

# The Impact of Arab Spring on Tourism Sector in Jordan

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## 1. Abstract

This study aims the Arab Spring impact on the Jordanian tourism. Also, its community is a total of 160 tourist and travel offices of class A in Amman. Therefore, the researcher was distributed questionnaire to each office, which is contacted 37 of them and 26 of these offices responded. Thus, the data were analyzed based on descriptive statistics such as averages, standard deviations and analytical statistics, such as the simple linear regression test (Alhroot, 2018). The results of the study showed that there is a significant effect of the Arab Spring on the tourism sector of Jordan like: its movement, income and hotel work. But no impact of the Arab Spring on the number of workers, which is largely consistent with the statistical reports published by the Ministry of the Jordanian arena (Badado, 2016). Nevertheless, this study can apply on other sectors that conducting further studies related to the Arab Spring and its impact on social, economic and political indicators at all levels. Consequently, there is more results that would raise the level of readiness for such conditions (Kramer, 2019).

**Keywords:** Arab spring, tourism, descriptive statistics, travel agency, Jordan

**DOI:** 10.7176/EJBM/11-26-01

**Publication date:** September 30<sup>th</sup> 2019

## 2. Introduction

The tourism sector is one of the main revenue streams that have a significant role in various economic, social, political, cultural and inter-related fields (Pearce, 1981). Also, it play a vital role in solving many of the economic problems facing developing countries such as low income, high unemployment, balance of payments deficit and low central bank reserves of foreign currencies. Tourism industries are generally one of the fastest growing industries in the world and tourism export earnings are a major source of income in many countries (Michael, 2004). According to the World Tourism Organization (WTO 2000) report's that tourism exports have become one of the largest export's The tourism industry is the main source of access to foreign currencies in 38% of the countries. Also, The figures of the World Tourism Organization indicate that international tourism income from foreign currency increased From \$ 423 billion in 2000 . Therefore, the tourism industry has become one of the most important industries in many countries in the world and in both developed and developing countries (Vogt & Anderlecht, 2003).

Moreover, tourism has played a key role in national economies and is an successful factor in achieving development, especially in poor countries. In the last few decades, global export statistics have shown that tourism exports are the most developed exports in developing countries (MTCS, 2002). In view of the international interest in tourism, Jordan's interest in tourism has increased for its influential role in national income, balance of payments and various economic and social activities because Jordan enjoys the advantages and geographical, historical, natural, holy sites and archeological sites. In addition to that Jordan is an open museum in its many tourist attractions despite the small size of Jordan. As a result, there is a change in the terrain and climate from one area to another (Alhroot, 2015). Thus, a difference in customs and traditions from one region to another, which is making Jordan as a unique country of well attracting the tourist in all seasons of the year that meets most of the goals sought by the tourist.

Therefore, The tourism sector in Jordan has developed in the last few years under the reign of His Majesty King Abdullah II Bin Al Hussein during 1999-2009. Also, according the researcher's study (Badado, 2010) showed that the importance of the active and prominent role of His Majesty the King in developing the Jordanian tourism. This means that it developed in terms of quantity and type, both tourist services provided to tourists or in the volume of investments and the number of tourists, hotels and facilities operating in Jordan.

Since the end of 2010 that the Arab peoples dominate the world scene through its revolutions, which moved from one country to another in revolutions called the Arab Spring. Tunisia was one of the first Maghreb countries to launch these revolutions. Therefore, the death of the young Mohammed Bouazizi fire in himself is the direct cause of change and confrontations by all means of protest and rejection. The impact of these revolutions has extended to all deductions in many countries, affecting the global economy in general and the economy of the Arab countries in particular (Oran, 2011). Thus, since the dawn of the Arab Spring, economic analysts have begun talking about the dimensions of these movements, which demand change in different degrees in the Arab countries on the national and Arab economy. Researchers must pay attention to monitoring these effects of change and instability on the region. Jordan enjoys a strategic position in the surrounding area, where the tourism sector contributes 14% of Jordan's national income (Al-Zahir and Sarab, 2001). Consequently, it is monitored changes that have taken place on the tourism sector since the beginning of revolutions of "Arab spring" through an applied

study on a number of travel and tourism companies in Amman.

The methodology of this research study was based upon the sample selected. Also, it shows that the steps of preparing and developing the study tool was well ready (Alrousan et al, 2016). On the other hand, the procedures implemented that the statistical methods used in processing the data and extracting the results. Moreover, this field study was conducted to describe the characteristics and responses of the study sample. The study sample members explained the sections of the study tool and its variables. Furthermore, it included testing the hypotheses of the study for responding them.

This study includes four main axes: The first one that contains tourism in Jordan and its developments, the most important tourist sites and tourism income. Consequently, the second axis focused on the Arab Spring and its concept and reasons. But the third topic explained the issue of relations between the Arab Spring and tourism in Jordan. Finally, the researcher dealt with the previous studies related to this study by reviewing the main objectives of these studies and their results.

### **2.1.The Problem of the Study:**

Since the beginning of the Arab revolutions that economic analysts have been addressing the impact of Arab Spring on economics. Consequently, most of the statistics illustrated a decline on Jordanian tourism income. Thus, the researchers have monitored the impact of these revolutions to know their size and how to deal with them wisely and responsibly to mitigate their negative effects. Also, this study showed that the most important effects of the Arab Spring on tourism in Jordan, because of great value of tourism at the level of national income. Therefore, tourism has been heavily affected by the start of the events of the Arab Spring, which has become a major problem that needs a radical solution. Thereby, the magnitude of the impact on the tourism sector (such as income, number of employees, tourism movement, hotel occupancy) is very big. As a result, it is asked the following questions:

- 1) What is the impact of the Arab Spring on Jordanian tourism?
- 2) How does the Arab Spring affect the tourism movement in Jordan?
- 3) How does the Arab Spring impact tourism income in Jordan?
- 4) Did the Arab spring affect the numbers of workers of Jordan?
- 5) What is the impact of the Arab Spring on hotel work in Jordan?

### **2.2. The Objectives of the Study:**

This study aims to:

- A. Shed light on the most important effects caused by the events of the Arab Spring on the tourism sector in Jordan.
- B. Define the variables that are impacted on the tourism sector by the events of the Arab Spring.
- C. Provide suggestions and recommendations that will open the way for other researchers to discuss this subject.
- D. Encourage the development for applying the study on other sectors to support the possibility of generalizing the results of the study in more than one sector.

### **2.3. The importance of the study:**

The importance of the study lies in two important variables with different political, economic, religious and national dimensions. Therefore, the tourism sector in Jordan is considered one of the most important sources of national income, which is a country with limited natural resources. Also, this study will be applied on the bases of the scientific and practical levels, which we explain as follows:

- A. The study attempts to link the Arab Spring and its events with special indicators in the tourism sector such effects as a major step towards alleviating the negative impacts.
- B. The absence of previous studies on the impact of the Arab Spring on the tourism sector makes this study a source of enrichment for the Arab library and will serve as a starting point for other studies in other sectors.

## **3. Procedural Definitions**

### **3.1 Tourism**

Tourism is an activity carried out by an individual or a group of individuals. Moreover, it is a transfer takes place from one place to another or from one country to another in order to perform a specific task or to visit a certain place (Al-Kiki,2016). Firstly, several places for entertainment purpose, which leads to the knowledge of other civilizations and cultures. Secondly, a new information and observations that directly affects the national income of tourist countries and creates many jobs, industries and investments. Thirdly, in order to serve multiple activities for raising the level of performance of peoples and cultures that publishes their history and civilizations, customs and traditions.

### **3.2. Arab Spring**

It is the Arab Spring revolutions that is a huge protest movement started in most Arab countries in late 2010 and early 2011(Badran, 2011). Therefore, it is influenced by the Tunisian revolutions that broke out by burning

Mohammed Bouazizi himself and then moved from one country to another and these revolutions continue until this moment.

### **3.3. Limitations and Determinants of the Study**

#### **3.3.1. First: Limits of the study, which include**

##### **\* Objective boundaries**

The subject of the study was limited to the events of the Arab Spring and its impact on the tourism sector in Jordan.

##### **\* Spatial boundaries**

The study was limited to the category A travel companies located in Amman.

##### **\* Temporal Limits**

This study was limited to the bookings at class A travel and tourism offices in Amman.

\* **As a result**, the unexpected political situation in the neighborhood countries was resulted in negative outcomes that limited the outputs of these achievements.

#### **3.3.2. Second: Determinants of the Study, which are**

\* The absence of studies on the topics of the Arab Spring and its impact on tourism in Jordan was one of the motivations that the researcher made searching this trend.

\* Time and effort factors: Field survey was conducted individually. Also, some members of the study sample and their desire to take sufficient time in filling the questionnaire, which affected the progress of work in some stages of the study.

\* The lack of cooperation of some travel and tourism companies in absolute and not clarify from the beginning, which took time and effort of additional researcher.

### **4. Previous Studies**

**4.1. First:** The researcher has identified the most important Arab studies related to the importance and specificity of the following:

A. The impact of the economic crisis in achieving the idea of inter-tourism is one of the most important obstacles to inter-tourism which limit the chances of benefiting from its revenues. The fact that this tourism is an international and regional cooperation between a group of countries and their contact through tourism to consolidate the mutual relations between them (Al-Ghamdi, 2010). The political factor is one of the dimensions of the main axes that have prevented the Middle East from appearing in a manner appropriate to its capabilities and potential on the global tourism map. This is also the most influential factor on the tourism sector in the Arab region, which is always exposed to political circumstances, especially the ongoing attacks on the Palestinian people and its holy lands. As well as what is happening in Iraq and Syria, the land of civilizations and cultural monuments, which deprived the region of all kinds of tourism, especially the distant tourism, where it decreased by 80% in the Arab and Islamic countries (Mustafa, 2012).

B. The weakness of the infrastructure of the tourism sector: Therefore, the infrastructure of water and sanitation, roads and transport of all types of land, sea and air is a key element in the revitalization of tourism. Statistics and figures show that the Arab world needs more than \$ 300 billion over the next 10 years to boost infrastructure.

C. The level of Arab citizens is very weak economic capacity when spread of poverty and low per capita GDP (at current prices). Also, the estimated percentage of the population whose average daily income is one dollar 22% of the population of the Arab world by 62 million people and 52% of the population of the Arab world by 145 million people whose income is between \$ 2-5.

D. There is a lack in marketing of the Arab tourism product that is the only export activity of tourism products. It also plays a major role in the disposal of tourism wealth and resale for more than once (Tamenh, 2001). But many Arab countries still market their tourism product in the form of competition rather than integration, despite the similarity of this product in many Arab countries.

E. Tourism and security are considered to be twines. If there is a disturbance in security and safety in any area, this means that it is destabilizing (Al-Nader,2004). Also, some countries that produce tourism are subject to terrorism in its various forms with unclear objectives. But the first to be negatively affected is the tourism sector, especially in the Arab world. Because the theater of terrorism has been built in this part of the world, whether it was deliberately from some of the key players or through reactions that appear as organizations based on multi-milestone events.

F. According to the study that dealt with the economic effects of international terrorism with a focus on the events of 9/11(Parkinson & Hayden,2015).Thus, studies have shown that tourism in Saudi Arabia has not been affected by terrorist incidents, but at the global level. Also, the number of workers in the tourism sector has reduced and the number of tourists worldwide decreased by 1.3% in the world 2001 from the world 2000.

**4.2. Second:** This study of (Rittichainuwat and chakraborty, 2009) aimed at:

A. Identifying the interests of tourists on the risks of traveling abroad, the knowledge of the most important factors

affecting the decisions of tourists through crises.

B. Investigating whether the risks are preventing tourists from traveling to foreign countries.

C. Determining the impact of terrorism and the impact of diseases such as SARS and avian influenza in the tourism sector.

Moreover, this study aims at the impact of terrorism on tourism in developing and developed countries (Thompson, 2008). Therefore, this study is conducted on 60 countries, found that developing countries are the hardest hit by terrorism. In view of previous studies, it was found that Arab and foreign studies did not address the relationship between the events of the Arab Spring and the tourism sector in any of the different fields.

## 5. Methodology of the Study

According to the nature of the events that this study is to link to, which is to reveal the impact of the Arab Spring on the tourism in Jordan by travel companies in Amman.

### 5.1. The Sample of the Study

So that one questionnaire for analysis was distributed to each of these travel companies of class A in Amman. Although the subject is considered to be one of the pioneer subjects in tourism industry. Also, the most important thing that distinguishes this study from other studies is that this study focused on a subject of very modernity and importance that researchers should stand up to learn how to face its negative effects on the economy and on the tourism sector in particular.

Therefore, this study community is composed of all the staff members of the (160) travel and tourism companies working in Amman of class A (Al-Azmi, 2006). Also, these companies depend upon the report of the Ministry of Tourism in granting of their tourist license. Thus, the descriptive approach for the society sample was used in determining the impact of the Arab Spring on the reality of tourism in Jordan by responding the questions of this study. Consequently, by testing the description and analysis of the hypothesis of data for arriving at the final conclusions of this study. As a result, Table (1) shows that the number of questionnaires distributed and retrieved was 37 of the sample study carried out by these companies, 26 of whom responded to these questionnaires by 70%. Moreover, institutions and organizations have been used as a potential sample of 26%. This means that the potential sample ratio reached 16.25% as a good proportion in the analysis.

**Table (1) The Study Samples**

Items	The study sample	No of Questionnaire
1	Hospitality Tourism & Travel	1
2	Al Jazeera Tours & Travel	1
3	Middle East Travel & Tourism	1
4	Travel & Tourism Group	1
5	Tourism Average	1
6	Al Majd Tours & Travel	1
7	TRAVEL TOURISM & TRAVEL	1
8	Add to shortlist Jordan Al Ahly 9	1
9	Legend of tourism and travel Jordan	1
10	Al Thuraya Travel & Tourism	1
11	Maximum speed of tourism and travel	1
12	Travel & Tourism Partners	1
13	Plaza Travel & Tourism	1
14	Tropicana Travel & Tourism	1
15	Jordan Eyes Travel & Tourism	1
16	Tania Travel & Tourism	1
17	Jordan Gate For Travel & Tourism	1
18	Dahlan Tours & Travel	1
19	Royal Tours	1
20	Sun Holidays for Travel & Tourism	1
21	Philadelphia Travel & Tourism	1
22	Crystal Travel & Tourism	1
23	Lantern Travel & Tourism	1
24	TRAVEL & TOURISM	1
25	The impact of tourism and travel	1
26	Al Fanous Travel & Tourism	1
	TOTAL	26

## 5.2. The Variables of the Study

The study consisted mainly of two variables: independent, which is named Arab Spring, and the other one is called dependent that related to tourism in Jordan. Therefore, The two main variables in an experiment are the independent and dependent variable. The independent and dependent variables may be viewed in terms of cause and effect. If the independent variable is changed, then an outcome is seen in the dependent variable. Remember that in this case, the value of the Arab Spring as an independent variable is controlled by the experimenter, while the value of the tourism in Jordan as the dependent variable only changes in response to the Arab Spring. As a result, these variables were measured as follows:

### 5.2.1. Independent Variables:

The distribution of paragraphs of the questionnaire that measure the Arab Spring as an independent variable that was measured by the five-point Likert scale (5 strongly agree to 1 strongly disagree) as shown in table (2). Thus, it is defined as the variable that is changed or controlled in a scientific experiment. Also, it represents the cause or reason for an outcome that the experimenter changes to test their dependent variable (tourism in Jordan). As such, the tourist is interested in knowing what the various media are talking all about Jordan during his stay. Therefore, this is the important variable in measuring the tourism in Jordan.

**Table (2) The Independent Variable Measurement**

Number	The Variables of the Study
1	The next tourist to Jordan is aware of the events of the Arab Spring
2	The tourist understands the dimensions of the events of the Arab Spring on the future of the region
3	The tourist believes that the political situation in Jordan is linked to the surrounding events
4	The places of political gathering in Jordan are impacted upon the importance of the long tourists stay
5	The level of satisfaction and feeling of leisure in Jordan has been affected since the beginning of the events of the Arab Spring
6	The tourist is interested in knowing what the various media are discussing about Jordan during his stay.

### 5.2.2. Dependent Variable:

The distribution of paragraphs of the questionnaire that measure the tourism in Jordan as an dependent variable. Therefore, it was gauged by the five-point Likert scale (5 strongly agree to 1 strongly disagree) as illustrated in table (3). Hence, the **dependent variable** is the variable being tested and measured in a scientific experiment. The dependent variable is 'dependent' on the independent variable. it is defined as the variable that is altered or controlled in a scientific experiment. Also, it represents the cause or reason for an outcome that the experimenter changes to test their dependent variable (tourism in Jordan). This means that events revolutions surrounding Jordan are a major reason to reduce the number of tourists from coming to it, which is tested the tourism in Jordan.

**Table (3) The Impact of Tourism in Jordan**

Number	The Variables of the Study
1-	The surrounding events about Jordan impact the decision of tourists to choose Jordan destination
2-	The tourism planning period of Jordan has been affected since the events of the Arab Spring
3-	The decline of the interest of tourists worldwide is to Jordan after the events of the Arab Spring
4-	Events revolutions surrounding Jordan are a major reason to prevent tourists from coming to it.
5-	The number of tourist bookings has been affected since the events of the Arab Spring
6-	The tourist groups that coming to Jordan has been affected the events of the Arab Spring

#### 5.2.2.1. Tourism Income in Jordan:

The impact of Jordanian tourism income on the events of the Arab Spring was measured. It was measured by the five-point Likert scale (5 strongly agree to 1 strongly disagree), as shown in table (4). This means that this variable of from the tourism view, the political situation is the most impact on tourism income of Jordan.

**Table (4) The Impact of Jordan's Tourism Income**

Number	The phrases of the Study
1-	From the tourism view, the political situation is the most impact on Jordan tourism income
2-	The cost of tourism in Jordan has been influenced by the events of the Arab Spring
3-	The tourist spending level in Jordan has been impacted the events of the Arab Spring
4-	The events of the Arab Spring affected the revenues of tourism and travel offices in Jordan
5-	Events of the Arab Spring effected the income of workers in the tourism sector

#### 5.2.2.2. Workers in the Tourism Sector:

The impact of tourism sector workers was measured the Arab Spring events. It was measured by the five-point Likert scale (5 strongly agree to 1 strongly disagree); as shown in Table 5. A reduction number of tourism employees in Jordan is caused by the Arab Spring events that is considered to be one of the so vitally variable in measuring the independent variables. This means that the independent variable of the Arab Spring is changed,

then an outcome is seen in the dependent variable of workers in the tourism sector.

**Table (5) The Number of Employees in Jordan**

Number	The Phrases of the Study
1-	Arab Spring events have greatly affected the number of workers in Jordan tourism
2-	The ad hoc team working numbers with tourists coming to Jordan has been affected by Arab Spring the events
3-	As a result of the Arab Spring events, the number of employees of tourist offices in Jordan has decreased
4-	A reduction number of tourism employees in Jordan is caused by the Arab Spring events
5-	The daily hours of work in tourism offices have been impacted since the Arab revolutions started

### 5.2.2.3. Hotel Occupancy Rate:

The impact of hotel work was measured on the Arab Spring events by the scale of the five-year Likert (5 strongly agree to 1 strongly disagree) that shown in table (6). Consequently, (The daily hours in hotel occupancy rate have been impacted since the Arab revolutions on track ) plays a vital role in impacting on hotel occupancy rate as independent variable. Thus, this means that the impact of hotel work was measured on the Arab Spring events.

**Table (6) The Impact of Hotel Occupancy Rate**

Number	The Phrases of the Study
1-	The duration of the tourist's stay in Jordan has been affected since the Arab Spring events ongoing
2-	The tourist focuses on the security level of the areas he plans to visit
3-	The level of tourist satisfaction was influenced by the exclusion of neighboring areas from his visit, which is based on prevailing political conditions
4-	The tourists have become increasingly keen to have a place of residence with a high degree of specialization of security, comfort and stability
5-	The daily hours in hotel occupancy rate have been impacted since the Arab revolutions on track

## 6. The Results

### 6.1 The Analysis

This field study has a description of the characteristics of the selected study sample. It also addressed the description of the responses of the sample members of the study on the sections of the study tool and its variables. Also, it included testing the hypotheses that the study seeks to respond. Data analysis by descriptive statistics for the simple linear regression test utilized by the Social Statistics Group (SPSS). Accordingly, the questionnaire was used on a five-Likart scale consisting of independent and dependent variables (variables, hypotheses, questions, substitutions, or phrases) to derive the general estimate, standard deviation, average and rank of these variables. However, the independent variables are represented the Arab Spring events. But the dependent variables are tourism in Jordan that include: the tourism income, the workers in tourism sector, the move of tourism and the hotel occupancy rate.

#### 6.1.1. Analysis of the Study Sample Characteristics:

Frequency and percentages were used to describe the personal and functional characteristics of the sample study. Therefore, that were covered the variables of the questionnaire as shown in Table (7). The responds of the study sample characteristics the variable of gender indicates that 61.5% of the sample members are male and 38.5% of the study sample are female as exposed in table (7). This result shows that most of the sample members are male. However, the percentage of women's participation in the tourism sector is still limited compared to the education or health sector, for example. Also, the social situation indicate that 57.6% of the study sample are married and 42.4% of the study sample are unmarried. Consequently, The data of age show that more than half of the respondents are thirty years of age or less (61.5%), while 34.6% of the respondents are aged between (40-31). Thus, the percentage of the sample aged between 50-41 years (3.84%).

**Table (7) The Personal and Functional Characteristics of the Sample Study.**

Items	Variable	Categories	Frequency	Percentage
1.	<b>Gender</b>	Male	16	61.5%
		Female	10	38.5%
		<b>Total</b>	<b>26</b>	<b>100%</b>
2.	<b>Social Status</b>	Married	15	57.6%
		Single	11	42.4%
		<b>Total</b>	<b>26</b>	<b>100%</b>
3.	<b>Years of Experience</b>	5 Years	20	76.9%
		6-10 Years	4	15.5%
		11 Year and Above	2	7.6%
		<b>Total</b>	<b>26</b>	<b>100%</b>
4.	<b>Qualification</b>	Diploma	14	53.8%
		Bachelor	12	46.1%
		<b>Total</b>	<b>26</b>	<b>100%</b>

This result reflects that more than (80%) of the sample of the study are those under the age of forty years of any youth. Moreover, the data in table (7) show that the largest percentage (76.9%) of the respondents had years of experience ranging between one and five years. While the percentage of those with years of experience between six years and ten years (15.9%). In addition, 7.6% of the respondents had years of experience of eleven years or more. This result is commensurate with the age of workers in the tourism sector. The results also show that this sector occupies a leading position in combining experience and modernity in ideas, which are considered new players in this sector for its benefits.

#### 6.1.2. Analysis of the Variables

This section reviews the responses of the study sample members on the dimensions, elements and variables of the study represented in the Arab Spring as an independent variable. In addition, the Arab Spring impact on tourism in Jordan as follows:

##### 6.1.2.1. Analysis of the Independent Variables the Arab Spring

The responds of the sample study is shown the independent variables of the Arab Spring in table 8. It is that (The tourist assures the dimensions impact on the Arab Spring events of the region future) was ranked no 1 with an average of (4.62) as explained in table (8). This means that the Arab Spring will be the crucial impact upon the future changes on Jordan tourism sector. Also, (The Arab Spring events is not known by the tourists until they came to the region) was ranked no. 10 with an average of 3.23. This will lead to promote the tourism sector by using the social media tools of latest technology before the tourists come to the region. hence, these effects are made positive by the following variables, which are:

- 1) The tourist cares about the different media ports around Jordan during his stay.
- 2) The good policies of Jordan tourism are the most effective solutions for attracting tourists.
- 3) The strategic action plan of tourism in Jordan is a must to be good in building a tourists trust for repeating their visits.

**Table (8) The Independent Variables Analysis of the Arab Spring**

Number	Phrases	Rank	Average	Standard Deviation	General Grade
1 -	The fact that the next tourist to Jordan is not aware of the Arab Spring events	5	3.87	.67	OK
2-	The tourist assures the dimensions impact on the Arab Spring events of the region future	1	4.62	.75	Strongly Accepted
3-	The tourist believes that the political situation in Jordan is linked to the surrounding events	6	3.69	0.97	OK
4-	The tourist is interested in knowing what the various media outlets are concerning about Jordan during his stay	2	4.58	0.50	Strongly Accepted
5-	The strategic action plan of tourism in Jordan is a must to be good in building a tourists trust for repeating their visits	4	3.96	0.96	OK
6-	The tourist is trying to be away from the places of demonstrations in Jordan for avoiding problems	8	3.45	1.09	OK
7-	The Arab Spring events is not known by the tourists until they came to the region	10	.323	1.03	OK

Number	Phrases	Rank	Average	Standard Deviation	General Grade
8-	Jordan Tourism is responsible for the legality of international laws and standards so that tourists enjoy security and stability	7	.350	1.14	OK
9-	The level of satisfaction and feeling of leisure in Jordan has been affected since the beginning of the Arab Spring events	9	3.35	1.41	OK
10-	The good policies of Jordan tourism are the most effective solutions for attracting tourists	3	4.54	.71	Strongly Accepted

#### 6.1.2.2. Analysis of the Dependent Variables Tourism in Jordan

The responds of the sample study is shown the dependent variables of Jordan tourism in table 9. Also, it is that (Tourist traffic plays a vital rule in earning money to Jordan income) was ranked no 1 with an average of (4.09) as explained in table (9). This means that the tourism income in Jordan is one of the largest revenues that provide the treasury with hard currency. Moreover, (The Arab Spring events is known to the tourists by social media) ranked No. 10 with an average of 3.26. This will lead to promote the tourism sector by using the social media tools of latest technology. hence, these effects are made positive by the following variables, which are:

- 1) The hotel occupancy rate has been fluctuated by the Arab Spring events.
- 2) Tourist income is strongly impacted by the Arab Spring.
- 3) Number of Employees in the tourism offices has been affected by the events of the Arab Spring.
- 4) The tourist focuses on the security level of the areas he plans to visit.

**Table (9) The Dependent Variables Analysis of the Tourism in Jordan**

Number	Phrases	Rank	Average	Standard Deviation	General Grade
1 -	Tourist income is strongly impacted by the Arab Spring	3	3.86	0.67	OK
2-	Tourist traffic plays a vital rule in earning money to Jordan income	1	4.09	0.62	Strongly Accepted
3-	The hotel occupancy rate has been fluctuated by the Arab Spring events	2	3.96	0.96	Strongly Accepted
4-	Number of Employees in the tourism offices has been affected by the events of the Arab Spring	4	3.84	0.49	OK
5-	The level of tourists' satisfaction has been affected - based on political side	6	3.79	0.97	OK
6-	The cost of Jordan tourism has affected since the Arab Spring events	8	3.45	1.09	OK
7-	The tourist likes to enjoy the tourism sites that having secure and stability	7	3.68	1.71	OK
8-	The Arab Spring events is known to the tourists by social media	10	.326	1.03	OK
9-	The tourist focuses on the security level of the areas he plans to visit	5	3.81	0.56	OK
10-	The level of leisure feeling in Jordan has been impacted by regional war	9	3.39	1.41	OK

## 6.2. The Study Hypotheses

These hypotheses have been formulated based on literature review that relevant to the subject in serving the objectives of the study. Thus, the present study examined two main hypotheses that were formulated as follows:

**6.2.1.The first Hypothesis:** (Ho1) There is no significant statistical impact of the Arab Spring on the tourism sector in Jordan from the perspective of tourist offices category (A) in Amman.

**6.2.2. There are four sub-hypotheses:**

(Ho1-1): There is no statistical significance of the Arab Spring on tourism income in Jordan from the outlook of the tourist offices category (A) in Amman.

(Ho1-2): There is no statistical significance of the Arab Spring on tourist activities in Jordan from the viewpoint of the tourist offices category (A) of Amman.

(Ho1-3): There is no statistical impact or significance of the Arab Spring on the tourism movement in Jordan from the view of tourist offices category (A) in Amman.

(Ho1-4): There is no statistical impact of the Arab Spring on the number of workers in the tourism sector in Jordan



from the viewpoint of tourist offices category (A) in Amman.

The multiple regression test was used to check the first hypothesis and its sub-hypotheses.

#### 6.2.1.1. Analysis of the First Hypothesis:

(Ho1): There is no significant statistical impact of the Arab Spring on the tourism sector in Jordan from the point of view of tourist offices category (A) in Amman.

**Table (10) The Impact of the Arab Spring on Tourism in Jordan**

Variable	Value Level	Value F	Value R2	Value R	Value T	Beta value
Arab Spring	.03	9.32	.31	.564	3.33	.56

Sig <0.05 •

The results in Table (10) is clear that the coefficient of determination (R2) is equal to (0.370). This result proves that the Arab spring variable accounts for only 37% of the change in the dependent variable (tourism sector) (A = 1.218, significance level = 0.03, P = 11.74). Therefore, we reject the null hypothesis and accept the alternative hypothesis (Ha11). There is a significant numerical impact of the Arab Spring on the tourism sector in Jordan.

#### 6.2.2.1. The Analysis of First Sub-Hypothesis:

(Ho12): There is no significant statistical impact of the Arab Spring on tourism income in Jordan from the point of view of tourist offices category (A) in Amman.

**Table (10-1) The Impact of the Arab Spring on Tourism Income in Jordan**

Variable	Value Level	Value F	Value R2	Value R	Value T	Beta value
Arab Spring	.02	5.89	.22	.477	2.08	.47

It is obvious from the consequences of Table 10-1 that the coefficient of determination (R2) is 0.22. This result shows that the Arab Spring variable accounts for only 22% of the change in the dependent variable (tourism income) 2.08, p = 5.89). Therefore, we reject the null hypothesis and accept the alternative hypothesis (Ha11). There is a significant statistical effect of the Arab Spring on tourism income in Jordan from the point of view of tourist offices in category A in Amman.

#### 6.2.2.2. The Analysis of Second Sub-Hypothesis:

(Ho12): There is no statistically significant impact of the Arab Spring on tourist work in Jordan from the point of view of tourist offices category (A) in Amman.

**Table(10-2) The effects of the Arab Spring on tourist works:**

Variable	Value Level	Value F	Value R2	Value R	Value T	Beta value
Arab Spring	.02	9.32	.31	.435	3.38	.39

The results of Table 10-2 are understandable that the coefficient of determination (R2) is 0.31. This result shows that the Arab spring variable accounts for only 31% of the change in the dependent variable. (A = 3.38, significance level = 0.02, P = 9.32). Therefore, we reject the null hypothesis and accept the alternative hypothesis (Ha12). There is a significant statistical impact of the Arab Spring on hotel work in Jordan from the point of view of tourist offices in category A in Amman.

#### 6.2.1.3. The Analysis of Third Sub-Hypothesis:

(Ho13): There is no significant statistical impact of the Arab Spring on the tourism movement in Jordan from the point of view of tourist offices category (A) in Amman.

**Table (10-3) The Effects of the Arab Spring on the Tourist Movement**

Variable	Value Level	Value F	Value R2	Value R	Value T	Beta value
Arab Spring	.04	9.32	.14	.375	1.80	.37

Results of the simple regression test for the effects of the Arab Spring on the tourist movement are shown in table 10-3 that the R2 is 0.14. This result illustrates that the Arab Spring variable accounts for only 14% of the change in the dependent variable. Since the value of B = 0.37 (A = 1.80, significance level = 0.04, P = 9.32). Therefore, we reject the null hypothesis and accept the alternative hypothesis (Ha13). There is a significant statistical effect of the Arab Spring on the tourism movement in Jordan.

#### 6.2.1.4. The Analysis of Four Sub-Hypothesis:

(Ho14): There is no significant statistical impact of the Arab Spring on the number of workers in the tourism sector in Jordan from the point of view of tourist offices category (A) in Amman.

**Table (10-4) The Effects of the Arab Spring on the Tourist Movement**

Variable	Value Level	Value F	Value R2	Value R	Value T	Beta value
Arab Spring	.057	4.06	.16	.411	5.33	0.41

Results of the simple regression test for the effects of the Arab Spring on the number of workers of table (10-4) indicate that the coefficient of determination (R2) is 0.16. This result shows that the Arab spring variable accounts for only 16% of the change in the dependent variable. (H = 5.33, significance level = 0.057 = 4.06) Therefore we accept the null hypothesis (Ho14). There is no significant statistical effect of the Arab spring on the number of workers in the tourism sector (A) in Amman. Largely with reports and statistics published by the Jordanian Ministry of Tourism.

### 6.3. Conclusions

Regarding the impact of the events of the Arab Spring on the tourism sector and the indicators chosen by the researcher (income, number of employees, tourism movement, hotel works). Consequently, The study is attained the following consequences, which are:

1. The study results proved that there is a statistically significant impact of the Arab spring events on the tourism sector, which reflects the learn value of this subject and trying to stand up to adjust its effects.
2. The study outcomes confirmed that there is a vital numerical impact of the Arab Spring on the income of tourists. This mirrors the importance of following up the special statistics on tourism income and trying to develop a strategic plan aimed at finding more stable tourism sources of income.
3. The study products illustrated that there is an effective geometric impact of the Arab Spring episodes on the tourism movement.
4. The study effects explained that there is a statistically vital impact of the Arab Spring on tourist works.
5. The study upshots proved that there is no significant algebraic impact of the Arab Spring on the number of workers. This result is largely consistent with reports and statistics from the Jordanian Ministry of Tourism.

### 6.4. Recommendations

For the purpose of benefiting from what was previously concluded, the researcher presented a set of recommendations that concern both the study organizations and the researchers. These recommendations made by this study as follows:

1. The importance of expanding further studies related to the current status of tourism in Jordan because of its long-term indicators.
2. More material and moral energies that researching the effects of the Arab Spring and to benefit from international experiences from it for developing Jordan tourism.
3. The latest promotional, technical and marketing programs are used under the supervision of the Ministry of Tourism and Antiquities. It is the flexible laws and regulations of these programs that attract investment because of security and stability in Jordan.
4. The development of training programs that added value to raising the level of service provided to tourists, because of its strong and effective influence in placing Jordan on the global tourism map.
5. The senior departments in the Jordanian tourist offices encouraging to have a clear strategic plan to meet the challenges of the Arab Spring.
6. To conduct a prospective study on other sectors related to the Arab Spring and its impact on social, economic and political indicators at all levels to attain more results that would raise the level of readiness for such conditions.

### 6.5. Future Implications

#### 6.5.1. Model of the Impact of Arab Spring on Tourism in Jordan

The model of the study is illustrated in Figure (1) contains two variables that related by cause and effect. Therefore, the independent variable is represented the Arab Spring events and the dependent variable which is tourism in Jordan. Also, the dependent variable Jordan tourism includes: tourism sector, tourism income, hotel occupancy, tourism traffic and number of employees. So if the Arab Spring changes, then the tourism in Jordan is affected. Then it is to study that there was an effect of the dependent variable ( Jordan tourism) and know the extent of the impact if any.

#### 6.5.2. Proposing This New Model

In this study, we propose a new model at developing a conceptual of the Impact of Arab Spring on Tourism in Jordan worldwide for more future suggestions as shown in figure no (1):

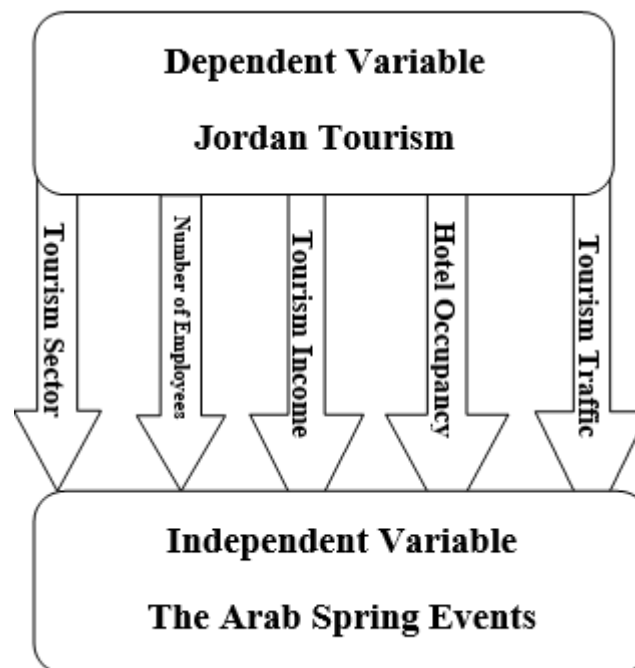
A- This model frame can be utilized globally.

B- A unique type of a tangible scientific research study for the first time of its kind.

C- The objective of this study is to encourage the development for applying the study on other sectors to support the possibility of generalizing the results of the study in more than one sector.

D- The factors of the Arab Spring events will play a vital and decisive role in the daily lives of people and their urgent needs.

Figure (1): Model of the Impact of Arab Spring on Jordan Tourism



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