

Economic, Social and Environmental Tourism Effects in Jerash

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Abstract

This study aimed at analyzing the reality of the tourism process and the extent to which the local community benefits from it to promote development in Jerash, the study also emphasizes its importance as it deals with the effects of tourism, whether environmental, economic or social - cultural on the local community in Jerash, which often arise as a result of the transfer of tourists with different cultures and their contact with other peoples with their own customs and traditions. The methodology adopted by the researcher is descriptive approach to the survey. A questionnaire was prepared for this study consisting of 19 questions, and the results show that there are positive and negative sides for the economic, environmental and social effects of tourism in Jerash. The study recommended to establish national policies in the field of environmental tourism to create a balance between tourism activities and environmental elements, and to work on the interest of finding institutes and training centers of the working forces of the local community.

Keywords: economic effects, environmental effects, social effects, tourism, Jerash.

1.1 Introduction

Tourism is one of the most important components of the global economy. It generates billions of dollars in revenues and millions of jobs worldwide. It is considered by many communities, especially in emerging countries the only tool for development, and the only chance for increasing the quality of life. Thus the tourism industry has stretched from seaside to mountain resorts and from small villages to big metropolises (Paul, 2012). Since the second half of the twentieth century, tourism has been gaining momentum and in 2011 total revenues from tourism activities have reaches 1000 billion dollars (UNWTO, 2012). So we can firmly say that tourism: 1. compared to other industries, it has a superior capacity to distribute wealth and promote regional development, 2. it has a high multiplier effect, 3. it generates a varying consumption of goods and services. But a series of scholars and researchers have found a growing number of examples of negative impacts of tourism in the host regions. In the present paper we are trying to present a series of positive and negative impacts of tourism from three points of view: economic, socio-cultural and environmental. Tourism activities take place in a natural and manmade complex environment. The manmade environment consists of economic, social and cultural processes and factors, and the natural environment is made up of the natural landscape, climate, flora and fauna present in a certain space. Mason (2003) argues that there can be made a clear delimitation between the two environments, which is necessary when talk about tourism's impacts.

The market does not ensure that development will keep up with demand. It is imperative that realistic and accurate planning is made and the enforcement of rules and laws to reduce conflicts and, where appropriate, preserve and protect the unique features of the nature tourists and residents can enjoy. This is a lesson that was learned quite recently by emerging countries. At a superficial level, the economic benefits of tourism seem obvious. "In recent years an increasing number of authors have expressed reservations about the nature and extent of the benefits of tourism and expressed skepticism about the potential of tourism as a catalyst for growth and development as a means of maximizing the welfare of local people" (Archer et al., 2005:82-83).

Tourism has often been associated with the contact between cultures, behaviors, values and traditions. Tourism is considered a framework where hosts and tourists can learn better about from each other, through direct interaction. Also, tourism requires host communities to be more responsive and educated to provide quality services to tourists. In addition, interactions between locals and tourists generates the emergence of new ideas, values and motivations for social and economic progress (Bersales, 2005; Nyaupane et al., 2006).

If the positive impact of tourism can be observed most easily on the economy, then surely, that the negative impact on the environment is the most evident. Compared with the economic impact of tourism, the environment has become a theme for studies and research recently, joining in the ecologist stream at the end of the '80s and early '90s (Holden, 2003:94). For an accurate overview of the relationship between tourism and the environment we must take into account a large number of actors involved in tourism activity(Holden, 2009:17): authorities (local and central), private sector (local and external contractors), non-governmental organizations, with the focus on tourism activity, local community, tourists/visitors. "The common denominator of these actors is the man. Consequently, when we talk about the relationship between tourism and the natural environment it is necessary to consider that this relationship is the expression of human interaction with nature. So to determine the effect of tourism on the natural environment we should take into account the following: the price we attach nature, cultural stereotypes about nature and the ethical relationship of man with nature." (Holden, 2009:17).

Sharpley (2006) believes that the environment is a fundamental element of the tourists' experience. Tourists are looking for attractive natural resources, different and special, allowing specific tourism activities. At the

same time, the development of tourism consumes resources, 504 creates waste and requires a certain degree of infrastructure development, which in some cases can lead to the degradation and destruction of the environment.

Jerash area is one of the few areas in Jordan that has a variety of tourist attractions that attract the interest of many groups of tourists and visitors.

As tourism is a source of understanding and communication between citizens and tourists, but it is a cause of change and development either negative or positive depends on the gap between the tourist and the community. As tourism is a vital sector, it interferes greatly with economic sectors such as agriculture, industry, transport and services. Therefore, the economic, social and environmental impacts of tourism should be studied on the local community in Jerash.

1.2 Problem statement and question of the study

Economic, environmental and social factors affect tourism in all societies and countries. Since Jerash is considered one of the most important tourist cities in Jordan, which is intended for a large number of tourists annually, it was necessary to study the impact of tourism on the economic, environmental and social factors of Jerash.

And as a result of the development of tourism industry in Jerash and especially in recent times, this has led to the emergence of positive and negative effects on the local community. Therefore, the problem of the study lies in its attempt to answer the following question: What are the social, economic and environmental impacts of tourism on the local community in Jerash?

1.3 Importance of the study

The study emphasizes its importance as it deals with the effects of tourism, whether environmental, economic or social - cultural on the local community in Jerash, which often arise as a result of the transfer of tourists with different cultures and their contact with other peoples with their own customs and traditions.

The importance of the study also lies in the fact that it gives us a picture of the reality of the tourism process and the extent to which the local community benefits from it to promote development in Jerash.

1.4 Study objectives

The study aimed at analyzing the social, environmental and economic impact of tourism on the inhabitants of Jerash archaeological city to several objectives including:

- 1- To identify the reactions of the inhabitants of Jerash towards tourism and its different effects at the individual and local level.
- 2- To identify the negative and positive impacts of tourism on the local community in Jerash.
- 3- To make suggestions to minimize negative impacts and maximize the positive effects of tourism in Jerash.

1.5 Study methodology

The methodology adopted by the researcher is descriptive approach to the survey. Is one of the most popular methodologies in the field of behavioural sciences (Wright, Debra et al., 2010), which apply to this study, which aims to analyze the economic, social and environmental tourism effects in Jerash. In view of the above data, it is clear that the methodology used in the research should be as relevant as possible to the issues being investigated to match the problem rather than to address the problem.

Therefore, the research methodology needs to describe the general approach used to generate and share new knowledge based on research philosophies in order to enable the generation and exchange of this knowledge.

1.6 Sources of Data

Gathering the information and data considered an important key in any work, therefore it can be categorized the sources into:

1. Primary sources: questionnaire is considered a main procedure, which is used in the studies to evaluate new estimations in the Jerash.
2. Secondary sources have been relying on scientific books, previous studies, the research published in journals and scientific journals and websites dealing with the subject of the study.

1.6 Literature review

Tourism has been growing around the world as a major source of income and employment to many countries, and Jordan is one of them. According to information given by Ministry of Tourism and Antiquities for the year 2005, it is the Kingdom's largest export sector, its second largest private sector employer, and it's second highest producer of foreign exchange. Tourism contributes more than US\$900 million to Jordan's economy and accounts for approximately 15 % of the country's gross domestic product (GDP).

The city of Jerash is located 50 km from Amman and in a green valley where the water is taking place, Jerash is an archeological site that is considered a destination for visitors looking for the fragility of civilization and its stone engraved on ancient stones and columns standing in a spot with a great deal of beauty and tranquility. It is considered one of the few archaeological cities in the world that has preserved all its features so far. The city's squares, streets, columns and archaeological sites still bear witness to the Greek and Roman civilizations (Al-Kheder & Khrisat, 2007).

Jerash is one of the Decapolis cities (a league of cities in the Hellenistic/Roman periods, which had commercial and cultural significance), and is considered as one of the most preserved Roman cities, it still keeps many features as its temples, theaters, streets, forums and tombs.

Growth in tourism sector is seen as a major contributor to the increase of economic activity for the country. It offers employment opportunities in both large and small communities and is a major industry in developed countries, and the dominant economic activity in some communities. The impacts of tourism to a community are broader than the economical one; they can be sorted into the following categories which have their positive and negative sides: 1. Economic 2. Environmental 3. Social and cultural. There exist conflicts within different groups related to their concerning on tourism impacts. One group may be interested on the economic impact of tourism, while another one may be interested on the cultural or environmental impacts (Kruja, 2016).

1.6.1 Positive and negative impacts of tourism

1.6.1.1 Economic Impacts

Developing tourism sector increases the inflows of tourists and by the same time the number of businesses and employment opportunities. As tourism grows, new opportunities are offered for investment, development, infrastructure spending, new income is generated and standards of living are increased. Also public utilities such as water, lighting, sidewalks, parking, etc. can be improved, by which both tourists and residents benefit. On the other side it should also be considered that generally the jobs offered by the tourism sector are low-paying, no-insurance, and seasonal ones. The seasonal tourism may form high risk under or unemployment issues. Sometimes labor may be imported rather than hired locally. The increase in demand for goods and services may turn in an increase of prices and the cost of living. In cases the owners of the businesses are not local, than the profits are exported out of the community to the non-local owners (Donald & Stephen, 2016).

1.6.1.2 Environmental Impacts

The quality of the environment is essential to tourism, however, tourism's relationship with the environment is complex - many activities can have negative impacts on the environment, by gradually destroying the environmental resources on which it depends. Some of these impacts are linked with the construction of roads & tourism facilities. Other negative impacts occur when the number of visitors is higher than the environment can afford. Uncontrolled conventional tourism and can lead to soil erosion, increased pollution, discharges into the sea, etc. Sometimes overuses of water resources of hotels, swimming pools and personal use by tourists occur, resulting in water shortages and degradation of water supplies. On the other side, tourism can contribute to the protection and conservation of the environment by raising the awareness of environmental values and increasing their economic importance by which will be financed their protection and restoration (Mbaiwa, 2003).

1.6.1.3 Social & Cultural Impacts

There exist concerns that tourism development may lead to the loose of cultural identity of the hosting community. Tourism can serve as a mean for cultural exchange, learning about traditions of different countries. It can be also used as a tool for raising awareness, by strengthening the regional identity with the attribution of local products and achievements. But sometimes assimilation, conflict and artificial reconstruction may also happen. If presenting the community culture to tourists helps preserving that culture, by the same time there exist also the risk of diluting or even destroying it (Choi & Sirakaya, 2006).

1.7 Methods and procedures

1.7.1 Study tool

A questionnaire was prepared for this study consisting of:

Part 1: Demographic factors (gender, age, education, marital status, occupation)

Part 2: Contains closed questions dealing with the environmental, economic and social-cultural effects, included 19 questions which were divided according to the Likert triple scale: 1: (Yes), 2: (No), 3: (Do not know).

1.7.2 Study sample

This study consisted of a random sample of 70 individuals from the Jerash community, where a questionnaire was distributed. So as the members of the sample to know the most important aspects of the negative and positive sides of tourism in Jerash. Eight questionnaires were excluded because they were not valid for study, and the study sample is equal to 26 individuals.

1.8 Study results and discussion

1.8.1 Characteristics of the study sample according to the demographic variables

1.8.1.1 Gender

Subscribe to answer this questionnaire by gender 62 individuals, the number of males was 37 with 59.1% and females 25 by 40.9%, and table 1 shows that.

Table (1): distribution of the study sample by gender

Gender	Frequency	Percentage
Male	37	59.1%
Female	26	40.9%
Total	62	100%

1.8.1.2 Marital status

Subscribe to answer this questionnaire by gender 62 individuals, the number of married was 28 with 45.2% and singles 24 by 38.7%, and other marital status was 10 by 16.1%, and table 2 shows that.

Table (2): distribution of the study sample by marital status

Marital status	Frequency	Percentage
Married	28	45.2%
Singles	24	38.7%
Other	10	16.1%
Total	62	100%

1.8.1.3 Age

As for the age categories, the highest age group was 20-29 with 14 individuals, 22.6% followed by 30-39, 13.0%, and 40-49 individuals, 12.4% and 19.4% respectively, followed by less than 20 years, 10 recurrences, 16.1% The category is more than 60 with frequency 8 and by 12.9%, followed by category 50-59 with frequency 5 and by 8.1%, and table 3 shows that.

Table (3): distribution of the study sample by Age categories

Age categories	Frequency	Percentage
Less than 20	10	16.1%
20 – 29	14	22.6%
30 – 39	13	21.0%
40 – 49	12	19.4%
50 – 59	5	8.1%
Over 60	8	12.9%
Total	62	100%

1.8.1.4 Occupation

As for occupation, the largest number was other professions with the frequency of 18 by 29.0%, followed by private sector employees by 14.6%, and table 4 shows that.

Table (4): distribution of the study sample by occupation

Occupation	Frequency	Percentage
Student	13	21%
Public sector employees	11	17.7%
Trader	6	9.7%
Private sector employees	14	22.6%
Other	18	29%
Total	62	100%

1.8.2 Trends toward the questions of the questionnaire

The answers were divided between (Yes, No, I don't know) for the 19 questions as follows, as shown in Table 5.

Table (5): frequencies of the respondents answers to the questionnaire questions

No	Question	Answer frequency		
		Yes	No	Don't know
1	Tourism leads to increased incidents of crime and moral corruption?	31	26	5
2	Tourism leads to good social relations between tourists and locals	48	13	1
3	Tourism is working to revive the heritage and popular arts, which leads to pride in the homeland	57	5	0
4	Tourism leads to a sense of inferiority and inferiority compared to spending and consumption of tourists	25	33	4
5	Tourism is working on a cultural clash between tourists and locals	31	26	5
6	Tourism works to increase tourism awareness among the local population	45	16	1
7	Tourism works to improve living conditions and increase the income of individuals	45	16	1
8	Tourism works to attract hard currency	51	9	2
9	Tourism contributes to reducing the problems of poverty and unemployment	41	20	1
10	Tourism leads to the prosperity of other economic activities such as agriculture and transportation	47	12	3
11	Tourism works to attract investments	57	4	1
12	Tourism leads to the migration of workers from the agricultural sector to the tourism sector	28	28	6
13	Tourism leads to an increase in prices of goods and services	47	14	1
14	Tourism is a tool to preserve the environment	43	17	2
15	Tourism works to pay attention to the general cleanliness of the city	49	12	1
16	Tourism works on the maintenance and restoration of archaeological sites	57	4	1
17	Tourism is working to develop laws and legislation to protect the archaeological sites from abuse	47	12	3
18	Tourism during the festival season does not add pollution and damage to the archaeological site	10	49	3
19	Tourism is working to increase the pressure on the infrastructure, especially water and electricity	47	8	7

1.8.2.1 Positive social effects

- 1- Tourism leads to good social relations between local people and tourists.
- 2- Tourism works to take care of the popular arts that represent the cultural specificity of the local community.
- 3- Tourism increases the citizen's pride in his homeland and his sense of importance.
- 4- Tourism contributes to increase tourism and social awareness as the citizen does not feel inferior and inferiority compared with the tourist.

1.8.2.2 Negative social effects

- 1- Tourism leads to an increase in the percentage of crime and moral corruption in society.
- 2- Tourism is a kind of "cultural clash between tourist and citizen by different environments, communities, customs and traditions.

1.8.2.3 Positive economic effects

- 1- Tourism works to improve the living conditions of citizens, and increase their income through the work of citizens in the field of tourism, adding that tourism leads to the revitalization of the region and prosperity, meaning that even citizens who do not work in this area benefit from the tourism movement.
- 2- Tourism attracts difficult currencies.
- 3- Tourism works to attract foreign, Arab and local investments. This leads to the prosperity of the national economy.
- 4- Tourism contributes to reducing the problems of poverty and unemployment, through investment projects that are established especially those that target the people of the region in the recruitment process.
- 5- Tourism works to flourish other economic activities.

1.8.2.4 Negative economic effects

- 1- As a result of the development of the tourism sector, this led to the migration of workers from the agricultural sector to tourism sectors.
- 2- Tourism leads to an increase in the prices of consumer goods and services especially in the festival season and in the tourist season.

1.8.2.5 Positive environmental effects

- 1- Tourism is a tool to preserve the environment.
- 2- Tourism is concerned with the cleanliness of the city and this is what we notice in Jerash municipality of interest in public cleanliness (especially in the site and tourist facilities).
- 3- Tourism has a role in the maintenance and restoration of archeological sites as it has a role in the development of laws and regulations to protect the site from abuse.

1.8.2.6 Negative environmental effects

- 1- Tourists and visitors, particularly during the festival season, are damaging and polluting by the archaeological site.
- 2- Tourism increases the pressure on the infrastructure, especially roads, water and electricity.

1.9 Study recommendations

- 1- The need for national policies in the field of environmental tourism to create a balance between tourism activities and environmental elements
- 2- Using the beautiful nature of Jerash in the field of environmental tourism because it serves the sons of society more, and not only rely on Jerash Festival.
- 3- Work on the interest of finding institutes and training centers of the working forces of the local community.
- 4- Holding ongoing seminars to educate the citizens of the local community on the importance of tourism, in addition to their awareness of the negative effects of tourism on society.
- 5- Effective monitoring of the tourist situation to find a balance between the needs of tourists and local people so that tourism activities do not interfere with the reality of social life and the level of per capita income.
- 6- Work on organizing the movement of tourist attractions and archaeological sites to relieve pressure on them.
- 7- Employ the return of tourism in order to develop tourist services, restore archaeological sites and serve the community.
- 8- Activating the role of the local community in planning tourism projects.

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