

Launching Marketing of Facilitated Tourism to Access Them Globally by Jordan

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Abstract

The aim of this study is to identify the definition of accessible tourism within the humanitarian requirements locally, regionally and globally. Thus, it was the start of their activities and their effectiveness through the launch of their position in Lib tourist village recommended by the conference, which was held in the city of Aqaba in Jordan recently. This means that Jordan is considered one of the most important markets and finest of facilitated tourism, which meet the requirements and needs of their humanitarian tourism (Alhroot, 2013).

Therefore, the findings indicated that the value added in this type of tourism to be held of the first time domestically, regionally and globally. Thus, the current study showed a range of services and facilities in providing services for these humanitarian requirements of pensioners, the elderly and disabled more than 50% of the world's population around the world (WHO, 2012) using the tools of facilitated tourism. Furthermore, these tools of tourism facilitators are utilized to be accessible and develop some basic services to meet their needs. Tourism facilitators have developed its integrated strategy through medical tourism due to its importance, which has spread widely prevalent today than ever before (DG ECHO, 2012). That contributes to human knowledge and tourism industry as well as cultural heritage theories through the ages.

Keywords: Jordan, facilitated tourism, marketing, humanitarian requirements, human knowledge, cultural heritage theories

Introduction

Jordan is a developing country with a history of heritage tourism as a historic tourist area which has attracted tourists and visitors since ancient times until the present day (Alhroot, 2014). This study will recommend by addressing the provision of special services for these categories of land and sea transport, air, prefabricated buildings, ordinary places (Sandra, 2011). Therefore, Jordan Society of humanitarian Tourism is pleased to participate and provide many thanks and gratitude to those in charge of tourism conference facilitator in Aqaba of Jordan. Because, they define tourism as soft solution and travel for all categories of the disabled, the elderly and pensioners, pregnant women, children, the poor and victims of wars, accidents and natural disasters (Facilitated Tourism Conference, 2013). But did not get what it deserves as a producer is growing globally over the lines of Jordan integrated tourism. In order to fit in with what is owned by Jordan of the potential human and material, hence must be given to the development of services and facilities necessary for this kind of tourism (Hazbun, 2004).

Thus, the Jordanian Association for humanitarian Tourism was founded on 30-3-2010 and registered at the Ministry of social Development under the No. 51 for the year 2010, with the members of the Association enrolled 51 members of the men and women. Also, it is to study the establishment of the project that will be significant in the development of tourism and support for tourism promoting local communities (Alhroot, and Al-Alak, 2009). However, this project will be also consolidated the concept of integrating the disabled, retirees and the elderly in their daily lives and also the operation of facilitated tourism humanitarian have contributed locally in disadvantaged areas and poor (MAOT, 2014). Therefore, the establishment of hotel rooms, the operator of the facilities environmental, showroom for local products, crafts and a restaurant to provide food popular mini market to serve tourists , regionally as being the first of its kind and globally through the promotion and marketing of all sorts throughout the year. In order to become a tourism project in Silver Gate of Lib Village, it will be tourism success story that realized by being one of the pillars of the humanitarian aspects (Aldstour Newspaper, 2014). So that the requirements needed by the human life to be healthy or disabled , large or small, rich or poor, young or old man, a man or a woman. It is part of a system of services and programs that must be provided by the community for all its members. Accordingly, the members of the tourism facilitator of the disabled and pensioners, the elderly, women and children, the poor and victims of natural disasters and wars are most in need of facilities, capacity and privileges that enable them to integrate into public life with their peers' citizens and access to various places of tourist sites. As a result, the concept of tourism facilitator access easily to the tourist sites and the safety of returning to the starting point. It requires the use of the facilities environmental devices effective and utilities blame and appropriate buildings dedicated to reach the largest possible number of the owners of these tourism facilitators of those services and facilities in the accommodation and travel (JTB, 2002). Also, they are in desperate need for harnessing the concept of environmental facilities for free access to

the building and place for the tourism sites. As such, it is reachable through the provision of environmental services and devices as like the other members in the community by using the means of reaching places of entertainment in different tourist sites (MOTA, 2014). Thus, it is consistent with the needs of the families and communities of the members of the tourism facilitators that have general acceptance of the awareness of these groups in their communities. Furthermore, the Minister of Labour, Tourism and Antiquities adopted in cooperation with humanitarian organizations to be in the activated field tangible general mandate to the Ministry of Tourism and Antiquities (JTB,2013).

Tourism facilitators have developed its integrated strategy through medical tourism Due to its importance, which has spread widely prevalent today than ever before (Alhroot, 2014). Thus, the actors become stakeholders in the tourism sector in terms of addressing the challenges and difficulties, processed using equipment and facilities have effective marketing policies. As well as it is crucial for patients guests clinics for long periods and who lead hospices in the homes of the elderly in need of entertainment (AJTB, 2011) . So requires organized tours for facilitated tourism members in parks and other sites that need special services in facilitating the manufacture of tourist services in order to help them to facilitate movement and travel in any place they want to reach it (Darcy & Dickson, 2009). This is achieved by using an integrated centre for all categories of humanitarian tourism facilitators. Hence, this centre provides them with all their needs in one place of facilitation of services whether in hotel or by plane or by road or sea or arranging tours that include restaurants; parks and shopping centres are to be suitable for them (MTA, 2013).

Theoretical Review

The tourism industry in Jordan is one of the largest industries that began to grow and evolve significantly in the beginning of the twenty-first century (Walker, 2004). Therefore, the Minister of Labour and Tourism and Antiquities is launched to name Lib tourist village in Madaba province to become a centre of tourism facilitators on 06/02/2014 for people with disabilities, the elderly and retired in Jordan and the Arab world as a newly concept in productivity (MOTA, 2014). However, it is a new concept to attract more members of this group from all over the world (Page, 2007). This will also bring a diversity of tourism product and adds to the pattern of a new tourist Jordan competes locally, regionally and globally. The latest studies show that every tourist of the members of the tourism facilitator (with special needs, retirees and the elderly, pregnant women, children, the poor and victims of wars, accidents and natural disasters) is spent for his vacation between 30 to 200 percent that paid by the normal tourist (Senior, 2013). Because it is accompanied by another person, sponsored, which achieves double tourism at the same time (Darcy & Dickson, 2009). Accordingly, many of the members of the tourism facilitators prefer to travel in non-peak seasons and the possibility of the use of tourist facilities in those seasons throughout the year (Gluckman, 2005; Darcy, 2006). However, the last study appeared in the United States was found that the income from the tourism sector of silver facilitator up to \$ 250 million annually, and more than 20 million of them have traveled at least once during the past two years to spend their holidays (MTA,2013). This shows that the total number of these categories of tourism silver facilitors was about 750 million people around the world, including more than 30 million people live in the Arab world. Thus, this study has shown that if 10% of the people of the silver facilitator -Arab tourism spending approximation up to only \$ 1,000 per person to support this type of tourism facilitators that occur for the first time in Jordan of its kind (JTB, 2013).

However, the study has been shown that the rate of disability in Jordan 1.55 %, the Arab countries10 %, the Islamic world13% and the world at 1.36 % to 15% (WHO, 2012). Therefore, disability is a social issue in the case of lack of awareness of the global rating in order to be solvable in light of the tight link between the trends of preventive and therapeutic development (Buhalis et al, 2005). Moreover, this refers to dealing with the results of measuring the effectiveness of community awareness of disability and aging in systematic ways, which include (MSD, 2012):

- 1- Comparison between the results of surveys of the general census of population and housing, it has been shown that the rate of disability in Jordan and 1.3% them of retirees and older population of seven million people.
- 2- Percentage Distribution of Jordanians disabled individuals by type of disability:

Table (1) Type of Disabilities

| Item | Type of Disability | Percentage % |
|-------|---------------------------------------|--------------|
| 1 | Somatic | 29.8 % |
| 2 | Optical | 9.5% |
| 3 | Audio | 11.2% |
| 4 | Speech aid | 15.6% |
| 5 | Mentality | 21.8 % |
| 6 | Psychological and social disabilities | 12.1% |
| Total | | 100% |

Source: Ministry of Social Development (2012)

Findings

This study is to be practical for the first time as a project in the field of marketing tourism facilitators to access them globally by Jordan. Therefore, these tourism access facilitators include home for the disabled, the elderly and pensioners, women and children in Jordan, the Arab world and around the world. As a result, the findings indicated that by used the tools of e-marketing for Tourism interior path of the Lib - Mkawer - Ma'in spa in selling and promoting facilitated tourism products. Also, the tourism products is marketed through the path of the tourist routes in the governorates of the Kingdom locally, and then on the level of the region, then the global markets. It was applied through the provision of services within the international standards in the field of tourism silver facilitators to enable them to access: anywhere they want, at any time and cheaply cost. Accordingly, the humanitarian requirements and needs are to meet:

- 1- the needs of all categories of the disabled , the elderly and pensioners to facilitate their movements in all regions in anywhere and anytime through the introduction of new investment opportunities for tourism facilitators from a scientific perspective practical.
- 2- the local productivity in the sectors of tourism, industry and agriculture through the local environment to provide a service domestic and foreign tourism, shelter in the food and drink facilities.
- 3- the development of specific products as commodities and tourism services facilitator with the requirements and needs of humanity. Also, such travel products disabled, dairy products and agricultural products to the people of the region, as well as traditional craft products handmade embroidery art of mosaics and drawings using sand from the local environment.
- 4- the development of the working environment is by creating a business opportunity for enhancing the productivity of the owners of tourism facilitators like women at homes, the disabled, the elderly and retired in local communities. Thus, that is improving the standard of living to achieve a good income for them and their families.

The Analysis of the Study

Accessible facilitated tourism is considered one of the pillars of tourism humanity and a fledgling in the world and Jordan. It also is the first study of modern scientific level in Jordan and the region. Furthermore, there is lack of infrastructure, services, facilities and information to serve these tourists because of the needs of disabilities and old, retirees, women, children, victims of wars and natural disasters. Due to the importance of tourism facilitators, they need to develop a strategy integrated in the face of challenges, difficulties, equipment, facilities, policies and effective marketing products for these categories (Tóth, and Dávid, 2010). The new strategy is used for working on the development of the human element in tourism with local environmental humanity through the revitalization of homework, projects, small tourist industry, natural products and marketed locally, regionally and globally (Rhodda, 2011). Also, Jordan was the first to work in this humanitarian field applied in this project, which make tourism for the benefit of the poor in reducing rates of poverty, unemployment, diseases. It also works to meet the needs of local communities and bring visitors and tourists to their areas of urban, and promote a culture of behaviour of tourism awareness through trainees to become professionals with new skills repellent to the culture of shame in the labor market, which is consistent with the requirements of the tools of persuasion in the marketing of tourism products. As well as to provide a labor experts in this area, and the raw materials needed for the project in the region and train the workforce on the best methods of productivity. Therefore, the path of the accessible facilitated tourism is started at Lib - Mkawer - Ma'in at the municipal level of these villages , and then locally = Mount Nebo - churches Madaba - Ma'in - Pulp - Mkawer - Kiryat - Alhudaan - Deban - Um Alrsas - Queen Alia International Airport . The regional = rest of the tracks in the provinces as a whole so that the start of Madaba provinces of the centre - and then the provinces of the south - then the provinces of the north - and then to neighbouring countries. But globally to = continents of the world through the Queen Alia International Airport.

I - The Project of Description Product / Service in Lib Tourist Village

1- Hotel rooms: There are 10 rooms available with old-fashioned tourist restored match local environmental used as motels (bed and breakfast) for 24 hours Active. Accordingly, many people tend to spend nights in beautiful

countryside with natural beauty in these rooms, which are a source of attraction for domestic and foreign tourism to all segments of the tourism facilitator.

2 - Showroom: It is used to display products and local handicrafts in order to continue to maintain this cultural heritage as distinctive products in the region. These products also contain artefacts and gifts, which is a reminder of the famous historical significance and stories inherited from the region and the natural terrain that leaves fond memories with them carrying tourists to their families and their homelands.

3- Restaurants: they provide meals from the local environment products with popular dishes in terms of providing food plant and animal production in the agricultural community. It also provides these restaurants serve food and drink for visitors to the region and the quality of service that encourages many of the tourist offices of the adoption of this site. Also, the options that can offer a satisfy program for tourists who visited these restaurants in Jordan and abroad.

4 - Environmental Facilities for the Disabled and the Elderly: These include electric chairs, chairs especially for disabled sports such as golf for the physically handicapped, railway and (slopes) can be installed collapsible and lightweight for the presidency to be used by people with special needs in the event of a hindrance to such sidewalk or drawers. The recommendations are taken by a doctor and an expert in the design of tools for members of the environmental tourism facilitators to make possible the movement of all categories of disabled persons, the elderly and pensioners, women and children. Thus, in order to be able to these categories of travel and access to tourist areas all the goodwill and without the help of anyone, then return to the starting point easily and conveniently. Environmental Facilities comprise: electric chairs for the appropriate uses of the disabled, the elderly and retired in hotels, resorts, palaces and villas, farms, swimming and sporting venues. It also contains equipment are suitable for use such as ATM machines, refrigerators, water and beverages, computers available for each category of disability, warning devices for the blind and signs for the deaf and dumb. Therefore, it consists of the payphones appropriate users impaired hearing and sight (can be controlled in a loud voice). Also, the warning system and evacuation in case of emergency and the system of signs are included to refer to the service facilities at the sites and places intended for use by people with disabilities of all categories of pensioners, the elderly, pregnant women and their children. It also is training and rehabilitation of the owners of the silver tourism facilitators from the region within the active programs that become productive and not a burden on their families and their parents to be profitable and contribute to the national GDP.

II- Conclusions

The finales have reached the start of the study in marketing tourism products using innovative methods of a scientific nature within the concrete practical strategic opportunity available in Lib tourist village, as follows:

1- Locally: The Jordanian Society for humanitarian tourism is to encourage domestic tourism for all categories of disabilities and their families, women and children, retirees and seniors to visit tourist sites. That more than 1,500 people of both sexes went in a visit to the tourist sites in Jordan from a local path = Lib - Mkawer - Ma'in at the municipal level , and then locally = Mount Nebo - churches Madaba - Ma'in -Pulp - Mkawer - Kiryat - Ahudaan - Zeban - or lead - Amman --- Dead Sea ---Salt --- Jerash Ajloun - Battle of Yarmuk in Irbid --- or retail to Albaiqaawih (tree shelter where the Prophet Mouhmad peace be upon him) – Al-Zarq --- places of residence in Jordanian desert--- caveman. Then engage them in sustainable tourism conferences and religious heritage, therapeutic and held in universities of Jordan: AL- Zaytoonah of Jordan, AL-Hussein of Jordan, Mutah University and the Middle East, that working papers solidified the relationship between these research universities and associations volunteers as a contribution in the local communities. Also, the marketing of their products in exhibitions held on the sidelines of conferences and workshops until it was merged into the local community to combat the culture of shame that has plagued them in previous years. In addition, the rehabilitation of production cycles, such as the manufacture of soap, medical art of mosaic embroidery sand painting, sewing, working at gas stations and run some people in the Jordanian labor market. Accordingly , the Jordan Society of Tourism humanity and its affiliates like: society of charity basic, the Jordanian Society for Women for the deaf and dumb, solidarity association for persons with disabilities, Nidal office for training in handicrafts and Dalia office of utilities environmental which they produce those products after training.

2- Regional: As was brought more than 1,000 people from the Arab countries for medical tourism, facilitated silver tourism and entertainment from Sudan, Yemen, Algeria, the Gulf states, Iraq, and the accident victims of the Arab Spring from Tunisia, Libya, Egypt and Syria on the following tracks: the first track = of family healing in hospitals in Amman and Madaba --- churches Madaba - pulp --- Mkawer --- Ma'in --- Mount Nebo --- Amman. The second track of the family = healing in hospitals in Amman --- Pulp - Mkawer - Kiryat - Ahudaan - Zeban – Um Al-Rasas - the people of the cave - Amman . The third track of family = healing in hospitals in Amman and Madaba ---Lib --- Mkawer --- Ma'in - Panorama Dead Sea - Baptism --- Nabi Shoab --- Salt --- Roman amphitheatre and the castle --- Amman --- Queen Alia International Airport .

3- Internationally: We've been hosting more than (500) tourists from China, America, European countries and Brazil with disabilities, retirees and the elderly and women and children in collaboration with the tourism

companies concerned and their embassies, where we are now in the process of concluding agreements with associations humanitarian requirements in China, Russia and France to increase the number of tourists to Jordan and prolong their stay . The result of the survey questionnaire for the good of their visits because the infrastructure for medical tourism and recreational tourism facilitators silver available , it is also available for people with a disability categories only deaf and dumb . Where the trip was initially on the following path: from their places of residence in Amman, Madaba ---- Churches --- core --- Mkawer ---- Ma'in ---- Mount Nebo --- Panorama Dead Sea Resort Dead Sea bath ----Roman amphitheatre and the Citadel ---- Amman ---- Queen Alia International Airport . Then the rest of the tracks in the Kingdom= that starts at Queen Alia International Airport or the land border or by the port of Aqaba.

III - Recommendations

The study recommends the followings:

- 1- This commodity products trochlearis is the first of its kind to be encouraged market to act locally and marketing globally. However, there is currently in Jordan of the local industry productivity in the sectors of tourism, industry and agriculture products through the local environment to provide a service domestic and foreign tourism in the food and drink and shelter.
- 2- Therefore, the services level of these groups is specialized categories that rising targeted markets locally, regionally and internationally. Also, positioning of products based on supply, capacity and the willingness of the product to enable the tourism sector productivity. In order to provide the experience of a destination over for all kinds humanitarian tourism in creating an environment more institutional and political conducive to the growth of this project productive and it's marketing.
- 3- Aso, these products in domestic tourism have a work agreement with a number of institutions and associations active in the areas of local marketing, attracting tourists from the region, the countries of Latin America, China and France by members' assembly in these countries and memorandums of understanding with the relevant associations in those countries.

III- Future Proposals

The results of the study for this project are to achieve a net profit for the next five years and proposed a model that can be used in any area of destination tourism facilitators:

- 1- The percentage of gross profit margin for operational next five years, the annual average of about (72.8 %).
- 2- Internal rate of return for the project IRR (28.8%) as of the payback period for the project is about (4) years. While the proportion of profitability index, which measures the present value of revenues to investments PI (1.5) times.
- 3- Use this study in any country as a frame model for the development of tourism humanitarian silver facilitators.
- 4- Adoption of this study is to strengthen the local communities in the tourism resort tourist village simulates the global tourism from the perspective of practical scientific research tangible for the first time of its kind.

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