

Availability of Quality Dimensions in Tourist Sites in Jordan

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Abstract

This study aimed to identify the availability of quality dimensions in tourist sites in Jordan, has been tourist sites in three types, namely: Cultural Tourism Included (Petra and Jerash) , and therapeutic (Dead Sea and Spa Ma'in) , and religious (denominator companions / Jaafar bin Abu Talib and Abu Obaida Amer Ben Aljaraah) , also adopted the study dimensions of quality: reliability, responsiveness, and Tangibility , safety , and compassion. To achieve the objective of the study and to answer her questions, the questionnaire was developed, it was distributed to a sample of visitors amounted to (180) visitors.

The study found several results of the most prominent and there is a clear interest in the quality of tourism services provided to visitors by organizations in all areas, but this is still not enough attention, does not rise to the level of competition the quality of tourism services world. And also shows that there is a clear difference in the availability of variables and the dimensions of quality of tourism services to visitors in Jordan where she appeared in a clear and influenced the lift and improve the level of service quality tourism in some places, such as places of cultural and therapeutic, but there was a lack of availability in religious places compared places cultural tourist and therapeutic point of view of visitors.

Introduction

Quality of tourism services different types (cultural, therapeutic, and religious) constitutes great strategic importance at the level of tourism organizations in particular, and at the level of states and societies in general. That It represents of the most important factors that determine the demand for the service and achievement of the organization and the country fame and returns economic rewarding, where investment is revenue-generating and others are delectable investments, in addition to It provides a lot of employment opportunities for the citizens and the development of other services in the tourist cities, and also complies with visitors needs and desires for material and moral.

Importance of tourism services

Highlights the importance of tourism services to visitors in that It represents the lifeblood of these places, the host country must be closely monitored to verify its effectiveness and efficiency. and between what the most important in this field is harmony of services provided with the requirements of the current market, and the degree of competitiveness , contemporary tourism requires more tourist services that offer visitors a distinct level of performance. Also It is directly linked to the satiation of the needs of these visitors and desires in order to help bring more visitors . As the quality of service provided to visitors play a crucial role in the decision visitor and visit these places and repeat the experience of visiting places or promotion to visit these places by others. The tourist services should be seen as a solution that a visitor seeks him down to the satisfaction and gratification . (Besterfield,2005)

The important implications of tourism services are two aspects:

First: Their reflections represent on the embraced income by the marketing country of tourist service and achieve customer satisfaction.

Second: it highlighted the vital dimension in the marketing of tourist service as an important competitive weapon and revenue.

The importance of tourism services and additional value associated from the point of view of visitor's measure by what accomplish that service to the visitor of the benefits, and the tourist van service means utility. (kin&Others,2001)

Some of tourist sites in Jordan

Jordan enjoys the benefits and elements of geographical, historical, and natural make him a tourist country in all seasons, and meets most of the goals sought by tourists, where there are cultural attractions and therapeutic as well as archaeological sites, religious, winter resort , ranches, natural springs, forests, deserts and beaches. The tourism sector in Jordan is the highlighted sectors in support of economic development as the largest operator of labor, at a time which ranks when Jordan ranked sixth in the field of tourist attractions among 133 countries in the world, according to the report showed Global Competitiveness. The current study focused on two sites (Jerash and Petra), which represent the highest cultural tourism in Jordan, where about Jerash from Amman is (48) km to the north , Jerash is located in the northern part of the Hashemite Kingdom of Jordan, and rises from the sea about 600 meters, you can access them from Amman via the southern entrance or east, and

Ajloun in the West, and Irbid in the north. Jerash is located in a green valley that has the water. The effects are still pilgrimage visitors and focus of attention traveling, tourists, scientists and researchers from all over the world, the city has undergone many ages, since Greece Varoman era then the age of the Islamic conquests.

The Petra is one of the most important archaeological sites in Jordan and in the world, there is no parallel in the world, which is about a whole city carved into the rock pink color (The Petra name means in Greek rock) (In Nabatiyeh Regime), Petra, also known as the Pink City relative to the color of the rocks that formed to build, a city like a castle was built by the (Nabataeans) in 400 BC and made it their capital. And close to the city there is a mountain of Aaron which is believed to contain the tomb of the Prophet Aaron and seven springs, which hit him with his stick rock to gushed out. Petra was selected on 7/7/2007 as one of the new Seven Wonders of the World. <http://ar.wikipedia.org>

In the religious tourism was chosen shrine companion (Jaafar bin Abu Talib) as one of the types of religious tourism in Jordan, where the shrine consists of a mosque, seats up to five thousand prayers, addition to public squares, breaks visitors, the lecture halls, the Royal Hall and the library. All that after the reconstruction program Hashemite was implemented, shrines are experiencing average annual up to 50 thousand visitors from Arab, foreign, Muslim, non- Muslim visitors of several nationalities, and thousands of Jordanian citizens of the site. The shrines have seen the beginnings of the arrival of visitors to it mid-nineties of the past century well attended arrived in some cases to about 20 thousand visitors in one day, and can be reached the shrine of Sahabi (Ja'far ibn Abu Talib) through the main entrance to Karak from the east, through Araba valley, or desert road is Ma'an south, there places that are most easily accessible. <http://www.islamictourism.com>

The shrine (Abu Obaida Amer bin aljarah) is a second place respondent within religious tourism located in the "Valley Albalawneh" on the highway, which cuts the valley from the north to the south after forty kilometers from Salt. Zahir Baybars built over the grave of Abu Obaida landmark it, and endowment proceeds going to the muezzin place for him to meet protection, maintenance and interest. And shrine (Abu Obaida) is considered residence no matter, where traveler Ibn Battuta visited it in AH 725: 1324 m, and said: "I passed a valley, that is between the hills had the tomb (Abu obeida) was guard this land may Allah be pleased with him, we visited it, where was food for the sons of the way and we are now there tonight," said the owner of Alans Galilee." <http://jordanvalley.maktoobblog.com>

With regard to tourism therapeutic has been selected (the Dead Sea), as one of the tourist sites therapeutic surveyed in the current study, because its importance of historical and therapeutic in Jordan, and the Arab region, where it was called "Lake Lot," a lake is the surface the deepest point in the world on land as it is located on a depth of 417 meters below sea level, according to the measurements in 2003. It located between Jordan and Palestine that has historically mentioned in all civilizations in the world, all civilizations attributes its back to the severity of salinity of the sea or being free of aquatic organisms. The Dead Sea Tourism therapeutic areas most active in the region where it is said that salts in it cures a lot of skin diseases such as psoriasis and sensitivities various skin, when meets sea water rocks beach, they imbue colored ice from salt accumulated on the rocks coast, and also is one of the economic centers upon which many industries such as salt factories, and factories cosmetic and therapeutic. Has held a lot of beach resorts on both the east and west. It has been nominated to be one of the natural wonders of the scope of lakes in the world. <http://ar.wikipedia.org>

With regard to the location (pools Ma'in) a second location respondent within tourist sites therapeutic result of its importance, located pools Ma'in in Madaba is away from the city of Madaba 37 kilometers, featuring waterfalls high temperature, and water Ma'in hot sulfur that are featuring many minerals where making it water unique high-quality and famous health- resort and clinics. And they have the largest tourist resort treatment in the Middle East, which provides treatment for people with skin diseases, health resort diseases, bone pain arthritis, back and muscle, and springs depend on rainwater that falls over the plains of Jordan high to feed more than 120 eyes between hot and cold at the bottom of the valley, Ma'in attracts thousands of tourists who wish to bathe and water treatment in this rich in mineral salts for the purpose of hospitalization, as the percentage of salinity in the water is up to 18%.

<http://ar.wikipedia.org>

Quality of services standards

Standards of quality of services offered to visitors that have a number of names and multiple and different addresses, such as the principles of quality, quality standards, quality attributes, and quality requirements, all of them fill in one field (Coetsch&Daviss,199). A lots of writers write about quality of services standers as: (Parasuraman,1988,;Cronin & Taylor,1992;Taylor & Baker,1994 Natarajan et. al., 1999; Kwan & Lee, 1994; Brown et. al., 1993 Getz et. al.,2001;Nielsen & Host, 2000 ;Engellan et. al.,2000) and the others. almost the countries are trying to improve the quality of tourism services provided to visitors, .Because, the importance of the quality of tourism services as a key competitive advantage (Steriou & Stavrinides,2000). (Parasuraman,1985) has identified ten dimensions of service quality: the embodiment, Amana, competition, courtesy, reliability, security, freedom, communication, and understanding of the client. Then Researcher (Parasuraman,1991) (22) developed Item to measure the quality of service (Servqual), that is Representing five main dimensions were

adopted researcher in the study five dimensions:

first - Reliability:

That means the service provider's ability to accomplish or the performance of the service provided to tourist visitors properly and less mistakes. This is the attribute of the most important features of and sensitive to the client, the country provides tourist services with steady performance, accurately and at the lowest possible mistakes, as well as the expression of the fulfillment service provider obligates to tourist visitors. (Heizer & Rander, 1999).

second - Response:

It is Service Provider's ability to deal effectively with all customer requirements, respond to their complaints, and work to resolve them quickly and efficiently, as it indicates that visitors are appreciated and respect that country. The response also means the degree of readiness of workers in diverse tourist sites to provide the service in the way that meet the customer's wishes, and the speed of interaction with unforeseen problems and solved well, according to the perception of the client, as well as time, which is a very important part of the response. Highlight the importance of this attribute including are following:

- A) the performance of the service at full speed.
- B) the completion of the service for less than the expected time for the visitor.
- C) how to face and solve problems as quickly as possible and with high efficiency. (Heizerd & Rander, 1999 (and) Russel & Tayler, 2000)

Thirdly - safety:

It means the reassurance of visitors to tourist sites targeted, and that the service provided to them free of error or risk or uncertainty. The importance of this attribute including are following:

- A) commitment to security measures within the various tourist sites.
- B) subjecting workers in tourist sites for training and supervision constantly.
- C) notice save for Visitor, including physical and psychological reassurance. (Ivancevich & Otherss, 1997).

Fourth- Tangibility:

It represents all aspects related to the service provided concrete such as: buildings, modern techniques used, internal facilities of the buildings, and equipment necessary to provide the service. The all physical facilities are directly related to the provision of the service. In general sites use various tourist or host country, this feature is to improve its image, and secure continuous communication with customers, the site tourist who does not have supplies comfort to visitors in some cultural sites, therapeutic, religious, such as air conditioners, good lighting, or comfortable seats, places sleep competitor equipped and comfortable, could lead to the evaluation of its services from the point of view of those visitors are badly, and the more high quality tangibility is gained Service Provider the following advantages:

- A) They enhance the capacity and effectiveness of tourism services to visitors.
 - B) This is a source of attraction for new customers because it constitutes a competitive advantage.
 - C) feels customer satisfaction are heading for their access to additional tourist services.
- (Ivancevich & Otherss, 1997 (and) Herizer & Rander, 1999)

Fifth- Empathy:

It means level of care and personal attention that is given to visitors, in it shows the spirit of friendship and concern for the client, and notifying its importance, and the desire to provide service according to their needs and desires. The service provider shall be a great deal of respect, moral, and friendly transaction with visitors. This standard refers to the affection and respect between the service provider, visitors and reflected, that does be by the ability to interact and create strategic partnerships with existing and targeted visitors. So the understand tourist service required to achieve the highest customer satisfaction, and giving them the extent of interest in management of tourist sites and their host country, that highlights the importance of this attribute to achieve by following:

- A) Tourist Service Provider understands for specific requirements of visitors.
- B) Tourist Service Provider understands for the feelings of visitors. (Herizer & Rander, 1999 (and) Russell & Taylor, 1998).

The Problem

Although the tourism sector is one of the important sectors and vitality, which contributes significantly to the national income of the countries, but the tourist organizations in our country is still suffering from weakness in its awareness to the importance of service quality tourism provided, particularly from the standpoint of its visitors that is anchor key to achieving its goals in the development and fame as well as achieve greater returns that may contribute to the reduction of the budget deficit and creating new job opportunities and achieve qualitative excellence in performance and distinguished for others.

The importance

The importance of the current study Highlights the perception of visitors to tourist sites (cultural, therapeutic, and religious) to the quality of tourism services available in those places, and the importance of tourist sites in

Jordan, which contributes to improve the quality of services provided to tie the outside world, in addition to what generated those sites from the proceeds of material contribute to the reduction of debt and reduce unemployment and poverty, increasing boost economic development and improve services.

The Objective

The present study aims to find out the availability of the dimensions of quality in the tourist sites in Jordan from the point of view of visitors.

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Study questions

In the problem and purpose of the study were put the following questions to answer them later:

1 – What is the availability of quality dimensions in tourist sites (cultural, therapeutic, and religious) in Jordan from the point of view of visitors?

2 - Is there a difference in the availability of quality dimensions in tourist sites (cultural, therapeutic and religious) in Jordan from the point of view of visitors?

The limits of the study:

1 - temporal boundaries: The duration located between 01/03/2013 until 31/07/2013.

2 - spatial boundaries: include tourist sites ((cultural: Petra, Jerash), and (therapeutic: Dead Sea, and Ma'in baths), and (religious: mausoleum companions / Jaafar bin Abi Talib, and Abu Ubaidah Amer bin surgeon))

Previous studies:

Despite the return of many of the literature in this area, did not find a similar study researcher of the current study combined dimensions, but there are longer studies are closest to the current study, although they are not directly related to the subject, as follows:

1 - Haidari study (2001), entitled: evaluating the quality of health services from the perspective of patients. This study was conducted in Al-Kindi Teaching Hospital where the study addressed the problem of patient satisfaction expectations for health services provided to them, and the study found several conclusions, including satisfaction is clear with the level of services provided to them.

2 - Study (Austria Bank, 2001), entitled: the impact of the quality of service customer. That has adopted the official records of historical for certain periods in determining the impact of quality and applied to the organization on customer satisfaction, It is used questionnaire as a tool for the study , and the study found several results was most important that there is a clear impact of the application of quality and the quality of service provided to clients to achieve their satisfaction.

3 - Hatem study (2002), entitled: Marketing Health Services adoption of quality dimensions. The study sample consisted of a number of doctors to a statement marketing methods of health services based on the dimensions of quality of service from their perspective, and the study found a number of results, including a discrepancy in the quality dimensions provided in addition to the great role that could be played availability keep quality in marketing.

4 - The aim of the study by (Tarawneh, 2002) to identify the reality of TQM in organizations pharmaceutical industries in Jordan, knowledge of competition policy used by these organizations, to study the relationship between the dimensions of quality and competition policy, and the relationship between quality and competitiveness. The study found number of results, that was the most important: the application of pharmaceutical organizations to the dimensions by quality in varying proportions, also showed a lack of clarity landmarks competitive policies adopted by these organizations in terms of priorities and levels of integration.

5- the study (Sureshchardar el. al., 2003), entitled:" Customer Perceptions of Service Quality in the Banking Sector of a Developing Economy: a Critical Analysis", Banks have been divided under study in India into three sections: private banks, the general, and banks and exotic (foreign), and questionnaire tool has used for data collection and distributed to each of the previous sections randomly. The study concluded that the three groups of banks differed significantly in the quality of service provided and that there are differences between those banks in the quality of banking services offered to its customers, and five factors affecting it. In addition customer perception of service quality through technical factors (the core of the service and the service) was able technical factors that characterized the best among the three groups of banks. While factors relating to the pursuance clients (human factors to provide the service) showed less distinctive, and study also showed that foreign banks provide better service, followed by private banks and finally public.

6 - study (Wafa AL- Mberek, 2004) entitled "Factors Affecting the women's quality of banking services in Saudi Arabia." The purpose of this study was to identify the factors affecting the quality of women's Banking in Saudi Arabia through the use of a scale (SERVPERF).The results of this study was positive impression about the overall quality of service banking women in the Kingdom, and The results of this study showed a correlation direct correlation between four dimensions of this measure (concrete, response, reliability, and empathy) and the level of the overall quality of service banking.

7 - study (Tamimi, 2005) aimed to identify levels application of Total Quality Management and their impact on

the functionality of the workers in the Jordanian commercial banks, The study found a number of important results to Jordanian commercial banks apply Total Quality Management in all its dimensions and a high level, the results also showed a significant effect for all dimensions of TQM in the functionality of the workers.

8 - conducted (Adams k, 2007) study aimed to demonstrate the importance of applying the principles of total quality in the hotel establishments in the city satellite in France, results showed that the application of total quality management in the hotel facilities led to the development level of service tourist offered to tourists, as results showed study that more obstacles impact in the implementation of TQM that success by human resources, structural problems, and strategy.

The study population and appointed:

Cultural attractions, therapeutic and religious are Selected in Jordan respectively (Petra and Jerash for cultural, the Dead Sea and bathrooms Ma'in for therapeutic, and tombs of both (Ja'far ibn Abu Talib, Abu Obeida Amer bin aljarah , God bless them) for religious, researcher chose these places purposely to spacing geographical and to reflect the views of the visitors that have to confer on the search sort of sincerity and the possibility of generalizing the results later. study relied on a sample of visitors to these places , that consisted of (180) visitors and visiting selected at random while they were in those places.

Study Tool:

Questionnaire used as a tool to collect information about the sample surveyed, where researcher developed a questionnaire was distributed to visitors, in order to answer the study questions, regarding the scale used in the questions resolution may be five points by Likert scale quintet (Strongly Agree, agree, neutral, disagree , strongly Disagree). This measure provides an opportunity for individual answers that are neutral, and not force respondents to bias a particular aspect of the measurement (positive and negative), in the absence of an average value reflect the opinion neutral on the scale. ((Appendix (1))

The validity and reliability of the tool:

Sincerely means tool over the representation of sentences to the idea of variable measure, and how to contain dimensions and implications to represent this variable. To achieve this, that offered resolution on a group of specialists in the field of business management and scientific research, in order to take comments and suggestions were to benefit from their feedback to build scale and coefficient internal consistency Cronbach alpha (Cronbach's Alpha has been used) to see consistency where the reliability coefficient was(88%) a high and unacceptable.

Methods of data analysis:

The study used some statistical methods, descriptive and analytical known in the Statistical Package for Social Sciences (SPSS), in order to reach results and directories on the availability of quality dimensions in tourist sites in Jordan.

The data Showing and describing:

Table (1)Members of the study sample responses on availability dimensions of the quality of tourism services (cultural, therapeutic, and religious) in Jordan

Answer Scale	Quality of service Dimensions	No. paragraph	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Average	Standard deviation	Rate agreement
			T	%	T	%	T	%	T	%	T	%			
	Reliability		71	24.1	48	16.17	45	16.28	85	31.3	66	20.44	3.55	1.29	24.02
	Response		83	26.25	88	27.60	51	15.90	48	14.59	50	12.48	3.37	1.22	72.46
	Tangibility		66	19.55	79	21.54	62	19.88	69	21	59	17.46	3.21	1.19	69.91
	Safety		79	23.66	63	18.8	50	14.33	70	22.1	48	15.46	3.01	1.33	49.70
	Empathy		60	15.30	54	13.34	27	9.89	90	29.56	80	25.44	3.04	1.39	54.67
	The overall rate		72	21.77	66	19.49	47	15.25	73	23.71	61	18.25	3.24	1.28	64.15

Note the table above, that the quality of tourism services (cultural, therapeutic, and religious) in general was a good standard at the macro level, that average in general is (3.24), higher than the central hypothesis (3), and by agreement of (64.15%), Which is how well so you could say it was reached a good level or above good and so from the point of view the visitors, according to the results of statistical analysis on availability dimensions of quality of tourism services (cultural, therapeutic, and religious) in Jordan. With regard to the order of availability of quality dimensions in tourist sites in Jordan, according to the results of the statistical analysis, the results are mixed at and according to the following schedule:

Table (2)Order the availability of dimensions of the quality of tourism services (cultural, therapeutic, and religious) provided in Jordan from the point of view of visitors

Dimensions of the quality services the	Average	A agreement Rate	Ranking
Reliability	3.55	74.02	First
Response	3.37	72.46	second
Tangibility	3.21	69.91	Third
Empathy	3.04	54.67	fourth
Safety	3.01	49.70	fifth

Notes from the table above that reliability was first rank in interest i the tourist sites in Jordan as its average was (3.55), higher than the average hypothesis (3) and an agreement rate was (74.02%), the response was the second rank , which appeared with an average was (3.37) which is also higher than the average hypothesis by an agreement rate was (72.46%). the third rank was awarded after significant average of (3.21) and the percentage of agreement (69.91%), as to the after empathy showed results of statistical analysis that took place in the fourth rank (3.04) and the percentage of agreement reached (54.67%). The last rank was in the order of the safety that average was (3.01) and reached agreement rate (49.70%).

Results of the study that the tourist sites (cultural, therapeutic, and religious) are varied in their interest in

providing the dimensions of the quality of tourism services in Jordan, The study showed that was the biggest of Interest in the cultural, therapeutic places and the quality of services provided in those places was top, This was due to the economic returns that accrue to organizations that run these places one hand, and economic returns that accrue to those organizations on the other, where the tourist sites of religious administered by the state often, and therefore marketing those places and attention does not have care required such care enjoyed by cultural and therapeutic places as a result of the personal benefit of the owners of these organizations in the first place and low culture communities need to preserve those places, as if the personal property of citizens and their history and their identity and not as state-owned assets only, The taken care of will be beneficial also for citizens living in those areas on the one hand and to improve the services of the state and the citizens of that State in general as a result of the growing proportion of visitors to the state places of religious and historical Elsewhere and brings a foreign visitor of hard currency spent during the visit to these places. The following table shows the availability of dimensions of the quality of tourism services in places of cultural, therapeutic, and religious in Jordan.

Table (3) Availability dimensions of the quality of tourism services in places of cultural, therapeutic, and religious in Jordan from the point of view of visitors.

Tourist sites Quality of Service Dimensions	Cultural (Petra) and (Jerash)	Therapeutic (Dead Sea) and (Ma'in pools)	Religious (Jaafar bin Abi Talib) (Abu Obeida Amer bin surgeon)
Reliability	81.02%	77.08%	64.02%
Response	86.67%	75.23%	60.22%
Tangibility	89.12%	73.96%	59.04%
Empathy	88.27%	73.47%	60.38%
Safety	83.09%	79.01%	60.02%
The overall rate	85.63%	75.75%	60.73%

Notes from Table (3) that the cultural attractions available dimensions of the quality of tourism services to visitors most of the other tourist sites that are an average (85.63%), This is a natural result because of the interest of the private sector in the management of such sites in different seasons returns a huge amounts of money to organizations and the state, therefore these organizations will invest opportunities in the best use for the management of such sites and to achieve the best possible returns for it, this on the one hand, and the other hand, cultural places are better able to develop themselves, keep up with their time in the service of visitors and how to take advantage of its spending, Not even encourage them to spending as well as containerization those places of the value of the historical and civilizational legacy is no less important from the rest of the tourist sites, but that has a lot of marketing and advertising at the state level and the world .

As for places tourist therapeutic then of Interest dimensions of service quality is no less important from cultural attractions as the overall rate of the availability of dimensions of service quality from the perspective of visitors was by (75.75%), Which is high by global studies in this area, and this ratio natural result of what they contain those places of interest and the special attention of organizations that manage and rental some places the state-owned as well as investment by the private sector to those places and services surrounding because of its importance in satisfying the needs and desires visitors and generate more profits and economic returns that benefit primarily the owners of private investment in particular and the state in general.

As for places tourist religious figure was above the average little and by (60.73%) and this ratio is lower among ratios distribution availability dimensions of quality of tourism services in Jordan from the perspective visitors that is study sample and by each tourist site, where justify this ratio that most tourist sites religious administered by the state directly because of its historical significance, and the lack of readiness of the private sector to enter into investments unknown results somewhat, therefore, the country is on them and within their financial capabilities manage those places as much as possible and including facilitate its possibilities.

Results

The researcher found to a number of conclusions and recommendations where there was a difference in views of many researchers who specialize in the quality of services and dimensions that return the difference to the variation in attitudes intellectual and perspectives for the quality standards of service provided to clients Salient findings of the researcher the following:

- 1 - There is clear interest in the quality of tourism services to visitors by organizations in all areas, but this is still not enough attention does not rise to the level of competition the quality of tourism services world.
- 2 - There is a clear difference in dimensions of the quality of tourism services to visitors, which include reliability, responsiveness, empathy, safety, and tangibility from the point of view of visitors.

3 - There is a clear difference in the availability of variables and the dimensions of quality of tourism services to visitors in Jordan, where it appeared in a clear and influenced the raise and improve the level of service quality tourism in some places, such as places of cultural and therapeutic, but the weakness of their availability in religious places compared places tourist cultural and therapeutic weaker from the point of view visitors its quality, and that appears by prominent appearance of impropriety and weak level of service compared to other countries including courtesy of tourist services in this area.

Recommendations

In light of the results of the current study reached the researcher recommends are the following:

- 1 - Forming a committee that includes representatives from the Ministry of Tourism and representatives of hotels, restaurants, service providers tourist attractions such as tourism companies, and some specialists in the field of quality of tourism services for the development of plans, programs, future strategies for the advancement of tourism services,, benefit from economic to develop tourism services cultural and therapeutic, religious and access to the level of High quality in the future.
- 2 - The follow-up and activate the application dimensions of quality in tourist sites is the responsibility of the State, represented by the Ministry of Tourism should therefore take into account the application of the dimensions and the principles of quality in those places right care that can be achieved through the establishment of more units that deal with the management and control the quality in general the tourist sites and particularly religious, that have contact with the ministry as a liaison with other administrative levels, as well as to ensure the implementation of the plans and programs of the Ministry and monitor the application of better quality dimensions.
- 3 - Generation institutions that interested mainly places tourist religious, according to results of the study for the management of religious places on the level of Jordan fully composed of thinkers and representatives of the State to manage and invest proceeds tourist sites religious in all governorates of the Kingdom, and show and marketed it economically similar to some neighboring countries.
- 4 - The need to administrations hotels and tourist facilities widespread that uses the best ways and means to obtain information such as the Internet to learn how to manage such facilities around the tourist places and especially the religious ones and to identify the experience of successful countries in this field.
- 5 - interesting and Ministry of Tourism to the Internet and social networking sites to promote places and tourist services to visitors in those places and the definition of places of historical and many religious were given their influence in attracting more visitors and economic returns rewarding if it was raising the level and quality of tourism services to visitors reality on the ground Indeed.
- 6 - to encourage investment in the tourist sites, especially religious that attracts the best organizations providing services in those tourist places for visitors.
- 7 - the law-making by the state to adjust employment and forcing tourist facilities surrounding places tourism, especially religious that train of rehabilitation labor that is able to reverse the civilized image about Jordan in addition to the ability of human cadres to provide tourist services quality saturation needs and desires of visitors and even exceed their expectations in most times.
- 8 - The selection and appointment of qualified human cadres, trained, specialized and able to provide a tourist service quality in places run by the Ministry of Tourism directly or supervised by and especially religious tourist sites.

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