

Jordan's Tourism Industry Development from Traditional Era to the Digital Age

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Abstract

This study shows tourism tools that have been used by human beings and their prophets and messengers. In the context of accomplishing the prophets and messengers' missions to human races, the reason of these missions was mainly a religious type of tourism that utilizing the other types of tourism such as; cultural, adventure, desert, educational, heritage, eco-tourism and humanitarian. This premise of the prior of pre- industrial original age (i.e. First age) of tourism history is to be marketed and promoted throughout the entire life that contributes today to knowledge of mankind and the tourism industry as well as the tourism and cultural heritage theories. However, it was argued that the historical roots of tourism can be drawn back roughly to the existence of mankind on earth and the origins of civilization. Tourism has achieved much progress in the late century and, still, the world economy of the twenty-first century will be led by three industries: telecommunication, information technology, internet of face-book, twitter, you tube and tourism.

Keywords: Tourism history; marketing destination; atlas of the world, internet, Jordan.

1. Introduction

Nowhere are the origin epochs of tourism history mentioned in text books more than is clearly evident in the use of holy books. This universe is the creation of our Lord (Allah); He has shaped the heaven and the earth with truth. He makes the night to lead into the day and constructs the day to lead into the night (V.39:5). Also, He has subjected the sun and the moon where each one of them runs on a fixed course for an appointed term. He has created the angels who live in heaven and then He has created the devils that lived on earth that spoiled therein (Khan and Al-Hilali 1999; Almegooth 2005). The Lord (Allah) subjected this world for man for the purpose of living and representing this, the only Lord (Allah) on this earth. However, the first original epoch of tourism history commenced side by side with Adam's journey of heritage, cultural and educational tourism to all races that lived on earth. He created the earth in two days that He placed therein (i.e. the earth) firm mountains from above it, and He blessed it, and measured within its nourishment (for its dwellers) in four days equal in the length of time(V.41:10). Then God (Allah) rose over the Throne in the seventh day in a manner that suits His Majesty, and Allah is over His Throne over the seventh heaven(V.41:12). He has created a man (Adam 5872-4942 BC) from dried (sounding) clay of altered mud that collected from all types and colors of the soil (V.15:26). However, He adorned the closest heaven with stars to be an adornment as well as to guard from the devils (Khan and Al- Hilali 1999).

The Lord (Allah) created all human races from a single person (Adam); then made from him his wife (Eve who is a polytheist from Adam's offspring), in order that Adam might enjoy the pleasure of living with her (V.7:189). The Lord said "O Adam! Dwell you and your wife in the Paradise and eat both of you freely with pleasure and delight, of things therein as wherever you will, but come not near this tree or you both will be of the wrongdoers" (V.2:35). Then the Satan who spoiled life made Adam and Eve slip from paradise, and got them out from that in which they were.

According to Almegooth (2005), Adam and Eve got out from paradise and landed on the earth. Adam landed on the highest mountain (Everest/India) which is closest to heaven to meet Eve in Saudi Arabia for comprising the first nation to be established and continued their life on earth, and to continue the building of the first existing house in (Makah/ Saudi Arabia) for the worship of The Lord (Khan and Al-Hilali 1999). When Adam had sexual relation with Eve, she became pregnant and she carried it. Both Adam and Eve invoked their Lord (Allah) to give them a child good in every aspect (V.7:189; V.39:6). Therefore, Allah creates all the creatures in the wombs of their mothers, creation after creation in three veils of darkness (V.3:96), as modern science lately reached this conclusion.

The aim of sending the prophets and messengers is to invite and attract the devotees of our Lord to the worship of Allah and Allah Alone, to order them not to ascribe partners unto Him and bring them out of the darkness of

polytheism into the light of Monotheism. For example, this fact is illustrated from the Noble Quran when Allah sent Noah (3993BC-3043BC) to his people in Iraq (V.16:36). Noah stayed among his people 950 years inviting them to believe in the Oneness of Allah (Monotheism), and discard the false gods and other deities (V.29:14), where a few of Noah's people believed in the Oneness of Monotheism (V.11:26). The Lord (Allah) ordered Noah to construct the first ship in the universe for rescuing those who believed in the Oneness of Allah from the Deluge (V.29:14). Therefore, the devastation of the people of Noah and the ship rested on Mount Judi which is called today (Mount Ararat) in the East of Turkey (V.11:44). The historians believed that the flood had occurred in 2900BC to Noah's people. This deluge was considered one of the greatest events in the world and still has a huge impact upon human races as a result of their disbelief in the Oneness of The Lord (Allah) (Almegooth 2005). Then Noah's offspring (i.e. Japheth, Shem and Ham) were made the survivors by Allah who carried them in the ship with Noah, which is illustrated when The Lord said "And, his progeny, then we made the survivors" (V.37:77).

Noah's great sons were the survivors who lived in Babylon/Iraq. After their fathers passed away they had different views in changing their fathers' mother tongue which was Syiarc. According to Almegooth (2005), the people of Japheth's sons whose was the oldest son of Noah left Babylon up north and east, became the father of Roman, Chinese and Japanese Nations (they live in America, Europe, South-East Asia, and use their own languages today). The people of Shem's sons who were the second son of Noah stayed in Iraq with their cousin (Jim the King) who became the father of Arab, Kurd, Persian and Jewish nations (they lived in Middle East and North Africa, using their own languages today). The people of Ham's sons who were the youngest son of Noah left Babylon towards the south west and became the father of Black and Indian nations (they lived in Africa and India, using their own languages today).

Thus, Ad tribe (2400BC) who were very tall like lofty pillars lived in the Al-Ahqaf (Yemen) which was the curved sand-hills in the southern part of Arabian Peninsula (V.46:21). Also, people of Ad came after the people of Noah who escaped from the flood and built homes like amazing palaces, constructed the factories and Allah increased them amply in stature (Khan & Al- Hilali 1999; Almegooth 2005). The people of Thamud (2100BC) hewed out rocks in the valley to make residences with great skill and cut out in the mountains (V.26:149). These houses represented their ancient civilization in the period of (2100 BC) after people of Ad in a sequence time. As a traditional crossroads of ancient trade routes linked between Jordan and Yemen, and had two caravans to set forth in summer to the north (Jordan) and in winter to the south (Yemen) (Khan & Al- Hilali 1999).

The God (Allah) bestowed aforetime on Abraham (1997BC-1822BC) his portion of guidance and was well acquainted with him as to his belief in the Oneness of Allah (V.21:51). However, this means that The Lord sent Abraham to his people who lived in Ore/Iraq for inviting them to believe in the Oneness of Allah at about the period of 1900BC. The battle between Abraham and his people started and the biggest journey in his life began when they refused his message. Then the king who ruled Ore in the south of Iraq disputed with Abraham about his Lord (Allah), because Allah had given him the kingdom. When Abraham said to him: "My Lord (Allah) is He Who gives life and causes death." He said, "I give life and cause death." Abraham said, "Verily, Allah brings the sun from the east; then bring it from the west" (V. 2:258). So the disbeliever and his people were absolutely defeated that they wanted to harm Abraham, but his Lord (Allah) made them the worst losers and rescued him and Lot (Abraham's nephew) who believed in Abraham's Message of Islamic Monotheism (V.21:71). Then, Abraham said: "I will emigrate for the sake of my Lord. Verily, He is the All-Mighty, the All-Wise" (V.29:26) towards the tourism destination which Allah has blessed it for the Alamin (mankind and jinn).

Therefore, Abraham started his dramatic journey travelling from Iraq to Palestine via Syria and Turkey, and taking with him his brother Haran and his wife, his nephew Lot, his wife Sarah and his father Azar who died in Turkey. He stopped at Damascus in Syria on his way to Bait-ul-Maqdis (the famous mosque in Jerusalem in Palestine which is regarded as the third most sacred mosque in Islam, and the Church of Al-Gameh in Jerusalem which is regarded as the second most church in Christendom) and continued his journey to Hebron which is adjacent to Jerusalem as a worship destination area of stay. Thus, Hebron became the centre of Abraham's residency and his family. In the meantime, God (Allah) sent Lot (1950BC-1870BC) to his people who lived in Sodom and Gomorra /Jordan, who he said to his people: "Do you commit the worst sin such as none preceding you committed in the Alamin (mankind and jinn)? Verily, you practise your lusts on men instead of women. Nay, but you are a people transgressing beyond bounds by committing great sins", and the answer of his people was only that they said: "Drive them out of your town, these are indeed men who to be pure from sins!" Then we saved him and his family, except his wife; she was of those who remained behind in the torment (V.7:80-83). At the same time The Lord sent His messengers to Abraham with the glad tidings. They said: "Verily, we are going

to destroy the people of this town (Lot's own towns Sodom and Gomorra in Jordan); truly, its people have been wrongdoers, polytheists disobedient to Allah, and belied their Messenger Lot" (V.29:31). Nevertheless, The Lord (Allah) brought down on the people of Lot's towns a great torment from the sky, because they have been rebellious against Allah's Command that left thereof a tangible physical evidence in 1897BC as a lesson to be learned and a warning sign to be influenced for both folks who understand and disbelievers who visit the place where the Dead Sea is now in Jordan. The Bible calls it "Sea of the Arabah", the "Salt Sea" and the "Eastern Sea" (Genesis 14:3; Deuteronomy 3:17; Joshua 3:16; Numbers 34:12; Ezekiel 47:18). Arabs have always known it as Bahr Lut (Lot's Sea), while medieval texts called it "the Devil's Sea". After Lot's wife defied Allah's order, looked back at flaming Sodom and Gomorra, and was turned into a pillar of salt, Lot and his daughters survived and reportedly settled for many years in a nearby cave (Genesis 19). In the 7th Century AD, a Byzantine church and monastery dedicated to Saint Lot (a Prophet and righteous man) over a cave in the Jordanian Valley of the Dead Sea Region (JTB 2000).

Consequently, the second main reason in Adam's mission was to travel and continue the building of the first existing house in Makah/ Saudi Arabia as a worship place of tourism destination area for the worship of The Lord (Allah) (Khan & Al-Hilali 1999). Around 1892BC The Lord (Allah) made the house (the Ka'bah at Makah) a place of resort for mankind and a place of safety and security, and He commanded Abraham and his son Ishmael that they should purify His House (the Ka'bah at Makah) for those who are circumambulating it, or staying, or bowing or prostrating themselves (V.2:125). Then they raised the foundations of the worship House (the Ka'bah at Makah), saying, "Our Lord! Accept this service from us. Verily, you are the All-Hearer, the All-Knower" (V.2:127). After Abraham has submitted himself as a Muslim to the Lord of mankind, jinn, and all that exist when his Lord said to him, "Submit to be a Muslim!" (V.2:131).

The rule of old civilizations was considered as part of pre- industrial age of tourism history when Pharaoh of ancient Egypt used the first label for the king around 1450BC, which became common exploitation some centuries later (Dunn 2007). Three years later, Moses left Egypt with his people the children of Israel when his Lord (Allah) took them across the Red Sea, and Pharaoh of ancient Egypt with his hosts followed them in oppression and enmity, till drowning overtook him, and Pharaoh said: "I believe that none has the right to be worshiped but He (Allah) in whom the Children of Israel believe, and I am one of the Muslims (those who submit to Allah's Will)" (V.10:90). The Lord (Allah) said: "Now (you believe) while you refused to believe before and you were one of the evildoers and the corrupters. So this day we deliver your (dead) body (out from the sea) that you may be a sign to those who come after you! And verily, many among mankind are heedless of Our Ayat (proofs, evidences, verses, lessons, revelations, etc.) (V.10:91; 92). However, this is the most important event that impacted throughout mankind's life as well as tourism history.

2. Theoretical Review

A variety of researches have been used to classify the original epochs of tourism history. There are relatively few studies that market the history of tourism through time, with many being purposeful on specific eras or ages in time. The historians have concentrated upon the evolution of tourism in both local and worldwide settings (Page 2003). The originality and expansion of the tourism destination history demonstrates two important factors of continuity and change as tourism is considered to be a dynamic activity that promoting and selling its sites which matches dramatic events through time (Walker 2004; Page 2007).

The episodes in the period 1125BC-146BC were part of the first original age in tourism history accordingly to the importance of their occurring's in a following way. However, according to the date, 1125BC, the Mosesian judges started ruling the land of Canaan (Palestine) that lasted 400 years, while the Fenique letters appeared in Lebanon and the golden era of Assure State reached its peak in Iraq as products of their tourism civilization (Almegooth 2005). The original Greek leisure life encouraged the pursuit of music, philosophy, non-work and sport as elements of Greek society. After 780BC the development of the Olympic Games offered a crucial motivation for tourism based upon a major sporting event. Thus, Greeks travelled to the destination site of the Olympic Games and were housed in tented camps as well as international travel, creating a promotion of tourism event (Page 2007). In the meantime, an important event occurred when The Lord (Allah) sent Jonah to the people of the Azure state in Iraq as a selling point of religious tourism (V.41:140).

The state of Rome dated 753BC and private entity fashioned leisure facilities and enjoyed similar lifestyles to the Greeks (Page 2003; Almegooth 2005). The period between 721BC and 300BC witnessed important events such as Pharaoh of Egypt invaded Palestine and occupied its state 608BC and Nebuchadnezzar II took over Jerusalem

around 597BC, destroyed the AlQuesa mosque and took its people as servants to Babylon of Iraq (Wilkinson 1999). The birth of Buddha dated back to 560BC who founded the Buddhism in India, China, Japan and South East of Asia that the Pain was part of the nature and they believed that adventure, sports of tourism named after Buddha (Almegooth 2005). The issues of race and social enclosure of tourism in Western countries societies was affected by the South Asians who lived in these countries (Klem 2005). Cyrus established the Persian Empire in 539BC and invaded Babylon, while nearly at the same time the appearance of Confucianism spread all over China which founded by Confucius a Chinese philosopher who revived the tourism rituals, customs and religious traditions (Nicholson and Shaw 1995). At about 333BC Alexander invaded the East territories until he reached the borders of India and took over Egypt and Syria. The historians considered him the legend of war leaders who travelled all the yearlong. In 300BC the Emperor of China built the Chinese wall which became one of the magnificent seven wonders in the world as a tourist destination marketing area (Alhroot & Al-Alak 2009).

The rise of Rome was based upon the twin factors of administration and military take-over and is dated 146BC as part of the 1st epoch of tourism history (Page 2003). Consequently, two important factors of tourism can be distinguished in Roman society: local tourism focused on urban places and the take-over of overseas land that created a demand for business-related travel, whilst the Nabatean presence is seen in Petra province in Jordan and Tudmor state appeared in Syria (Vine 1987; Nasser 2000; Hazbun 2004; Alhroot 2009). Thirty years later, the prosperity of Sheba kingdom in Yemen appeared which was ruled for the first time by a young lady (V.34:16). Rome emerged in 70BC as a military conquest which expanded east towards Palestine and was ruled by the king (Herod Antipas) who inhabited the hilltop of Machaerus (modern Mukawir) in Jordan where he ordered John the Baptist to be beheaded in 31AD (V.21:90), and west towards Britain and controlled it in 43BC (Almegooth 2005; Page 2007). The Roman Empire was founded in the year 32BC as a crucial urban tourism destination area due to its capital city function as well as its military power which controlled the Nabatean state in Jordan, Tudmor state in Syria and occupied Egypt, where many tools of modern tourism were established in Roman times such as provision of infrastructure and facilities (Grimal 1988; Shaw and Nicholson 1995; Nasser 2000; Page 2003, 2007; Almegooth 2005).

The immaculate birth of Jesus in Bethlehem/Palestine which was the 1st century (1AD) was considered the most important event in life history (Khan & Al-Hilali 1999) due to the following facts: first, The Lord (Allah) made Jesus talk to his people who is a child in the cradle (V.19:29). Second, the Lord made Jesus a prophet of Allah (30AD) when he said: "Verily, I am a slave of Allah, He has given me the Scripture and made me a Prophet" (V.19:30), and "There is none good but one, (i.e.)God, but if thou wilt enter into life, keep the commandments" (Matthew 19:17). Finally, the importance of Jesus's birthday dated the first day that was named before and after (BC/AD) of this crucial event. Also, the birth of Jesus is one the most important event as part in the first original age of tourism history.

The period between 32AD and 476AD witnessed events that influenced on Jesus Christ (son of Mary) and the Roman Empire as follows: firstly, the conspiracy over Jesus Christ's life when his people wanted to crucify and kill him, but his Lord (Allah) rescued him from it which was dated 32 AD (V.4:157). Secondly, the wars started between the Romans and Jews in 66AD and five years later, the Romans defeated the Jews that were destroying Jerusalem. Thirdly, papers innovated in China had enhanced the spread of the books and dated 105AD; at the same time the Romans took over the Arabian kingdoms. Fourthly, Constantine I considered Christianity in 313AD as an official religion and took Byzantine as the capital for the Roman Empire in 330AD. Then in 395AD the Roman Empire divided (395AD) into two parts: the Eastern Roman Empire with its capital of Constantine and the Western Roman Empire with its capital of Rome. Finally, in 476AD, the Roman Empire collapsed and the civilization of America prospered.

The period of the birth year of Prophet Muhammad dated back to 571AD when Abraham Al-Ashram (the governor of Yemen on behalf of the king of Ethiopia) raised the elephant army to invade Makah and demolish the Ka'bah (V.105:1). Forty years later, The Lord (Allah) sent Muhammad to all that exist as the messenger of Allah in order to guide humanity towards monotheism (V.7:158). In other words, the Message of Prophet Muhammad was general to bring all mankind and jinn out of the darkness of polytheism into the light of monotheism. In the meantime, historians have illustrated the years from 500AD to 1450AD when the reign Henry VII took over as the Middle Ages. Also, the early part of this period has been demonstrated as the Dark Ages when the development and civilization of the Roman epoch turned down (Page 2007). However, the Middle Ages are part of the epoch which was the first age in tourism history and affected our life.

The people of Quraish (the tribe of Muhammad) exploited and harmed Allah's Messenger Muhammad and all those who followed him, even to the extent that they exiled them from their homeland in 622AD (Khan and Al-

Hilali,1999). Allah the Most High ordered him to emigrate from Makah to Al-Medina and this immigration dated from the commencement of the Islamic History (V.9:40). Then, at that time Allah permitted Muhammad and his followers to fight but He did not make it mandatory. He said: "permission to fight is given to those (i.e. believers against disbelievers) who are fighting them and because they (believers) have been wronged, then surely Allah is able to give the believers victory" (V.22:39). "Those who have been expelled from their homes unjustly only because they said: Our Lord is Allah" (V.22:20). On the other hand, the rise of Christianity and the progress of orders saw a feudal system of peasants and nobility which was based upon landed estates. Tourism can be distinguished with the appearance of carnival and event-based tourism inspired by the activities of the knights and aristocracy. Also, pilgrims to the Holy Land at Palestine appeared in the last part of the Middle Ages. Since Muhammad stayed in Al-Medina (623AD-629AD, 2HD-8 HD) and Allah supported him with His Victory and with His slaves, the faithful believers, the Islamic army unit, composed of different kinds of people (black, white and red) strove hard for him with all their efforts, and preferred his love to the love of their fathers, progeny and wives (Khan & Al- Hilali 1999). Three years later (632AD, 11HD), the rise of the Islam era emerged when Muhammad achieved his mission in 23 years by inviting and attracting people to Allah's religion (Islam), explained to them the good aspects and the excellence of Islam, and that was the main reason their kingdom was expanded and their countries extended, and they subjected others to its Islam's teachings. Thus, pilgrims to the Holy Land at Makah/ Saudi Arabia emerged and increased generation after generation until today and beyond that marketed all types of tourism.

The noble Quran narrates the importance of the advent of Jesus that Moses, Jesus and Muhammad (peace is upon them) were in the Torah, the Bible and the Quran where biblical evidence shows Jesus being a servant of Allah and having no share in divinity (Al-Hilali 1999). These Divine Revelations of Jesus are indeed a living witness and a proof against anyone who disbelieved in him (Jesus, son of Mary, as only a Messenger of Allah and a human being) before his (Jesus or any Disbeliever's) death (at the time of the appearance of the angle of death). On the Day of Resurrection, he (Jesus) will be a witness against disbelievers" (V.4:159). The Islam era emerged as the main critical success factor in the 1st original age of tourism history as well as the Middle Ages that contributed to the life of mankind and, thereby, the tourism theory. The renaissance and reformation originated in Europe during 1350AD-1500AD. After 1350AD the renaissance instigated in Italy and reached its peak in England during Elizabethan periods, whilst the reformation appeared after 1500AD as a turning point in the history of leisure and thus tourism (Page 2007). The grand tour was a key phase in tourism history which came into view as a noble form of tourism. However, the grand tour was considered another important progress in tourism that originated in the sixteenth century and linked to the renaissance and the appearance of interest in traditional antiques. Also, grand tourists can be distinguished between 1550AD and 1800AD when grand tour routes were taken in Europe and the primacy of sure centers that used the railway in these centers joined with the development of the tourism industry (Towner 1985, 1996; Page 2003, 2007). The emergence of the grand tour in the early 1800s in Europe was considered the end of the 1st original epoch of tourism history, which was the Pre- Industrial Revolution (prior to 1840).

3. Findings

The emergence of Adam and his wife Eve on the earth dated back to 5872BC when they got out from paradise and settled down in the Arabian Peninsula (V.2:36). This date was part of the first original age in tourism history by Adam who was the first promoter and seller of tourism (Almegoath 2005).

The first emigration of human races is considered travellers from the Arabian Peninsula up north to the regions of Iraq, Jordan, Syria, Palestine, Lebanon and Egypt was between 4800 BC and 4150 BC as a first destination (V.19.56). Also, the regions of human races expanded to Iran, India, Small Asia, Sudan and North Africa, where mankind utilised some of the metals in the first industry and the prosperity of cultivating the lands which surrounded the rivers as a second destination (Crimal 1988). The period 4350BC was part of the first original age of tourism history when the first hand writing, sewn clothes and searched in the science of stars and math's, were used by the prophet Idris as a traditional of hand crafts and knowledge of tourism (V.19.56).

The deluge event dated back to 2900BC and was considered as part of the pre-industrial revolution (prior to 1840AD) original epoch in tourism history. This event played an important and crucial role in history to both the human races and the tourism industry. Thus, in accordance with history, the survivors (offspring of Noah) left Iraq and became the fathers of all mankind on earth, and with tourism industry they used the potential tourism tools in their travelling and building the infrastructure of their settlement destinations (Walker 2004; Almegoath 2005).

The period 2400BC and 2100BC were represented by two nations who existed in Yemen and Suadia Arabia that were considered as part of the pre-industrial revolution (prior to 1840AD) original age in tourism history. Ad was the first nation who settled down in Yemen in 2400BC, which became a high standard of civilization having an attractive tourism destination area at that time (Khan and Al- Hilali 1999; Almegooth 2005). The other nation was Thamoud who lived in Salah's Cities of Saudi Arabia where their accessibility system located above the layers of antiquity, and lay in a land of mesmerizing beauty and contrast (JTB 2000; Almegooth 2005; Alhroot & Al-Alak 2009).

The emigration of Abraham and Lot dated back to 1922BC and was considered as branch of the 1st original epoch in tourism history. Abraham and his family, including Lot, emigrated from Iraq to Palestine for the sake of his Lord (Allah) raising the foundations of the worship House (the Ka'bah at Makah) with his son Ishmael after his people denied his message (V.29:21). Lot sent to his people who settled in Sodom and Gomorra (the Dead Sea today in Jordan) for inviting them to believe in the Oneness of Allah. The Dead Sea itself is one of the most dramatic places on earth, its stunning natural environment matched by its powerful spiritual symbolism (MOTA 2000, 2001; JTB 2002, 2003; Hazbun 2004; Taji 2005, 2009).

The period 1450BC was considered the rule of old civilizations (Clayton 1994). Thus, Pharaoh of ancient Egypt used this date which became common exploitation some centuries later (Dunn 2007). Around 1447BC The Lord (Allah) took the children of Israel across the Red Sea when Moses left Egypt with his people, and Pharaoh of ancient Egypt with his hosts followed them in oppression and enmity, until when drowning overtook him where The Lord (Allah) considered this day (So this day We shall deliver your dead body out from the sea that you may be a good sign to those who come after you) as magnificent evidence for ever (V.10:93).

The rise of the Olympic Games originated in Greece after 780BC and was considered as one of the most important event in the ancient civilization of Greece. Also, they were fraction of the pre-industrial revolution (prior to 1840AD) original age in tourism history that offered a crucial motivation for tourism based upon a major sporting event (Page 2003, 2007). The rise of Rome dated from 146BC and was listed as division of the 1st epoch of tourism history. The immaculate birth of Jesus in Bethlehem/Palestine which was the 1st century (1AD) was considered the most important date in history (Khan and Al- Hilali 1999; Almegooth 2005; Page 2007). Thus, those two important events that were component of the pre-industrial revolution (prior to 1840AD) original age in tourism history.

The message of Prophet Muhammad dates back to 610AD and was all mankind and jinn out of the darkness of polytheism into the light of monotheism. The Middle Ages dated from the year 500AD to 1450AD when the taking over of Henry VII, as historians have illustrated, was considered as part of the seventh real original epoch in tourism history (Khan & Al- Hilali 1999; Page 2003, 2007). The historical development of tourism has been classified to include the pre-industrial revolution (prior to 1840AD), the railway (1840), the automobile (1891), the jet aircraft (1910), the cruise ship (1970), and updated to be identified as the original epochs of tourism history (McIntosh & Goeldenr 1990; JTB 2000; Hazbun 2004; Walker 2004; Taji 2005; Page 2007). Therefore, it was the first to promote tourism in the Adam's journey from Arabia to Jerusalem of multi-religious purposes and has been progressing and evolving until the present day. Tourism became a vital sector, which generates income and knowledge of the countries, communities and people represented in different kinds of tourism of: humanitarian, peace, the victims of accidents and wars. Also, silver tourism for people with humanitarian requirements such as: retirees, the elderly, the disabled, cognitive, educational, desert and adventure, cultural, electronic, environmental, therapeutic, local communities' tourism of women and children as well as tourism and dialogue among civilizations and religions (Alhroot & Al-Alak 2009; Rhodda 2011).

Also, several major associations involved in hospitality distribution and technology have joined forces to implement a program of unique global identifiers for hotels. Experts agree that a single identifier for each hotel would significantly improve the accuracy and efficiency of transactions between hotels and their trading partners (Air Jet Team Britlnj 2011).

4. Conclusions

This paper illustrates the marketing and promoting of the original ages of tourism history. There are five original epochs of tourism history which include crucial events from the moment when our Lord (Allah) created and subjected the universe for mankind. The original epochs of tourism history can be promoted back and marketed to when Adam and Eve got out of heaven and landed on the earth. These original ages commenced alongside Adam's journey of heritage, cultural and educational mission of Monotheism to all races who lived on earth by

using tourism tools for considering and promoting through the first original epoch of tourism history. The immigration of mankind in the period 5000BC was when people from Adam's offspring travelled from the Arab Peninsula and stayed in neighbouring countries such as Iraq, Syria, Palestine, Lebanon, Jordan and Egypt. This was a fundamental time and was considered as the 1st settlement of mankind that selling and defining the tourism products.

The following events are important in terms of influencing the original ages of tourism history. First, the impact of the deluge (2900BC) significantly changed the course of the human race, and the example of Noah's progeny the survivors, is likely to change it again. Second, the dramatic journey of Abraham (1892BC) started travelling from Iraq to Palestine via Syria and Turkey, staying in Hebron, visiting Egypt, crossing Jordan and building the foundations of the House (Ka'bah at Makah) for worshipping Allah Alone as religious of tourism. Third, the drown of Pharaoh of Ancient Egypt (1447BC), which was in the Red Sea and delivering his dead body out the sea as a sign to be learned forever. Fourth, the immaculate birth of Jesus dated as the first day that was named before and after (BC/AD) this essential occasion. Fifth, the message of Prophet Muhammad (610BC) was general for all mankind and jinn that guided humanity towards monotheism. Finally, the innovation of the Internet (1995AD), that contributes to all fields of knowledge and science.

The contributions of mankind to the tourism history are: to build civilizations after civilizations with their tourism destinations; to utilise all means of tourism tools; to improve the services of all mankind; to put forward the bases of all kinds of transportations; to innovate new types of tourism destinations, such as space and thermal tourism; to contribute to the tourism industry as well as to the economy and knowledge. Comparison between different eras and ages will provide indications of future implications as this marketing of the original epochs of tourism niche.

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