

# Citizens and Their Vision to Invest in Tourism in Jordan

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## Abstract:

The main objective of this study is to examine citizens' perceptions of tourism investment in Jordan, because of its diversity of tourism to achieve the objectives of economic and social development of tourism investment in Jordan. The study reached a number of results, the most important of which is that there are statistically significant differences between the achievement of profits and the impact on tourism investment in Jordan. There are statistically significant differences between the governmental procedures and the impact on tourism investment in Jordan. The study recommended a number of recommendations, the most important of which are the establishment of specialized advisory centers in the field of supporting and encouraging tourism investment, establishing business incubators for tourism projects, stimulating the private sector to invest in tourism projects, and encouraging investment in tourism through the provision of easy and long

**Keywords:** Citizens, investment, tourism, governmental.

## 1. Introduction

Investment is of great importance in the economies of all countries, especially after the economic openness and globalization that the world is undergoing. This importance is increasing for the developing countries because of the economic and social advantages of these countries. Although the investment has many economic and social advantages, opposition.

Tourism is a real capital, which is the great wealth of Jordan. The tourism sector, the government and the private sector are working in full swing to implement strategies, plans, programs and projects to develop this sector. The Ministry of Tourism launched the National Strategy for the Development of the Tourism Sector for the years 2017-2021, In general and the citizen in particular.

The Government encourages investment in the tourism sector and contributes to the promotion and development of tourism investment as one of the best ways to promote tourism development in the Kingdom. The investment sector, in cooperation with all concerned parties and governmental bodies, is establishing and developing a model of a series of tourism projects Major, and invest in them.

And that investment in tourism in general did not rise to the required level due to several factors, including the weakness of tourism promotion at the official and private level and poor coordination between the service sector and transport and weak guidance between the joints of the state in this direction.

## 2. Literature Review:

Nasr, Mohamed (2008) Role of the "Investment Promotion Authority" in promoting domestic and foreign investment in Palestine (Case Study of the Gaza Strip).

The study aims to identify the role of PIPA in promoting domestic and foreign investment in Palestine (Case study of the Gaza Strip)

The study attempts to answer the research problem, which shows that the investment environment in Palestine is not fully suited to the current economic situation. On the other hand, there is a shortage in the role of the General Authority for Investment Promotion and the Investment Promotion Law in the optimal support for investment.

In addition to these factors, there are external factors that limit the growth of domestic investment and the attraction of foreign investment to Palestine. These factors are the Israeli aggressive policies and the frequent and frequent closure of crossings and land and seaports.

The study showed several important results, including the weakness of incentives and guarantees provided by the Palestinian Investment Promotion Law No. 1 of 1998, in addition to the weakness of services in the pre-investment and post-investment stages for investors by the General Authority for Investment Promotion, Investment and ensure the fast completion of transactions for investors.

Jamila, Shrad (2015) The role of banks in the development of the tourism sector State of the valley.

At the conclusion of this study, we find that tourism plays an important role in increasing economic growth because of its share of service exports and thus contributes to the reduction of unemployment. Algeria can not neglect this sector, especially because diversification of the economy and resources at the local level is a necessity.

In order to achieve this, tourism must be given greater prominence within the framework of general development policy. The national tourism policy should be based on a long-term development plan and ensure its compatibility with the economic and social sectors by setting priorities in areas of tourism expansion and in

the forms of tourism to be promoted .

And the fact that tourism policy should be the nature of national policy in the government program, the general framework of the organization should be reviewed taking into account the major strategic choices and the general objectives of the master plan and turning them into intermediate and sectoral objectives within the division of tasks between the state and private customers and seeking to develop tourism investment, With the neglect of other types of tourism projects, as well as improving services and facilities related to transport, crafts, traditional industries and marketing activities and coordinating them with various local and foreign tourism and travel agencies. Of both at home and abroad.

Ayman, Bernji (2009) Tourist services and their impact on a consumer behavior Case study of a group of Algerian hotels.

Through the theoretical study of the subject reached the following theoretical results:

- Integrated marketing system consists of a set of sub-activities aimed at completing a process Swap to meet consumer needs and desires.
- The tourist activity starts through tourism marketing through the definition of the tourist with the possibilities and possibilities And tourism resources enjoyed by the country.
- Tourism is a collection of activities related to travel, travel and accommodation outside the residence For multiple purposes.
- Tourism as an industry consists of: components and tourism resources, tourism equipment, services Tourism, domestic and international transportation services, tourism promotion and advertising, demand Tourism.

Henny hayzyah and others (2015) Tourism Constraints in Algeria Tourism Development Plan (2025) A Model Study of the Chlef State

The Algerian government has sought to develop a new strategy for Algerian tourism to 2025. This is what is stated in the tourism guideline, which expresses the political will to develop the tourism sector and to make it an alternative to the hydrocarbons sector in the future.

Therefore, the State has provided an environment conducive to tourism investment through the enactment of a number of legislations, The organization, which was the most important law of sustainable tourism development in 2003 with the grant of fiscal incentives and financial facilities and provide for the tourist property, but there are still a number of obstacles to tourism investment, especially those associated with the public environment such as lack of political stability and security and the absence of a stable economic environment, And those related to the tourism sector, especially the difficulty of obtaining tourist property and the difficulty of obtaining bank financing that is appropriate for this type of investment.

Therefore, improving the investment climate is not only related to the provision of fiscal and financial incentives, but also depends on providing all the conditions conducive to investors from a fair, non-bureaucratic administration, an advanced banking system compatible with such projects, fighting corruption and an appropriate regulatory and legislative framework for tourism investment. But improve the image of Algeria in the foreign investor and be able to convince him to schedule investment.

Zaidani Fathallah (2015) Legal guarantees Tourism investment in Algeria.

Foreign investments and the consequent transfer of private capital at the international level are in the interest of investors and the polarized state alike. This interest is accompanied by a legal need to regulate and encourage these interests. Encouraging private capital to invest in developing countries, Is an important step to contribute to the development of poor countries, and has economic advantages for the owners of capital and the exporting country, and the tourism sector is one of the most important economic sectors, which receives wide attention by the State polarized investments or by national investors were or foreigners, The structure of this sector and its coverage by legislative and regulatory texts. In contrast, the rules of investment law have been set, which are mechanisms, guarantees and incentives that contribute to attracting scientific expertise and creating an environment conducive to investment.

### **3. The importance of studying:**

Tourism has become one of the most important and fastest growing industries in the world, which has increased the economic and social importance of its currency on the treasury of the state, representing the most important item of exports in the world and Jordan in particular, as well as the multiplier effect of tourism spending, Tourism is characterized by a labor-intensive sector with strong linkages with many other economic sectors. This study is based on the citizens' perceptions of tourism investment in Jordan

Objectives of the study:

The main objective of this study is to examine citizens' perceptions of tourism investment in Jordan, because of its diversity of tourism to achieve the objectives of economic and social development of tourism investment in Jordan.

#### 4. The study Problem:

The proliferation of obstacles and complexity of administrative procedures and the spread of bureaucracy in the side of tourism investment lead

To the emergence of the phenomenon of administrative corruption, where the investor resorted to illegal methods such as bribery, mediation and favoritism to facilitate procedures and access to service, and this study came to know the citizens' perception of tourism investment in Jordan

#### 5. Hypotheses of the study

- 1- Making profits affects tourism investment in Jordan.
2. Government measures affect tourism investment in Jordan
3. Legal legislation affects tourism investment in Jordan.

#### 6. Type of study and methodology:

This study belongs to the analytical exploratory studies and adopts the methodology of data collection and analysis to reach results. The study is conducted on citizens and their view of investing in tourism. 230 questionnaires were distributed, 210 of which were returned and 10 were excluded. We relied on (200) questionnaires from the citizens that we were able to obtain and collected the data from them through the questionnaire, representing the research community and the sample of the study.

#### 7. Stability of the tool:

\* The stability of the tool has been tested by the Cronbach Alpha test. In view of Table (1), the following is shown:

1. The alpha value of the special dimension paragraphs in the profit was 0.67
2. The value of alpha for special dimension paragraphs in government procedures was 0.69
3. The value of alpha for special dimension paragraphs in legal legislation was 0.78

All these values are greater than 0.72 in the sense that there is stability in the study tool.

Table (1): Results of the Cronbach Alpha test for axes:

Dimension	alpha value
Making profits	0.67
Government action	0.69
Legal Legislation	0.78
Total	<b>0.72</b>

#### 7.1. Describe the personal and functional factors of respondents:

Table (2) describes the personal and functional factors of the sample members, as follows:

- Sex: 45% of the respondents are female, 65% of whom are male.
- Age: 15.0% of the sample were between the ages of 18-26, 40.0% of whom were between the ages of 27 and 36 years, 30.0% were between 37 and 46 years of age, and 15% were 47 years old and over.
- Monthly income: 25.0% ranging from 250 to 590 dinars, 25% increase their income to 751 dinars, and 50% ranging between 591 to 750 dinars.
- The level of education: 10.0% of the sample members of the bachelor's degree, 40% of the diploma, 5% of the graduate campaign, and 5% of the secondary.

Table (2): Frequency and Percentages of Personality Variables for Respondents:

Percentage (%)	Frequency	Category	Variable
65	120	Male	Gender
45	80	Female	
15	50	26-18	Age
40	60	36-27	
30	40	46-37	
15	50	47 واكبر	
25	60	590 – 250	Income
50	80	750 – 591	
25	60	751 - واكثر	
25	60	590 – 250	
5	15	Less than secondary	education level
40	70	High School	
40	70	diploma	
10	30	BA	
5	15	Postgraduate	

## 8. Testing and analysis of hypotheses:

### 8.1. The first hypothesis:

Profitability affects tourism investment in Jordan.

Table 3 shows all the paragraphs obtained from an arithmetic mean greater than 3.50 and the significance levels are less than 0.01. In other words, all these problems are statistically significant. Paragraph 1, which states that the high return and economic return generated from investment in the tourism sector in Jordan, ranked first and the middle of my account 6.60 Paragraph 3, which states that the purchasing power of the citizen in Jordan is a catalyst for tourism investment in Jordan ranked second and the middle of my account 6.50.

And paragraph 4, which states that the increase in the profits of investors in the tourism sector compared to the rest of the other investments ranked last within the paragraphs are accepted statistically and with an arithmetic mean 6.30

And the combined paragraphs, which represent profit, the mean is 6.51 and the significance level is 0.01. Thus, the first hypothesis is rejected. There are statistically significant differences between the profit effect affecting tourism investment in Jordan.

Table (3): The arithmetic mean, the standard deviation, the t value and the significance level of t To make a profit:

Sig level	T-Value	Std. dev	Arithmetic Mean	Item	No.
0.01	6.00	3.20	6.60	High return and economic return generated from investment in the tourism sector in Jordan	1
0.00	6.36	3.25	6.45	The prices of tourism goods and services play a key role in promoting tourism investment	2
0.01	6.00	3.29	6.50	The purchasing power of the citizen in Jordan is a catalyst for tourism investment in Jordan	3
0.00	6.35	3.30	6.30	Increase the profits of investors in the tourism sector compared to other investments	4
0.01	6.23	3.23	6.51	All items	

### 8.2. The second hypothesis:

Government measures affect tourism investment in Jordan

Table 4 shows that all of the paragraphs obtained an arithmetic mean greater than 4.00 and a mean significance level of less than 0.01 and thus all these problems are statistically significant.

Paragraph 8 states that the agreements concluded by the government play a role in encouraging tourism investment in the first place with an average of 6.40

Paragraph 5, which states that customs exemptions play a positive role in tourism investment ranked second and with a mean of 6.35

As for the combined paragraphs, which represent government procedures, the arithmetic mean is 6.32 and the significance level is 0.01. Thus, the second hypothesis is rejected. There are statistically significant differences between the governmental procedures and the impact on tourism investment in Jordan

Table (4): The arithmetic mean, the standard deviation, the t value and the significance level of t Concerning governmental procedures:

Sig level	T-Value	Std. dev	Arithmetic Mean	Item	No.
0.01	4.25	3.26	6.35	Customs exemptions play a positive role in tourism investment	5
0.00	4.65	3.65	6.20	The value of the tax on tourist resorts encourages tourism investment	6
0.00	4.69	3.69	6.20	The Government provides facilities and loans to investors in the tourism sector	7
0.00	4.36	3.87	6.40	The agreements concluded by the government play a role in encouraging tourism investment	8
0.01	4.56	3.70	6.32	All items	

### 8.3. The third hypothesis:

Legal legislation affects tourism investment in Jordan.

Table 5 shows that all of the paragraphs obtained an arithmetic mean greater than 4.00 and a mean significance level of less than 0.01 and thus all these problems are statistically significant.

Paragraph 9 states that there is a law that is flexible to encourage investment in Jordan in the first place and with a mean of 6.90.

Paragraph 10, which states that there is a law to be held accountable for the violations and the consequent fines that reduce profits ranked second and the middle of my account 6.70.

As for the combined paragraphs, which represent after the legal legislations, the arithmetic mean is 4.44, and the level of significance is 0.01. Thus, the third hypothesis is rejected. There are statistically significant differences in the legal legislation and influence on tourism investment in Jordan

Table (5): The arithmetic mean, the standard deviation, the t value and the significance level of t concerning legal legislation:

Sig level	T-Value	Std. dev	Arithmetic Mean	Item	No.
0.00	3.00	2.90	6.90	The existence of a flexible law to encourage investment in Jordan	9
0.01	3.00	2.62	6.70	The existence of a law to be held accountable for violations and the consequent fines that reduce profits	10
0.01	3.50	2.36	6.60	The existence of certain legal rules governing tourism investments of all kinds	11
0.01	3.50	2.98	6.55	The existence of special laws in the promotion of investment and have a positive impact on tourism investment.	12
0.01	3.20	2.85	4.44	All items	

## 9. Results

1- There are differences of statistical significance between the achievement of profits and the impact on tourism investment in Jordan

2- There are statistically significant differences between government procedures and the impact on tourism investment in Jordan

3 - There are differences of statistically significant legal legislation and influence on tourism investment in Jordan.

## 10. Recommendations

1- Establishing specialized consultative centers in the field of supporting and encouraging tourism investment and establishing business incubators for tourism projects.

2- Encouraging the private sector to invest in tourism projects

3. Encouraging investment in tourism through the provision of easy and long-term bank facilities.
- 4 - Interest in the provision of basic infrastructure with the development of transport systems and communications in all its forms because it contains important factors to attract investors.

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