

Tourism Technology and Marketing in Jordan

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Abstract

Tourism promotion aims to solve the problem of lack of information among tourists about services and prices And how to get them to provide a positive situation through which the tourist accepts the services provided by the The study found that the availability of technological tools in the provision of information on tourism services and the availability of technological tools in tourist facilities and hotels to facilitate access to information. The study recommended supplying the establishments working in the tourism sector with all technological tools and making courses to familiarize the employees working in the tourist establishments to introduce them to the latest technological tools.

Keywords: Tourism, Technology, Marketing

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1. Introduction

The tourism industry is one of the largest industries in the global economy in terms of the number of users, invested capital and foreign exchange earnings. The tourism industry is one of the most developed and prosperous industries and in the long term it is expected to further growth, expansion and prosperity in most parts of the world.

Contemporary marketing has undergone successive stages of development and has faced many economic, social, political and other variables that have influenced marketing concepts. In addition, it has extended to the tourism industry as an important source of income in modern societies. Hence the role of tourism and hotel marketing has emerged in these countries, especially in the Arab world, where some Arab countries are interested in these. Industry great attention to the diversification of income sources has the exploitation of natural and historical wealth

Previous studies

Al Rabiah Study (2007), "The Impact of Internet Use on Tourism Promotion in the United Arab Emirates". The study community included companies working in the tourism sector in the UAE, in addition to Arab and foreign tourists coming to the UAE, where the questionnaires were distributed to the whole community. The questionnaire consisted of (54) companies and the sample consisted of (54) managers representing this society.

Asaad Hammad Mousa Abu Rumman (1997), Marketing the service and the possibility of development in tourism organizations from the perspective of the inmates "A study on Ma'in resort resort in Jordan" The study aimed to evaluate the marketing services currently in the resort under study from the perspective of customers and attitudes of the clients, which will be reliable in the development of services in this resort. One of the objectives of the study was to link the importance of market segmentation with the quality of service provided and how the beneficiary's customer position could be utilized in designing an appropriate marketing mix.

Salem Ahmad Al-Rahimi (1997), the role of tourism and travel offices in promoting tourism service in Jordan, The study aimed to identify the role of tourism and travel agencies in promoting tourism service in Jordan and the variables affecting it (demographic and office variables), as well as to demonstrate the clarity of the concept of promotion in tourism offices, and the problems they face and come up with appropriate solutions and recommendations that do their promotional role.

2. Study Problem

This study seeks to know the role of technology in tourism and hotel marketing in Jordan from the point of view of workers in establishments, and the implications that affect the development of this type of tourism

3. Objectives of the study:

The study aims to draw conclusions that help to know the role of technology in tourism and hotel marketing in Jordan, and how to develop tourism in Jordan and achieve greater dissemination of tourism information about Jordan.

4. Hypotheses

1. The availability of technological tools helps in providing information about tourism services.
2. The availability of technological tools in tourist facilities helps to facilitate access to information.

5. statistical analysis

The first hypothesis: The availability of technological tools helps in providing information about tourism services

Table (1): Arithmetic media, standard deviations, t value and the level of significance observed for providing information about the services provided

No.	Description	Arithmetic average	S.D	t-value	Observed sig.
1	Facilitates the availability of technology in tourism marketing in Jordan with various business activities	2.21	0.60	3.30	0.00
2	The promotion of the tourism product through technological means provides interactive technology to offer prices	2.22	0.62	3.31	0.00
3	The role of technology in tourism marketing in Jordan increases the effectiveness of information towards a competitive advantage	2.66	0.63	3.32	0.00
		2.32	0.62	3.31	0.00

The second hypothesis: the availability of technological tools in tourist facilities to facilitate access to information

Table (2): Arithmetic meanings, standard deviations, t value and the level of significance observed for easy access to information:

No.	Description	Arithmetic average	S.D	t-value	Observed sig.
1	Technology in tourism marketing in Jordan facilitates easy access to information	2.21	0.60	3.30	0.00
2	Technology in tourism marketing in Jordan lowers costs	2.22	0.62	3.31	0.00
3	Technology in tourism marketing in Jordan reduces the time to launch new products	2.66	0.63	3.32	0.00
		2.32	0.62	3.31	0.00

Results

1. The availability of technological tools helps in providing information about tourism services
2. The availability of technological tools in tourist facilities helps to facilitate access to information.
3. The availability of technological means in tourist establishments to facilitate the work in tourist facilities, which helps in the competitive advantage.

Recommendations

- 1-The commitment of the government and the private sector to provide the proposed budgets to implement the strategy of the Jordan Tourism Board in marketing Jordan as a tourist destination through the plans, programs and marketing activities proposed by the Authority and intended to be implemented around the world
2. Work to identify the Jordanian tourism products more accurately in terms of characteristics and configurations and cooperation between all tourism activities in all marketing tasks, especially in the pricing processes in order to come up with competing tourism products with a focus on the identity of the Jordanian tourism product.
3. Diversifying the Jordanian tourism product through focusing on conference tourism, educational, therapeutic and environmental tourism. Treatment or attend conferences or visit sites and environmental reserves
- 4- Benefiting from the developed countries in the field of tourism sector

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