle	Married	Petra, Wadi Rum, Umm Qais, Ajlun, Jarash, Aqaba and AlSalt.
14	25	Female	Bachelor's degree	Lawyer	Irbid	Middle	Single	Dead Sea, Jarash, Umm Qais and Ajlun.
15	35	Male	Bachelor's degree	Coach	Jarash	Middle	Married	Aqaba, Wadi Rum, Petra, Ajlun, Umm Qais, Jarash, Alhameh, Dead Sea and Lake Tiberias.
16	22	Male	Doing Bachelor	Financial and legal commissioner	Ajlun	Middle	Single	Aqaba, Petra, Madaba. Dead Sea, Jarash, Ajlun, Al-Salt and Umm Qais
17	23	Male	Doing Bachelor	Not working	Al-Salt	Middle	Single	Aqaba, Dead Sea, Jarash, Ajlun, Amman Ma'in Baths, and AlSalt
18	21	Male	Doing Bachelor	Not working	Aqaba	Middle	Single	Aqaba, Dead sea, Ajlun, Wadi Rum and Petra

Table 1. (Continued). Participants Information

19	26	Female	Bachelor's degree	Graphic Designer	Amman	Middle	Married	Aqaba, Petra, Jarash, Ajloun, Dead Sea and Umm Qais
20	29	Male	Diploma	Shoes Trade	Mafraq	Middle	Married	Aqaba, Wadi Rum, Petra, Ajlun.

The sample of this research consisted of individuals from middle-class in order to reflect the widest social group in Jordan as depicted in Table 2.

Table 2: Jordanian employed persons aged 15 years and over by categories of monthly income (Source: The Department of General Statistics, 2021)

Monthly salary of Jordanians	Percentage of employed Jordanians according to monthly income
200 USD	9.1%
200 – 400 USD	32.6%
400 – 700 USD	45.3%
700+ USD	13.1%

3.3 Data Collection

The interviews were conducted from June 6, 2023 to August 3, 2023, all taking place via Zoom in Arabic and being digitally recorded with the informants' consent. On average, each interview lasted about one hour, with immediate verbatim transcription and subsequent translation into English.

To establish a comfortable atmosphere for participants, demographic questions were asked at the beginning of each session. Because prolonged interaction is necessary to reduce embarrassment or shyness, interviewees are more open when arriving at substantive questions that serve the researcher. As time progressed, mutual trust developed, leading to more realistic and natural responses. Additionally, to ensure high-quality interviews, the interviewer ensured participants had ample time for discussion and in a good place which allowed them to share their experiences without interference. The participants were allowed to give full details, even though

they were sometimes outside the scope of the question asked. These details were written down and placed in the appropriate place by the researcher, in order not to distract the participant's thoughts and to give him/her sufficient space for comfort.

The questioning structure involved initiating with demographic questions, followed by the first dimension's questions related to awareness, as defined by Konnicnik and Gartner (2007) as the underlying strength of a brand in the mind of a tourist. Subsequently, the focus shifted to the second dimension, image, in line with Crompton's (1979) definition of an image as a set of beliefs, ideas, and impressions about a destination. The quality dimension encompassed questions about participants' previous experiences related to domestic destinations, considering Egede's (2013) emphasis on quality's importance in determining the value of products and services in tourism destinations. The last dimension included questions about participants' loyalty to domestic tourism destinations in Jordan, with additional queries regarding the promotion of local destinations.

3.4 Data Analysis

According to Castleberry and Nolen (2018), thematic analysis is a data analysis strategy that is commonly used in qualitative research. In this study, all participants' interviews were transcribed and then the data were coded according to the dimensions of CBBETD (awareness, image, quality and loyalty).

In this study, interviews by Zoom were digitally recorded after obtaining permission from the participants, and during the interview the researcher wrote down some answers. After all the interviews were completed, they were transcribed verbatim onto a draft. A table was created on the draft that included coding the data according to the dimensions of CBBETD (awareness, image, quality, and loyalty), and data related to promotional questions within the promotion of local tourism in Jordan was also coded. This table includes a theme field (for the four dimensions, each separately), then a Code 1 field, which includes keywords for the questions that were asked. Also, there is a code field 2, the answers are placed using keywords. This method is easy for the researcher to explain in sequence in chapter of findings.

The assumptions, trends, biases and reflections of the participants about their experience of some tourist areas in Jordan and about domestic tourism as a whole were taken into account, in order to provide more accurate results.

3.5 Reliability and Validity

Reliability and validity are important considerations in research, including qualitative research (Patton, 1999). Reliability and validity in the context of this exploratory study on Jordan's image as a local tourist destination among Jordanian tourists.

3.5.1 Reliability

The interview questions, research method and stages have been clearly stated and described. The raw data has been stored and is available for others to examine if necessary. Data collection procedures were done by clearly documenting and standardizing the research data collection techniques to enhance reliability. The process considered the participants' preferences in terms of time and place. During the interviews, the participants were allowed and encouraged to share additional thoughts even if they sometimes weren't directly related to the questions asked. The interviewer preferred not to interrupt the flow of the conversation, considering that this might disturb the participants' focus. There is a coherence between the results and presented data. The researcher was fully aware of her assumptions and personal experiences about the phenomenon and was able to bracket them to ensure impartiality during the entire research process.

3.5.1 Validity

The findings were meaningful and consistent with each other in terms of the topic and the questions asked. They also were aligned with the conception framework. Member checking was done by returning some of the results with the participant to verify the answer or description. As a result of member checking, the participants stated that the thoughts they expressed in the interviews were conveyed and interpreted correctly. Using purpose sampling reinforced the validity of the study. Snowball and criterion sampling methods were carried out to ensure the validity. The inclusion criteria were that the participants were Jordanian and had visited important tourist areas of Jordan.

CHAPTER 4: FINDINGS

In this section, a brand audit of Jordan as a local tourism brand is presented to provide detailed information about the brand. Therefore, information about Jordan will be shared before the participants' interviews' findings to explain the destination brand. The Hashemite Kingdom of Jordan, with an estimated area of 89,342 km², is a relatively small country of great geographical, historical, and religious importance. Continuously inhabited since ancient times, Jordan has witnessed the settlement of civilizations and the establishment of major kingdoms. Geographically, it borders Syria and Lebanon to the north, Iraq to the east, Saudi Arabia to the south, and Palestine to the west, serving as a destination of refuge for many.

The Jordanian population is subject to compulsory and free education in government schools. According to the Department of Statistics (2021), educational levels in Jordan include senior school (15.5%), secondary school (26.8%), high school (15.5%), and a Bachelor's degree or higher (18.6%). Jordan is recognized as a tourist destination for its history, historical places, and magnificent scenery, acting as a link between the continents of Asia, Africa, and Europe. The diversity of Jordan has made the tourism sector one of the most important contributors to its economy.

According to The Ministry of Tourism and Antiquities (MoTA) it plays a crucial role in encouraging and developing tourism. Key initiatives include (www.mota.gov.jo):

1. Paying attention to the management and supervision of the implementation of basic infrastructure and constructions at tourist sites and working on their continuous development.
2. Elevating the level of services in tourist facilities and places by issuing permits for tourism services, adhering to Jordanian law.
3. Creating integrated programs for tourism advertising, marketing, and promotion throughout the Kingdom in collaboration with relevant authorities.
4. Prioritizing domestic tourism and tourism investment, organizing programs to introduce citizens to the Kingdom's archaeological and historical monuments.

Findings of the interviews are shared in the following titles with destination awareness, destination image, destination perceived quality, and destination loyalty.

4.1 Destination Awareness

Awareness depends on the deeper knowledge and understanding of the participants about domestic tourism places in Jordan. The answers of the participants varied, with all participants being distinguished by their knowledge and valuable information about most tourist destinations in Jordan. Furthermore, all participants visited more than 3 tourist areas in Jordan, which is excited to take more details about each area and their experience.

The first question addressed the places that the participant had heard about as local tourist destinations in Jordan. The Golden Triangle (Petra, Aqaba, and Wadi Rum) emerged as the most frequent answer among the participants. First of all, Petra was the most mentioned, and the reason is that it is one of the Seven Wonders of the World, considered an important tourist destination by the participants, and locally. The participants are aware that Petra is one of the most crucial tourist attractions in the world, residing in Jordan, designated as the Intangible Cultural Heritage of Humanity by UNESCO in 2008. The participants mentioned:

“Petra is one of my favorite places in Jordan. It has a special feature because it was classified the Seven Wonders of the World; its building has a special Pink Color, The Treasury, the Global place, the Desert climate, and the Nabataean civilization. When I visited the city of Petra, I felt proud because there were many foreign tourists from several countries and I was very surprised by the way they were amazed when they arrived at the Treasury, but for a moment I felt disappointed because I did not encounter a similar number of local tourists”.

“Local and international tourists are always keen to visit Petra because it is one of the most important tourist attractions in Jordan, and exploring its landmarks is the desire of anyone in Jordan and outside it, and given the close distance between Petra and Wadi Rum, it is the second most important

tourist destination that tourists would like to visit. And live the experience of desert life”.

“My visit to the city of Petra gave me the opportunity to understand the Nabataean civilization closely. I studied a lot about it in school, but during the visit I really understood many important things. There are also many tour guides on the site who tell Nabataean stories in a detailed and easy way”.

According to the symbol of Petra, the most of participants agreed that archaeology is the most obvious features such as: All-treasury and Al-Siq are the most popular symbols.

All participants expressed great admiration for Aqaba because of its economic importance, connecting Jordan with the world through the Red Sea with the seaport. Most of the participants are always keen to visit Aqaba on holidays to see the sea up close, watch the fish during a cruise in the glass boat, and practice their fishing skills, and the abundance of coral reefs. Participant 9, mentioned Aqaba's characteristics such as:

“Really Aqaba city has a nice climate, serenity, easy navigation, safety, being the only seaport, sharks, shopping, good prices, the best hotels, the hunt, palm trees because of their abundance in the streets, sea and boats, coral reefs, fishes because Aqaba is the only region in Jordan where there is a sea. The participants symbolized the city of Aqaba as having the sea, hotels, and family vibes as the most important things in Aqaba”.

Three of the participants said that they rely on challenging themselves in Aqaba city. Participant 20, said:

“Aqaba city is the only region in Jordan where there is a sea. The sea view makes me feel more relaxed after a long period of work and stress. Also, it is so important to tell you about my experience in diving, it was such a dream because I have a phobia of fish but I challenged myself to do it. Maybe my

phobia was because of the lack of sea view in our life, especially because I am living in Al-Karak which is a desert area”.

The participants symbolized the city of Aqaba as having the sea, hotels, fish, palm trees and family vibes as the most important things in Aqaba.

As for Wadi Rum, famous for its beautiful sunrise and sunset views, tourists come to witness this spectacle, along with the multitude of stars in its night sky. One of the participants described the night sky of Wadi Rum as:

“Diamonds scattered in the sky, In Wadi Rum, at 12 o’clock at night, all the camps turn off the lights, so darkness prevails and the darkness intensifies at night, and the stars continue to illuminate the area until sunrise. I truly cannot describe my feeling of joy when I see the dark sky decorated with stars that resemble precious diamonds”.

While another participants stated:

“Wadi Rum is the moon. The reason is that its topography resembles the surface of the moon. There is a strange harmony in the topography of this region, which I have never seen before. The interlacing of the mountains is very beautiful. The coolness of the desert sand in the summer warms the heart, and the sand resembles the texture of silk”.

“The camping experience is the most advantageous in Wadi Rum, and living with the least tools, such as a lamp, sitting on the ground, preparing food using the heat of the earth, which is a very ancient custom in which meat is placed for a period of no less than 10 hours. Unfortunately, we no longer use it at this time, but it is a nice idea for the new generation to see and know more about our old customs”.

Regarding the symbols of Wadi Rum, participants indulged in imaginative interpretations. Participant 12 envisioned the symbol of Wadi Rum with:

“The presence of a fair-skinned girl with long and thick black hair, and wearing a black abaya. I chose an abaya, because it is a robe worn by Muslim women in some regions of the Middle East and North Africa, especially in the countries of the Arabian Peninsula, and was inspired by the Jordanian woman's distinction for wearing such attire”.

Participant 16 added that he had a bad image of the Wadi Rum area. He said:

“I thought that Wadi Rum was a boring area, dominated by calm and darkness, but my friend insisted that we go to Wadi Rum at the end of the week. Literally, I was amazed at the beautiful atmosphere, as the 4x4 event was very beautiful in the middle of the desert, and at night the Arab gatherings around the fire, the moon and the stars at night with folk songs and the folk parade were very beautiful, as Wadi Rum became the closest to my heart”.

According to the symbol of Wadi Rum, the most of participants agreed that red sand, the unevenness of the mountains, the scene of sunrise and sunset, the stars, the darkness, are the most popular symbols.

Antiquities of Umm Qais was liked and repeated by the participants. The town of Umm Qais was known in the past as “Jadara”. The participants said:

“Umm Qais is distinguished by its distinguished location in the northern Jordan Valley. It is also a distinct tourist destination due to the pleasant weather. The entrance to Umm Qais is also very distinct due to the presence of many banana plantations”.

“There is a very famous restaurant in Umm Qais called Romero, which is located in the center of Al Atha, and most tourists from this area are keen to visit it in order to enjoy Jordanian and Eastern food. On the other hand, it overlooks the Palestinian border”.

Ajloun is described by most of participant as *God's paradise*, over Jordan due to the intensity of the beauty of its green forests and the purity of its air. Its land possesses significant plant wealth and is characterized by summer fruits and vegetables growing throughout the year. One of the participants mentioned Ajloun is:

“The historical importance of Ajloun and the presence of its famous castle, represent the interest of Commander Saladin al-Ayyubi when he ordered his famous commander, Izz al-Din Osama, to build Ajloun Castle”.

It is observed that the city of Ajloun holds a special place in the hearts of the participants. As participant 16 mentioned:

“The large number of trees in Ajloun is characterized by green, the color of calmness and peace. It is also symbolized by the apple due to the many apple trees in the region. The calm feeling associated with Ajloun is favorable for my family. we visit Ajloun Every weekend on summer days because it is a cold place and we spend time by barbecue and playing football or reading books”.

Among the answers was also Madaba city, most of the population of Madaba is Christian and it is characterized by churches and mosaics. Madaba is mostly remembered by the symbol of the cross, indicating the Christian religion due to the large number of churches in it. Madaba is very famous for its mosaics, being one of the most important craft cities in the world for this art.

As for Jerash, it holds a great place in the hearts of Jordanians because it is a source of happiness for them in the summer when concerts are held by Jordanian and Arab artists in the ancient amphitheater, in addition to the presence of the famous Jerash columns. Luxurious restaurants in Jerash also contribute to its appeal. The city of Jerash is remembered by the symbol of columns, old houses, and its old market, which are still preserved in their simple form. As participant 3 mentioned:

“Summer events in the city of Jerash give me the opportunity to meet singers that I love. I have met many local and international singers. I truly

experienced a beautiful vibes with my friends and many nights listening to the songs that I love”.

The Dead Sea is another favorite place due to its convenient location in all the governorates of the Kingdom. Participant 5 described the Dead Sea as:

“The heart of Jordan, because the air there contains the highest percentage of oxygen, making it the world's highest in oxygen percentage due to its geographical location, being 420 meters below sea level”.

Additionally, it holds religious importance in the narration of the people of Master Lot, and its salty water and mud are crucial in curing chronic skin diseases.

Participant 1 explained his experience with rheumatism:

“I spent a long time trying to find a medicine that would relieve the pain, and I wasted a lot of money. I read a lot and worked hard to find a treatment for my disease, and I discovered that I live in a country that contains the most valuable treatment, which is the water of the Dead Sea. I always make sure to visit the Dead Sea, and I thank God that I found treatment for free”.

They mentioned symbols of the Dead Sea region include black mud and salt rocks. When participants were asked to provide symbols related to Jordan as a whole, their answer consistently centered around Petra, the most famous tourist attraction and one of the Seven Wonders of the World. Participant 17 presented:

“Mansaf as one of the most prominent symbols of Jordan, being the popular dish served by Jordanians on various occasions. This includes weddings, funerals, the birth of children, inviting guests to the house, the first day of Ramadan, and weekends”.

Another participant imagined a symbol of Jordan as:

“A logo divided into several sections consisting of pictures of the most prominent tourist areas: Petra, Jerash, Ajloun, due to the diversity of the terrain in these areas”.

The golden triangle, symbolizing Aqaba, Petra, and Wadi Rum, was attributed by Participant 1 to represent Jordan, acknowledging the fame of these regions locally and internationally. Participant 20 envisioned:

“ A person carrying a cup of Arabic coffee, and serving it to the guests as the symbol of Jordan. Because, Arabic coffee is present and offered in almost every Jordanian house, expressing the generosity of the owner”.

Ancient castles, simple stone houses, and gold coins were also mentioned as symbols of Jordan, representing its ancient past and civilization. As participant 17 added:

“Every governorate has a castle, such as the castles of Ajloun, Jerash, and Karak. There are also museums inside these castles, which provide an opportunity to learn about the history of this castle”.

Most participants agreed that Aqaba, Petra, Wadi Rum, and the Dead Sea are the most famous tourist destinations among all the declared places due to being the most promoted areas in Jordan and recognized as both local and international tourist destinations. As participant 6 mentioned:

“Perhaps the reason for the popularity of Petra, Aqaba and the Dead Sea is that they are areas crowded with international tourists. For example, the Dead Sea is famous for its therapeutic waters, so most of the world’s tourists visit it for the purpose of treatment and recreation”.

4.2 Destination Image

This dimension queried participants about the most beautiful tourist destination in terms of nature, and opinions were divided into two parts. Some participants believed that the term “Nature” primarily conveys the green color, indicating a place with mountains and trees. For instance, the city of Ajloun in the north of Jordan was described by Participant 13 as:

“The crown on the head of a queen, because the crown is the adornment of man, and the light of the green trees is the adornment of Jordan. Especially in Ajloun, the trees are beautiful and very large. Due to its distinctive natural beauty and the preservation of the original state of these areas, with streets and homes left untouched”.

Also other participants mentioned:

“North Jordan is famous for its natural beauty and diversity. In the spring, most Jordanians go north to see the scenery. I would like to allocate the Koura District area. It is truly a beautiful, pure area, distinguished by its abundance of trees”.

“I would like to highlight something very important regarding the beauty of nature in Jordan. However, nature in Jordan lacks attention from municipalities and officials. Yes, we have a very beautiful nature, known or unknown to many, but it needs care”.

On the other hand, some participants had a different perspective, considering a desert as a representation of “Nature”. Accordingly, their favorite destinations to enjoy nature included Wadi Rum, Wadi Mujib, and Madaba. Participant 9 expressed that the desert as:

“The soul of Jordan. It is considered the spirit of Jordan because the spirit is the pure gift of God and there is no impurity in it. The desert is also pure and

far from human interference in construction, development, and the obliteration of the true identity”.

While Jordan lacks lakes, Lake Tiberias holds significance for Jordanians as it connects the northern Jordanian and Palestinian territories. Participant 20 added that:

“Lake Tiberias is the lowest freshwater lake in the world and the second lowest body of water in the world after the Dead Sea”.

Regarding mountains in Jordan, the country boasts several beautiful mountain ranges such as the Wadi Rum Mountains, Mount Nebo in Madaba, the Castle Mountain in Amman, Umm al-Dami in Aqaba, and the Ajloun Mountains. Participant 15 described the mountains of Jordan as:

“Medicine for the soul, because they were created by God, not humans. I like to spend time looking at the mountains, they give me great inner strength. Of course I don't know what the reason is, but these are my feelings when I see mountains”.

Another participant pointed out the lack of interest in the mountains of Jordan in terms of:

“There are very beautiful mountains, but they lack cleanliness. I wish that these mountains could be used to establish restaurants, or create chalets for spending the weekend”.

The participants evaluated the beaches in two groups: Public and private beaches. The public beaches in Aqaba are free beaches affiliated with the government and are taken care of by the Ministry of Tourism and Public Antiquities and the Aqaba City Authority. According to the participants 19:

“The toilets need to be renewed, and the number of umbrellas should be increased. I went with my children to the public beach. My last visit was before 9, and I thought the situation had improved. It was a very bad trip

because there were no umbrellas and the sun was very hot. In addition, my children had a difficult time using the bathrooms, they were very dirty and there were insects everywhere. It was one of the worst days of my life”.

Some participants noted that the authority is working hard to improve the services and facilities of the public beach, as they agreed:

“Aqaba's public beach today is better than previous years, and we hope for improvement over the coming years”.

Participant 1 said:

“ I prefer to go to public areas instead of visiting the hotels in Aqaba or at the Dead Sea because they are so expensive. Public areas also give me the opportunity to get to know local residents and make friends”.

The private beaches of Aqaba are hotel beaches, which are characterized by high cleanliness, excellent facilities, and are also protected beaches of vibrant coral reefs. However, private beaches belonging to hotels and resorts are very expensive. The same case valid in the Dead Sea about public and private beaches, but the difference in the public beaches of the Dead Sea is that there are some beaches those are not suitable for visiting due to the high number of salt rocks.

The participants expressed their great admiration for the villages of Jordan because they are characterized by simplicity and picturesque nature. Besides, some of them have historical importance. Every village in Jordan has a different culture and lifestyle of its inhabitants, such as the difference between the Bedouins, the countryside, and the peasants. The participants also added that they lack awareness of many villages in Jordan because the villages are not promoted in the media. Furthermore, the roads to reach them may be dangerous, there are no entertainment facilities, and there are no service centers or restaurants on the road. One of the respondents added:

“ There is no hotel in any Jordanian village. The villages of Jordan are very beautiful, characterized by some traditional cuisine, different dialects, distinct nature, and some ancient historical life. I always want to visit some villages, especially in the northern region, because of their unique nature, but I cannot visit and return on the same day because they are about 4 hours away from my home by car, so I need to spend the night in one of the villages”.

Participant 14 added that he noticed:

“The people of the villages do not accept the presence of people from outside. I went with my friend to a village called Al-Taybeh, but I felt the eyes of the villagers telling me to get out now, and they did not allow me to take souvenir photos. In short, their behavior was completely unethical”.

Health resorts or spas in Jordan are only available in hotels in Aqaba, the Dead Sea, and Ma'en Baths . But they are relatively expensive. Participant 17 said:

“When I was going through a divorce, It was a really hard period, I wanted to find a spa in the middle of the forest for my spiritual well-being to refresh my soul, but I couldn't find a place in the forest easily. And finally, my sister told me about one place located in Ajluon, to be honest, it was an amazing place but a little bit expensive”.

Other participant added:

“Health resorts in Jordan are characterized by high cleanliness, excellent services, distinctive decor, and the rooms are modern and equipped with the best technology. When I go with my friends, we don't want to leave because everything is available there, including food and drink”.

This shows the importance of establishing health resorts that serve the general public and are located in various regions of Jordan.

Ajloun, Umm Qais, Aqaba, Wadi Rum, and the Dead Sea are the places where participants feel most comfortable because these places are characterized by calm and psychological and physical comfort. Participant 17 explained that the green color found in the Ajloun forests provides people with calm and tranquility, while the brown color found in the Wadi Rum desert provides people with strength and self-confidence, in addition to calm due to the vastness of the area.

The recreational facilities in Jordan are half-abandoned places, unusable, and not Jordan is small and insufficient for participants. Most of the recreational facilities are located in Amman, such as Climbat, Paintball Jordan, Karting Jordan Speed Center, and Jordan Bowling Center. Participant 3 suggested:

“ It is wonderful to establish an aqua park in Mafraq because it is a desert place and contains large areas, where the concerned authorities lack the exploitation of large areas”.

Another participant suggested:

“The Ministry of Tourism should establish recreational facilities in Irbid because it includes a large population and the presence of a large number of villages around It”.

According to the Adventures in Jordan, participant 14 said:

“There are several areas in Jordan with good opportunities for living adventures, such as Wadi Mujib, which is famous for the adventure of mountaineering, mountain descents, and river walking”.

Another participant said, *an adventure diving among the fish in Aqaba is very interesting, and a hot air balloon ride in Wadi Rum.* Participant 17 said:

“Wadi Rum destination is characterized by youth activities such as mountain climbing, buggy riding, 4x4 cars, camels, and horses. Moreover, camping in the middle of the desert, having fun nights and dancing with the stars”.

Some of the participants mentioned the most interesting cultural attractions in Jordan, such as the Haya Cultural Center, a cultural and entertainment village for children. The center aims to develop children's abilities and artistic and cultural skills. The Children's Museum is an institution that provides many cognitive experiences and an interactive learning environment for children aged 1-12 years. The Museum of Popular Costumes brings together Jordanian and Palestinian folk heritage. The Royal Automobile Museum includes 80 cars and motorcycles belonging to King Hussein, some of which date back to 1909. The Martyr's Antiquities Museum displayed a rare collection of Jordanian weapons, clothing, and military vehicles. These centers are the most famous because they are located in the capital, making them easily accessible. However, some other participants were unable to answer this question because they did not know any cultural attractions in Jordan.

The Jordanian people are characterized by being generous, hospitable, and courageous. One participant shared:

“While I was going from Amman to Aqaba, the bus broke down in the middle of the main road, and it stopped for 3 hours. Many cars stopped to help us, offered food and drink, and even tried to repair the bus”.

Jordanians are found to be helpful and brave by the participants. Another participant added:

“The Jordanian people are among the bravest people, but there is not a good economic environment in Jordan. They are worried, disturbed, and tense most of the time because of the negative conditions”.

Participant 19 classified the Jordanian people according to the geographic location they live. He said:

“The people of the center and north are traditional, and they follow the clan system. The people of the south can be characterized with barbarism and hostile behavior”.

Participant 7 grouped Jordanian people into three categories:

“Bedouin residents, who enjoy authentic behaviors, villagers, who are simple in lifestyle, and city dwellers who enjoy a pressurized work routine”.

Opinions regarding shopping centers in Jordan differed. On one hand, some believe that the markets in Jordan are diverse in their quality, with local and international industries suitable for all ages, and their prices are suitable for all segments of society. On the other hand, others believe that Jordan's markets are increasing their prices day by day until they become markets dedicated to the upper class in society. All participants agreed that the markets are very weak at the shopping centers located in tourist destinations such as Petra, Wadi Rum, Jerash, Umm Qais, Karak, Ajloun, and it is not possible to leave the house without taking the important needs, such as food, drink, personal tools, and camping tools. One of the participant gave her opinion about shopping in Aqaba city.

“I enjoy a lot of shopping experience in Aqaba, because its prices are lower than other areas and the quality of goods is better”.

Moreover, the prices of souvenirs in these places are found very high, and the sellers frown at selling to Jordanian tourists because the Jordanian knows that the prices are not reasonable. Participant 8 mentioned:

“During my visit to downtown Amman, my attention was drawn to the large number of small shops that sell souvenirs of the most important tourist destinations, but their prices are very high”.

Jordan is characterized by attractive weather in summer and winter, as Jordan is characterized by the diversity of the geographical terrain that provides the appropriate climate in the season. For example, the Ajloun Mountains are

characterized by moderate and cold weather in the summer, while Jordanians prefer to visit Aqaba in the winter due to the mild weather. Participant 19 said:

“I prefer to visit the north (Umm Qais, and Ajloun) in the summer, while I prefer to visit the south (Aqaba, Petra, and Wadi Musa) in the winter to feel warm”.

Due to the political situation in Jordan, most participants were prevented from answering due to the sensitivity of the question to them. On the other hand, participants described the stability of the political situation in Jordan because it is a hereditary monarchy.

When the participants declared the image of Jordan in their minds as a local tourist place, all their answers revolved around the fact that Jordan is characterized as an important geographical location in the Levant and has historical value since ancient times, its terrain is diverse and beautiful, and its climate is moderate in summer and winter. However, for a local tourist, Jordan is found expensive, especially for family trips or getaways. Perhaps if the monthly income of individuals were equal to the value of the prices, the demand for them would be more.

4.3 Destination Perceived Quality

When the quality of tourist places in Jordan was questioned, all opinions were that the quality of accommodation in Jordan depends only on the location and prices, meaning that the higher the price, the higher the quality offered to enjoy a comfortable stay. Participant 2 reported that:

“ There are two-star and five-star camps in Wadi Rum, where the quality varies in terms of rooms, air conditioning, cooling, and breakfast. In general, anywhere in the world quality depends on financial value. That is, the higher the price, the higher the quality. Anyone can choose according to his ability”.

As for the infrastructure in Jordan, all the participants unanimously agreed on the need to rebuild a suitable infrastructure in all regions of Jordan. Participant 16 said:

“ Jordan’s villages lack streets equipped for cars and buses. During my visit to the Zarqa area, my father had great difficulty driving the car due to the bumpy streets”.

While Participant 5 reported:

“Poor infrastructure causes daily accidents on external roads. Unfortunately, my cousin passed away on a street called 100th Street. This street is famous for its many annual accidents and for those who do not make any modifications to the infrastructure or install lighting at night or more traffic signs”.

Cleanliness is another factor analyzed under quality. The participants had several opinions regarding cleanliness. Some believe that the level of cleanliness in Jordan depends on the place. For instance, East Amman is cleaner than West Amman. The environment around the antiquities of Umm Qais is not as clean as Petra’s environment. Participant 13 stated that:

“The issue of cleanliness is related to the extent to which individuals maintain the cleanliness of the place. She added, at the beginning of spring, the beauty of the city of Ajloun increases, and it becomes a tourist destination for Jordanian families; they take barbecue supplies, spend time in the middle of the forests, and then leave the place without cleaning it”.

Participant 11 believes that:

“The high level of cleanliness depends on the adoption of strict laws for those who do not adhere to the teachings of general hygiene”.

Despite the fame of the Levant with its delicious dishes, some believe that the quality of food in Jordan depends on the place, and that some restaurants need higher control from the Food and Drug Authority in terms of prices and cleanliness, especially tourist restaurants. Safety is related to quality. Most participants agreed that public

safety in tourist areas is high. They stated that all their experiences with safety were good. One participant added that:

“Aqaba is characterized by security and safety, and therefore all visitors feel great psychological comfort”.

The satisfaction of the participants with the quality of services in tourist areas was not high, as the participants see the importance of reconsidering the services provided, which the participants focused on, including transportation services, entertainment, and services for people with special needs, to let all Jordanian families experience domestic tourism with ease. First of all, Jordan lacks the presence of modern public transportation. For that reason, individuals depend on private cars, taxis, and minibuses. One participant said:

“I cannot easily visit Aqaba; it is about 6 hours away from Irbid. I wish there was a metro linking the north to the south”.

Secondly, recreational facilities, like gardens, parks, stadiums, etc., if any, are very limited. Third, the provision of services for people with special needs is almost marginalized in Jordan, as there are no facilities for people with special needs to visit tourist destinations, such as a special road for the passage of wheelchairs. Due to participants' dissatisfaction with the service offered in tourist areas, they believe that the financial value is very high compared to the service available. Participant 20 considers that:

“The financial value I spend during my visit inside Jordan is not proportional to the services I received. It is better to save the money I spend on domestic trips and add a little to it to go on foreign tourism, which may provide me with better opportunities and services than what I get with domestic tourism”.

4.4 Destination Loyalty

The dimension of loyalty is analyzed in two parts: One of them is the recommendation tools used by the participants, and the other one is the recommendation itself. The most prominent tools were Facebook, Instagram, WhatsApp, and face-to-face communication. One participant said:

“After having several tourism experiences in Jordan, I felt responsible for conveying the beauty of the country to others, so I created a special page on Instagram where my friend and I share a blog about our trips, providing advice and the best programs”.

Another participant said:

“During my visit to several tourist areas, I discovered my skill in photography and capturing some nice angles. I created a page on Facebook and published the photos I took during my journey”.

The aim is to introduce people that they may not know in Jordan. The other part contained several recommendations that the participants gave to their friends to have a nice trip without problems. Some of these tips include not traveling with tour companies that are not affiliated with the Ministry of Tourism and Antiquities, not traveling with children under the age of 7 as not all areas are safe to take children, and Jordan is beautiful and worth a visit.

The number of times participants spend a vacation in Jordan ranges from 4-6 times a year, and they are encouraged by the experience to promote domestic tourism and learn about the most important tourist attractions in Jordan. There are several tourist areas in Jordan that provide benefits to their visitors. Participant 9 said:

“I prefer to visit the Dead Sea constantly to benefit from the sea salts and its mud, which treats most skin problems”.

Another participant also stated that he prefers to visit Ajloun to buy the finest types of fruits and vegetables. The participants unanimously agreed that they prefer to visit the Golden Triangle (Aqaba, Wadi Rum, and Petra) because they are the most enjoyable areas in Jordan and suitable for young people to spend a special holiday. Most participants do not prefer to repeat the domestic tourism experience and spend their money on it, as they want to explore foreign tourist destinations such as Turkey, Egypt, Lebanon, and Europe.

The four dimensions of the CBBETD model (awareness, quality, image, and loyalty) are all complementary to each other to give a complete picture of Jordan as a tourist destination based on the customer. The awareness dimension represents the cognitive element of what the participant knows or believes about Jordan as a tourist destination, and the degree of awareness was high among the participants. As for the quality dimension, it received great attention from the participants due to noticeable shortcomings in the quality of accommodation, infrastructure, and services compared to prices. Additionally, there is a great desire for reforms to reach a high level in domestic tourism. The image dimension received important details, most notably health resorts, recreational facilities, a comparison of public and private beaches, the nature of the Jordanian people, shopping centers, and the image of Jordan as a domestic tourist destination by the participants. Satisfaction was low due to high prices and a lack of promotion. The behavioral component or loyalty is the result of the experience and is the dimension that explains the participant's intention to visit, dislike it, and recommend it. The participants expressed their contribution to the recommendation through social media platforms and direct communication, but they do not wish to revisit due to the lack of tourist areas.

4.5 Promotion of local tourism in Jordan

When the participants were asked about the promotion of local destinations, all participants agreed that local tourism lacks promotion of local destinations. Moreover, they do not receive any messages about the tourism programs launched by the Ministry of Tourism and Antiquities. Some participant said:

“Photographs are supposed to be published during the season in all the streets of Jordan, for example, Ajloun in the summer and Petra in the spring”.

Ma'in Baths, one of the most neglected internal tourist destinations in the media, is an important and very beautiful tourist and therapeutic area. It has several benefits due to hot mineral water coming directly from the mountain into the pools. There are many good hotels there. Ma'in Baths deserves to be as famous as the Petra, Qaba and Wadi Rum areas.

Local tourism in Jordan needs more support in terms of promotion. On the other hand, one participant mentioned:

“The problem of domestic tourism has nothing to do with promotional methods but with high prices. He also added that if local tourism is promoted in Jordan, he won't respond to the promotions because the prices are very high for local Jordanians”.

CHAPTER 5: DISCUSSION

Ancient historical and archaeological sites in Jordan are considered tourist destinations for many Arab and Western countries. Furthermore, participants cherish the inherited history of Jordan and its commitment to customs, traditions, and originality despite globalization and openness in the world. One of the first issues to be solved in Jordanian tourism is related to infrastructure, and this result agrees with the study of Sabbagh (1995), stating that the tourism infrastructure in Jordan is generally weak, even in archaeological sites of interest, and its ability to deal with visitors is limited. Moreover, if the destination doesn't have sufficient facilities, none of the promotions or education of the local community will work. Therefore, the infrastructure of touristic areas should be strengthened. According to Doan (2006), tourism facilities in Jordan are inadequate, and he described the basic infrastructure and planning process as haphazard, in addition to the lack of adequate water sanitation.

Secondly, the prices in the local touristic destinations should be reviewed by the governmental bodies. It is clearly understood from the interviews that participants find touristic places of Jordan very expensive since most of them do not earn much because of the economic situation in the country. The expensiveness of touristic places, particularly for Jordanians, is another factor that affects local tourism in Jordan. Kakai (2013) found that the high cost of domestic tourism in Jordan, for low-income families who constitute a large segment of Jordanian society, makes tourism within their country difficult. These two main issues derived from the interviews affect not only the image of Jordan but also the perceived quality of the destinations for local tourists. For tourism in Jordan, it is important to attract citizens as the main beneficiaries by setting special prices for them that correspond to their income—for example, hotels, facilities, and activities in tourist areas.

The lack of recreational activities, poor services, and facilities affect domestic tourism since they are also related to the perceived quality of the destination. Municipalities should concentrate on the establishment and improvement of recreational venues in all regions. According to Shdefiat et al., (2006) the most

prominent local challenges are the lack of facilities and services in many locations, along with the inappropriate behavior of visitors from some destinations. Furthermore, Al-Khasawneh, Al-Hrout, and Ibrahim (2018) found, the lack of promotional activities and entertainment services and high prices are among the main obstacles to the growth of domestic tourism in Jordan. Therefore, all measures and measures must be taken to overcome these obstacles and develop tourism in Jordan.

Public beaches in the regions of Aqaba and the Dead Sea should be rehabilitated in terms of cleanliness by providing toilets and maintaining their cleanliness, offering beach umbrellas and chairs, and providing good services for all tourists. Al-Darwesh (2017) mentioned a planned marketing strategy for Aqaba; however, it is not implemented. Therefore, the reality and the actual market are completely different from the planned strategy for tourism in Aqaba. As confirmed by Ayman (2013), there is a noticeable gap between the strategies to be achieved and what has actually been achieved.

Villagers lack awareness of the importance of tourism, its benefits, and how to engage with tourism requirements. Kaki (2013) explains that inappropriate visitor behavior in some destinations negatively impacts tourism through site deterioration and the loss of future tourists from regional, local, and international markets. It is necessary to work on intensive programs to educate and train this group in the exploitation of their resources. Education and training for local people living in tourist destinations are crucial. According to Shunnaq et al., (2007) there is also a consensus among local residents that if the government improves archaeological sites and develops infrastructure, community members may be willing to participate in the development and improvement. As Nfint (2014) confirmed, the success or failure of any tourism project depends on the education and training of human resources, establishing sustainable development in tourism through the participation of the local community and stakeholders in the destination.

The local community of Aqaba, Petra, Wadi Rum, and Jarash not only communicates with international tourists but also with Jordanian tourists. Furthermore, research results revealed that they don't behave well with local tourists; they even rip them off. While educating the local community, the disadvantages of overcharging tourists

and the results of bad manners towards tourists should be shared with them. Lee and Jan (2019) argue that the most attractive tourism projects are those that involve the local community because they are designed with the social, cultural, environmental, and economic character of the local population. It is important that the villages have sufficient infrastructure, contain small hotels to encourage tourism, and make it easier for visitors to stay and enjoy. Sendiga (1996) suggested that the establishment of small hotels in rural areas may contribute to attracting local tourists, and this can be applied in Jordanian villages because the villages are distinguished as important tourist attractions.

According to Al-Qasim (2015), the Jordanian Ministry of Tourism should encourage domestic tourism, urge citizens to visit new local sites, and try to improve the image of Jordanian tourism. Domestic tourism in Jordan is not highly supported by Jordanian media channels. Touristic attractions with historical, religious, or therapeutic value are not promoted in the media. According to Ruwais (2010), tourism media contributes to discovering the needs of society and the basic problems in the field of tourism, assisting decision-makers in tourism in solving problems systematically to serve the community. Therefore, the media can enable local communities' education on tourism and promote local tourist attractions. The success of tourism programs depends on the extent of their promotion, as successful promotion generates a positive interaction between the tourist and the information he obtained (Yemeni Tourism Promotion Council, 2010). Focusing on attracting tourists and satisfying them with a good experience is very important for any tourist destination because satisfied tourists bring new ones who can contribute to the sustainability of tourism programs. From this standpoint, the Ministry of Tourism should promote these monuments, and it is possible to involve the Ministry of Education by providing an opportunity for school students to go to these monuments during mid-year trips.

The quality of services, bad infrastructure, the absence of public transportation to destinations, the lack of tourist facilities, the lack of discovery of new tourist attractions, and the lack of cleanliness are important points derived from this research, and they play a major role in influencing the repeat visit of a domestic tourist. In addition, the high cost of tourist places and limited income directly affect

tour movement. According to Moutinho (2000), customers make decisions between unfamiliar destinations based on accommodation price information as an indicator of quality.



CHAPTER 6: CONCLUSION

In this study, the image of Jordan as a local tourist destination among Jordanian tourists is explored based on the customer-based brand equity for a tourism destination according to Konecnik and Gartner's (2007) model. Twenty Jordanians who visited local places in Jordan are interviewed to identify their opinions deeply on awareness, image, quality, and loyalty towards local tourism in Jordan.

Regarding the awareness dimension, since the sample selection was based on the group that visited one tourist destination during the five years, the participants were highly aware of tourist destinations, their characteristics, and their importance. The image dimension is addressed with three main issues (villages, cities, public and private facilities in tourist areas). Participants presented their points according to their personal experience, which were mostly related to the dimension of quality and financial value. Therefore, their opinions were fragmented. Although there are nice and historical tourist attractions in Jordan, locals state the reasons why they do not prefer to visit these places are the lack of infrastructure, high prices, insufficient service and facilities. There is no public transportation in between the governorates or from the capital city to the touristic attractions. All of these are related to the quality dimension of CBBETD. All participants stated their efforts to share the beauty of Jordan on social media with photos and videos. They try to promote various places of the country via Facebook and Instagram with all their experiences. However, it can be said they do not prefer to have new experiences in Jordan due to high prices and their comparison with foreign tourism expenses in Turkey and Egypt.

The interviews also revealed that none of the participants received promotional messages for local tourism. Local residents are not motivated for local tourism with any type of promotions such as advertising, public relations, direct marketing, etc.

This research highlights insufficient quality and lack of promotions in Jordan's local tourism. All the participants are complaining about the high prices for locals in touristic places, so this problem should be solved first. Prices for Jordanians can be cheaper than the foreign tourist prices to improve local tourism. Secondly,

infrastructure problems should be undertaken by the government, and a policy should be developed to improve the infrastructure of touristic places. This improvement will not only attract domestic tourists but also more international tourists. The quality of services and facilities in touristic places should be enhanced to address Jordanians for local tourism. When the quality of the touristic destinations is improved, then promotions of these places will be more meaningful. Sharing messages about touristic attractions in Jordan can be encouraged since they are keen on sharing their experiences and the beauty of Jordan on social media. If the improvements are made, these can be transferred to Jordanians with promotional messages, and they can be encouraged to share their experiences, especially about how all these improvements affected touristic attractions. Word-of-mouth communication seems to be one of the most effective communication types for Jordanians to influence them on local tourism.

6.1 Theoretical Contribution

The theoretical contributions of this study are that the image of Jordan as a domestic tourism was highlighted from the perspective of local tourists through conducting in-depth interviews. The use of interviews provides a qualitative approach to understanding their personal views on domestic tourism. Analyzing Jordanians' awareness of tourist areas and their importance, their image and perception of quality, and their loyalty towards domestic tourism offers several potential theoretical contributions.

This study contributed to understanding how local residents form their image of a local destination through their personal experiences, motivations and behavior towards domestic tourism. Previous studies lack adequate study of domestic tourists.

In terms of practical contributions, it can be said that studying the loyalty of local tourists with regard to repeat visits towards domestic tourism can be beneficial for tourism stakeholders and those concerned with promoting sustainable tourism practices, in order to meet the desires of local tourists.

6.2 Limitations and further research

Convincing participants, especially females, for interviews via the Zoom application was not easy due to their concerns about the risk of hacking into their accounts when receiving the interview link. Additionally, they expressed fears of potential fraud by the interviewer. Some participants, however, felt more comfortable sharing their recommendations and experiences through the official pages of the Jordanian Ministry of Tourism on Facebook. For future researchers in the field of Jordanian tourism, conducting in-depth interviews with females could be facilitated through tourism offices where they participate. This may involve taking their phones or having the office coordinate the contact.

While in-depth interviews provide valuable insights into the thoughts and perspectives of participants, the limited number of participants hinders the generalization of results. Therefore, conducting quantitative research with items under the dimensions of CBBETD might yield more generalizable outcomes. Including participants from both high and middle social classes in Jordan could allow for comparative analysis and highlight differences between the two groups.

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APPENDICES

APPENDIX 1

Interview Consent form

- **Research project title:** Image of Jordan as a Local Touristic Destination: An Exploratory Study on Jordanian tourists

- **Research investigator:** AL-MAHA FADI MOHD KHIER KHDIER

- **Participant's name:**

- **Date:**

- The aim of this study is to explore the image of Jordan as a local tourist destination among Jordanian tourists according to the customer-based brand equity for a tourism destination (CBBETD) model Konecnik and Gartner (2007). The interview will take approximately one hour. We don't expect that there are any risks associated with your participation, but you have the right to stop the interview or withdraw from the session at any time.

- **Thank you for agreeing to be interviewed as part of the research project.**

- Ethical procedures for academic research conducted at Izmir University of Economics require that the nominated persons agree to be interviewed, and how the information in their interview will be used.

-This consent form is necessary for us to ensure that you understand the purpose of your involvement, and that you agree to the conditions of your participation. So would you please read the information about the research and then approve:

- The interview will be recorded (voice and video) and a transcript will be produced on sheet.
- The transcript of the interview will be analyzed by (Al-Maha Khdier) as research investigator
- Access to the interview transcript will be limited to (the researcher and her advisor).

- The actual recording and data will be kept for five years after that it will be deleted.
- The final results will be mentioned in the name of Participant No. 1, 2, 3, ...
- Any variation of the conditions above will only occur with your further explicit approval.



APPENDIX II



Image of Jordan as a Local Touristic Destination: An Exploratory Study on Jordanian tourists

Interview Consent form

- **Research project title:** Image of Jordan as a Local Touristic Destination: An Exploratory Study on Jordanian tourists
- **Research investigator:** AL-MAHA FADI MOHD KHIER KHDIER
- **Participant's name:**
- **Date:**

- The aim of this study is to explore the image of Jordan as a local tourist destination among Jordanian tourists according to the customer-based brand equity for a tourism destination (CBBETD) model Konecnik and Gartner (2007). The interview will take approximately one hour. We don't expect that there are any risks associated with your participation, but you have the right to stop the interview or withdraw from the session at any time.

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- The actual recording and data will be kept for five years after that it will be deleted.
- The final results will be mentioned in the name of Participant No. 1, 2, 3, ...
- Any variation of the conditions above will only occur with your further explicit approval.

- Interview Questions:

1- Awareness

- Which places have you heard of as local tourism destinations in Jordan?
- What are the characteristics of each place?
- What symbol comes to your mind when you think of each place? Why?
- What symbol comes to your mind when you think of Jordan as a tourism destination?
Why?
- What is the most famous place as a local touristic destination in Jordan?

2- Image.

- Where do you see the most beautiful nature in Jordan?
- How would you describe the beauty of nature in Jordan?
- How do you describe the mountains and lakes in Jordan?
- How do you see the beaches in Aqaba and Dead Sea?
- What is your opinion of the cities and villages in Jordan as a local tourist destination?
- What is the condition of the modern health resorts in Jordan?
- What are the most interesting historical monuments worth visiting in Jordan?
- What do you think about the entertainment facilities in Jordan?
- Which places in Jordan have good opportunities for recreational activities?

- What do you think about the people living in Jordan? How would you define them?
- Where are the most interesting cultural attractions in Jordan?
- What do you think about the weather of Jordan as a national tourist?
- What do you think about the political situation in Jordan?
- Where are the best places for adventures in Jordan?
- What do you think about the shopping facilities in Jordan?
- According to you, which place has the relaxing atmosphere in Jordan?

- What is the image of Jordan in your mind as a local touristic place?

3- Perceived quality.

- What do you think about the quality of accommodation in Jordan?
- What do you think about the quality of infrastructure in Jordan?
- What is your opinion about the level of cleanliness in Jordan?
- What do you think about personal safety in Jordan?
- What is your opinion about the quality of services in tourist areas?
- What do you think about the money you spend and the value you get in a national touristic place in Jordan?
- What do you think about the quality of local food (cuisine)?

4- Loyalty.

- How many times did you spend your holiday in Jordan? Do you suggest? Why or why not?
- When did you spend your holiday in Jordan?
- Which local tourist destination provides more benefits for you? What are these benefits?
- According to you, what are the most preferred local tourist destinations in Jordan? Why?
- Are you planning another visit to a local tourist destination, if so, when and where? Why do you want to go there?
- What is your recommendation to your friends about local tourism destinations in Jordan?

- **Additional question:**

- What do you think about the promotional activities of local tourism in Jordan?
- Are the local touristic destinations advertised?
- Do you receive these messages?
- How do they reach to you?

Demographic questions:

- 1- What is your age?
- 2- What gender do you identify as?
- 3- What is your education level?
- 4- What is your occupation?
- 5- What is your place of residence?
- 6- How would you define your socioeconomic status group?
- 7- What is your marital status?
- 8- Which local tourist destination/s have you visited in Jordan?

SAYI : B.30.2.İEÜ.0.05.05-020-268

28.02.2023

KONU : Etik Kurul Kararı hk.

Sayın Prof. Dr. Sema Misci Kip ve Al Maha Fadı Mohd Khier Khder,

“Image of Jordan as a Local Tourist Destination: An Exploratory Study on Jordanian Tourists” başlıklı projenizin etik uygunluğu konusundaki başvurunuz sonuçlanmıştır.

Etik Kurulumuz 28.02.2023 tarihinde sizin başvurunuzun da içinde bulunduğu bir gündemle toplanmış ve Etik Kurul üyeleri projeleri incelemiştir.

Sonuçta 28.02.2023 tarihinde **“Image of Jordan as a Local Tourist Destination: An Exploratory Study on Jordanian Tourists”** konulu projenizin etik açıdan uygun olduğuna oy birliğiyle karar verilmiştir.

Gereği için bilgilerinize sunarım.

Saygılarımla,

Prof. Dr. Murat Bengisu

Etik Kurul Başkanı