

The Role of Tourism Media in the Promotion of Domestic Tourism in Jordan (Governorate of Irbid as A model)

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Abstract:

The role of Tourism Media in the promotion of domestic tourism in Jordan is limited, which affected the process of attracting tourists locally and internationally. Studies that dealt with the relationship between tourism and tourism media are limited, therefore, the importance of this study stems from the fact that it's based on data and information collected from a sample of visitors to the archaeological and tourist sites in Irbid Governorate to identify the role of tourism media in the promotion of domestic tourism, particularly promoting the Jordanian tourism product in Irbid. This study also makes recommendations to the authorities concerned with promoting tourism in Jordan, to help developing and improving tourism media in the country.

Keywords: Tourism media, archaeological, domestic tourism, tourism product, promotion.

1. Introduction:

The concept of Tourism Media refers to the media outreach activity conducted by; various media, official Authorities, and civil society organizations, as relevant to spread the culture of tourism among citizens, and define prospects of the tourism product locally and internationally, with the purpose of attracting tourists toward this product (Yemen, 2016), Tourism Media also can be defined as: "All the objective, non-personal and unpaid media efforts that have the intended effect, aiming at creating and conveying a message or group of messages to create tourism awareness or attract and promote tourism, to improve the tourist image of a country or region in specific markets and for specific customers, using all media types to stimulate the potential tourists from those markets; locally and internationally, and encourage them to engage in tourism related activities. I.e. the objective is the demand for tourism in a particular country or region, created by the target audience, and triggered by media". (Adli and Esmat, 2011)

The importance of tourism media is the result of global interest in tourism, the increase in competition between many countries and the competition between tourism as a product and other products. Ultimately, Tourism Media emerged as an urgent need to serve millions of travelers, besides being a professional informational activity that reflects the true value of the tourism product. (Kotler, 2008)

The importance of tourism media is shown in light of the continuous interaction between the different media activities in one side and elements of the tourist activity in the other side, where the later consists of the following four elements; supply, demand, marketing and travel (Hijab, 2003) In addition to its role in the development of tourism economics by providing investment opportunities. Accordingly, the importance of tourism media lies in the following axes:

1. Raising the level of tourism awareness:

Tourism Media is of growing importance in educating and raising the public awareness locally, through adopting the appropriate methods and means to raise the awareness of society members about the significance of national tourism, and how to preserve the existing features of tourism and heritage. And to raise awareness about the

important role played by the tourism industry as an export commodity that significantly increases the national income (BAKRAH, 2013). Tourism Media also helps in identifying the needs of society and its real problems in the field of tourism, highlighting the different aspects of the society's life and the level of progress it is experiencing, and inspire the tourism decision-makers to develop community service and contribute to solving its problems in a systematic manner.(Ruwais, 2010)

2. Spreading the Culture of Tourism:

With the growing phenomenon of media expansion, tourism media is considered one of the main tools for tourism attraction because of its important role in spreading the culture and knowledge of tourism to the local and international public through the dissemination of information about archeological sites, tourist attractions and various services and programs, in a way that affects the attitudes and opinions of the target audience.(Hamida, 2015)

3. Stimulating demand for the tourism product, through the following:

1. Highlighting the various elements of attractions available in the tourist areas.
2. Opening new markets for the tourism demand.
3. Using the events calendar (tourism, musical and sporting events) in the attraction process.
4. Setting problems and crises of the tourism sector in its proper perspective and context.
5. Presenting tourism development plans and investment projects in the new tourist sites for foreign investors, to encourage their investments in these projects. (Ahmed, 2010)

4. The Promotion of tourism programs:

The success of any tourism program depends on the ability of tourism companies to promote this program, as promotion raises the interest of tourists about the company and its programs, generate a positive interaction between them and the obtained information, and thus triggered the purchase. (Yemen Tourism Promotion Board 2010)

5. Achieving Social and cultural benefits:

Tourism Media contributes to the delivery of true and accurate information, preventing the misleading and false information that may harm the tourism industry. It also contributes to absorbing and interacting with the global culture without harming local societal values and principles, reducing the negative impacts that may result from the tourism industry at the cultural and social levels.(Abu Asba, 2006)

6. Achieving Economic benefits:

Tourism Media aims at introducing investment opportunities in the various fields of tourism industry, promoting tourism products, and creating job opportunities and employment within the community, which is reflected in the national income. At the same time tourism is also an important source of foreign currencies. Therefore, an effective media makes an effective tourism. (Al Omari, 2013)

7. Leisure and entertainment:

There is no doubt that entertainment is a basic goal for the various types of media, the experiences and expertise of others (individuals or countries) in the field of tourism can be found through the different channels and programs, which helps in achieving levels of entertainment and leisure and affects the attitudes and trends of individuals. (Bakrah, 2013)

2.The objectives of tourism media

Objectives of the tourism media correspond to the objectives of the media in general, and the only difference is the specialization in the field of tourism. (Albakri, 2001)

- 1- Economic objectives: by highlighting the need to activate the movement of production and investment in the tourism sector and support the economic sector and other sectors related to tourism.

- 2- Patriotic objectives: Tourism Media serves to highlight the civilized image of the country, promote the spirit of loyalty and create a sense of belonging among citizens, in addition to encouraging domestic tourism.
- 3- Environmental objectives: By focusing on the need to improve the local environment, taking care of parks, gardens and green spaces, and highlighting the need to preserve natural resources, and maintaining the hygiene situation especially in the tourist's places.
- 4- Social objectives: By supporting tourism in societies and preparing these societies to accept the idea of tourism and dealing with tourists in line with the social values of honoring guests. Highlighting the problems of tourism, raising awareness about these problems and proposing solutions.
- 5- Cultural objectives: by supporting cultural exchanges and social communication among societies.

3.The relationship between media and tourism

There is a strong partnership between tourism and the different types of media, and tourism is one of the ancient means of communication between people and civilizations. Throughout history, man has traveled for different purposes, as travel has many types and practiced for different objectives by different means; ranging from walking, the use of animals and vehicles to the use of steam and other modern means to reach different parts of the world (PRM, 2016). Social, cultural and economic developments have contributed to many tourism developments in many countries of the world, particularly after World War II. In the 20th century, human beings have been able to send electromagnetic impulses through the air without wires carrying voice communications for long distances, which facilitated the process of communication and led to its diversity, encouraging the invention of the radio and television what increased the excitement and fascination, and encouraged travel and movement. Therefore, researchers have established links between communication development factors and tourism development factors. (Gee, 1997)

Several studies have also pointed to the evolution in the use of satellites and space networks during the 1980s, which transferred many images and events, at live mode, between different countries of the world, leading to a new development in the fields of communication and tourism, Consequently, emerged the desire of people to visit places they have seen on the TV or read about. It can be concluded that diversity and development of the means of communications have greatly affected the increase in tourism growth, both within and beyond borders. (Aljallad, 2003)

Based on the role of tourism in supporting economy and developing culture and society, media has paid attention to tourism as a mean of social development in various fields, therefore tourism media has emerged as an urgent need to serve tourists in choosing local and international tourist destinations, and finding information about means of transportation, archaeological and tourist sites, entertainment programs, and airfares, in addition to finding the right time for visiting these destinations, knowing the security situation, health conditions and the weather. (Okaka, 2007)

Therefore, it became important to have a media activity specialized in domestic tourism with clear objectives, based on scientific, systematic and sound basis to keep abreast of developments in the field of tourism and capable of providing media services for tourists at the required time and place.

On this regard, a study has shown that radio programs can explain the type of the services available in tourist sites and the facilities offered to tourists, the study also showed that there could be behavioral effects represented by influencing the behavior of people during the practice of tourism activities, and increasing the demand for visiting some tourist sites. (Alhmedat, 2013) Another study stressed the need to develop mechanisms of work in tourism sector and the importance of studying the problems facing the different tourism establishments in order to enhance the performance of this sector and support its role in achieving sustainable tourism development. (Bazazo, 2009)

Based on the above, it is important for the parties concerned in tourism to make every effort for developing new ways to bring the tourism image closer to the customers. And tourism media is assigned to this role due to its specialty in this field, for drawing a positive image of the tourist country.

Jordan is one of the tourist countries with many tourist resources (natural and human) that can be highlighted in the media, for achieving growth rates in the tourism sector. The successive Jordanian governments have spared

no effort in passing legislations that encourages Arab and Foreign investments in the tourism field, it also issued laws that contain customs exemptions and tax facilities to encourage growth of the tourism sector, However, the specialized media did not keep pace with the tourist attractions and did not succeed in investing the various tourism resources in Jordan, especially as the competition between countries of the world is becoming more intense to attract the largest number of tourists after revealing the great economic benefits of this important industry. Tourism is an industry that requires expertise, competencies, marketing and promotion through the different media types. (Alhmedat, 2013)

3.1 The role of Jordanian tourism media in promoting domestic tourism:

The emergence of tourism media in Jordan is linked to the need for specialized and new information about tourism, both for tourists and specialists, as it aims to provide facts, correct news and sound information on issues, topics and matters related to tourism through various means and forms of communication and all techniques of persuasion and influence. For the purpose of developing tourism awareness on the one hand, and attract a number of individuals on the other. (Alwashdeh, 2012)

The Jordanian Ministry of Tourism seeks to encourage domestic tourism and urges citizens to visit new sites with new types of tourism, in addition to paying efforts for improving the image of the Jordanian tourism in front of foreign tourists by adopting marketing strategies that reflect the image of Jordan as a tourist product with several cultural and natural dimensions. (Al-Qasem, 2015)

Furthermore, the Jordanian Ministry of Tourism adopts the development of tourism media through launching the Jordan website, and continues to issue and develop tourist brochures, posters and leaflets in several languages. The first pillar of the National Tourism Strategy (2004-2010) or (2011-2015) has focused on developing marketing and tourism promotion efforts in order to maximize the contribution of the tourism sector in the economic and social development.

In this regard, the short term objectives of this pillar include supporting the sustainable growth of tourism sector by prioritizing the e-marketing, social networks and internet services to support the marketing and promotion efforts of Jordan as a tourist destination, in addition to increasing the total amount of revenues generated from increasing the average length of stay of tourists (especially those with high incomes), increasing the number of arrivals in the periods of tourism recession, stimulating the growth of domestic tourism, reducing the impact of seasonal tourism, and achieving higher levels of profitability permanently (National Tourism Strategy 2011-2015).

3.2 Tourism Media can promote the status of Domestic Tourism, through the following:

- 1- Strengthening the effective mass communication of the stakeholders in the domestic tourism sector, through official and non-official tourism agencies in order to raise the tourist, cultural and intellectual awareness of the local tourists, deepen the sense of belonging, develop tourism behavior, and stimulate domestic tourism movement based on distinct media programs with specific goals in advance (Hamida, 2015).
- 2- Allocating sufficient budgets by the relevant authorities in the public and private sectors to support the promotional and marketing efforts for raising awareness about the importance of practicing domestic tourism activities.
- 3- Adopting the idea of comprehensive tourism development and supporting investments both domestic and foreign in all regions of Jordan, and reducing taxes on tourism activities and institutions in order to reduce the expenses of tourism facilities and thus encourage domestic tourism movement. (meutourism, 2016)
- 4- Studying the local and international tourist markets, in order to identify the requirements and provide the required services with specifications and characteristics that best suit the different market segments and increase the sales rate. (Al-Barzanji, 2009)
- 5- Developing a national project for the domestic tourism media to establish stable foundations for the growth of internal tourism, according to the following principles (Ahmad, 2010):

- Preparing in-depth studies on the domestic tourism market (supply and demand), by categorizing the domestic tourists into segments according to their levels of income, expenditure and behavior, in order to determine the demands of each segment and satisfy them.
 - Developing the domestic demand on tourism through the coordination and integration between tourism service providers and the relevant tourism agencies.
 - Diversifying the provided tourist products, to meet the demands of the domestic tourism segments.
 - Conducting objective media analysis for all facilities and services provided to the domestic tourist, to break the psychological barrier between him (the tourist) and the tourism professional sector.
- 6- Holding tourist exhibitions and cultural festivals, in different regions of Jordan, to encourage domestic tourism throughout the year and in the periods of tourism recession as well (Al-Qasim, 2015).
 - 7- Publishing codes of good tourism practices in tourist sites, to enhance public awareness of the importance of maintaining and sustaining sites (Al-Qasim, 2015).
 - 8- The production of media materials aimed at encouraging local residents to engage in domestic tourism, in a style and language consistent with the targeted groups of the community segments. This can be accomplished by identifying the attractions in the different tourist areas and activities that can be practiced in these areas in order to encourage the locals to spend their leisure times in a more fun and useful way, As well as the allocation of press spaces and radio programs for national tourism education that sponsor the local archaeological and tourist sites (Alukah, 2016).
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3.3 The Field Studies:

3.3.1 Designing the survey lists and determining the size of the sample.

The field survey lists were designed to address most of the queries and opinions that help to identify the role of tourism media in promoting domestic tourism in Jordan. Governorate of Irbid was selected for study because it contains a number of tourist and archeological sites.

The questionnaire was distributed to a random sample of visitors for tourist and archeological sites in the governorate, the number of which was (120). The statistical rule, which states that the number of sample items must be at least 30 items, was taken into account to ensure the accuracy of the results and to ensure the possibility of using statistical analysis methods (Awad and Abu Saleh, 2014).

The survey list includes two main sections, as follows:

1. Section One: Tourism Media (as independent variables), which includes three aspects as follows:
 - A) The first aspect: The contribution of tourism media to the achievement of tourism benefits: Includes 9 search terms "Phrases".
 - B) The second aspect: The contribution of media to the promotion of domestic tourism in Jordan: includes 7 search terms "Phrases".
 - C) The third aspect: The most commonly used means of promoting domestic tourism in Jordan: includes 6 search terms "Phrases".
2. Section Two: The growth of Domestic Tourism in Jordan: (as a dependent variable) includes 9 search terms "phrases".

3.3.2 Statistical methods used to analyze the survey lists:

For achieving the objectives of the study, the questionnaire was reviewed to ensure completeness and validity for data entry and statistical analysis, where the forms that do not meet the necessary conditions were excluded. Variables and data were then encoded and entered into the computer according to the program of the statistical package for social sciences (SPSS):

- 1- Descriptive statistics: Statistical tables were used to analyze responses of sample members on each of the terms included in the survey list, by clarifying the frequencies - the number of responses per term - percentages, arithmetic average, standard deviation, trend strength, and order. To determine the characteristics of the sample.

2- Statistical Reliability: The Alpha Cronbach test was used to measure the stability and validity of the questionnaire content, internal consistency, and the "weighted average and trend strength" were used because the trend strength is reliable to reach significant results, according to the Likert Scale.

3.3.3 Field Survey Analyses:

This part of the study deals with the descriptive statistical measures of the research variables. The data of the tables for these dimensions shows the paragraphs that received the highest and lowest approval levels according to the responses of the sample members. then for each dimension, the general trend for the responses of the search items is explained according to the arithmetic average due to the fields of study; the higher the weighted average, the stronger the trend of the item, indicating the extent and significance of the relationship between the impact of tourism media on the growth of domestic tourism in Jordan according to the total dimensions and each dimension separately, as follows:

- 1- **Tourism Media (as independent variables) which include three aspects as follows:**
 - A) **The contribution of tourism media to the achievement of tourism benefits**

Table 1
The descriptive standards (Arithmetic Average, Standard Deviation and Trend Strength)
For the aspect; "The Contribution of Tourism Media to the achievement of Tourism Benefits"

SN	Phrases	Agree		Neutral		Don't agree		Arithmetic Average	Standard Deviation	Trend Strength	Order
		No.	%	No.	%	No.	%				
1	Increase demand to visit tourist sites.	78	65	26	21.7	16	13.3	2.52	0.72	84.00	6
2	Reducing Outbound tourism in favor of domestic tourism.	55	45.8	43	35.8	22	18.3	2.28	0.75	76.00	9
3	Attracting the attention of people to new tourist sites.	61	50.8	47	39.2	12	10	2.41	0.66	80.33	8
4	Influencing the behavior of individuals during the tourism activities.	72	60	32	26.7	16	13.3	2.47	0.72	82.33	7
5	Influencing the behavior of individuals toward preserving tourist sites.	7	64.2	29	24.2	14	11.7	2.53	0.69	84.33	5
6	Promoting the citizen's respect for tourists and treating them appropriately.	87	72.5	30	25	3	2.5	2.70	0.51	90.00	4
7	The dissemination of cultural and historical information about tourist sites.	101	84.2	17	14.2	2	1.7	2.83	0.42	94.33	1
8	Achieving economic development in tourist areas.	96	80	21	17.5	3	2.5	2.78	0.47	92.67	2
9	Leisure and entertainment through access to the experiences of others.	98	81.7	21	17.5	3	2.5	2.77	0.53	92.33	3
The general average: of the total dimension								2.58	0.23	86.14	-

The previous table shows that:

- The general average of the aspect; "contribution of tourism media to the achievement of tourism benefits" reached (2.58), the standard deviation was (0.23) and the trend strength was (86.14%), which means that the trends of the sample members, in relation to the aspect; "contribution of tourism media to the achievement of tourism benefits" are High Positive Approval.
- The Most agreed phrases are (dissemination of cultural and historical information about tourist sites), (achieving economic development in tourist areas), (Leisure and entertainment through access to the experiences of others), the trend Strength was 94.33%, 92.67% and 92.33%, respectively. Which indicate that tourism media contributes significantly to the dissemination of cultural and historical information about tourist sites, that is a major and important source for many economies of countries seeking to diversify their economic

- resources, The media also contributes to achieving levels of entertainment and enjoyment by providing opportunities to learn about the experiences of others, learn about new cultures, about various aspects of different peoples in more developed ways. This requires reviewing everything presented in the tourism media through the Ministry of Tourism and the Tourism Promotion Board, to achieve the desired goals.
- The least agreed phrase is (Reducing the Outbound tourism in favor of domestic tourism.) with strength trend (76.00%), according to the responses of the study samples. Which shows that the role of tourism media in supporting domestic tourism is still limited compared to the outbound tourism, therefore, it is necessary to modify or change the tourism and travel trend of the individuals, through the tourism media from Outbound to Domestic Tourism at the specified tourism areas.

B) The Contribution of Media to the Promotion of Domestic Tourism in Jordan.

Table 1

The descriptive standards (Arithmetic Average, Standard Deviation and Trend Strength)
For the aspect; "The Contribution of Media to the Promotion of Domestic Tourism in Jordan"

SN	Phrases	Agree		Neutral		Don't agree		Arithmetic Average	Standard Deviation	Trend Strength	Order
		No.	%	No.	%	No.	%				
1	Promoting the importance of tourism and showing its negative and positive impacts.	48	40	31	25.8	41	34.2	2.06	0.86	68.67	6
2	Promoting the ethics of tourism in general.	47	39.2	26	21.7	47	39.2	2.00	0.88	66.67	7
3	Raising awareness about the history of Jordanian tourist sites.	66	55	22	18.3	32	26.7	2.28	0.86	76.00	2
4	Encouraging a particular type of tourism; such as the Religious Tourism or Therapeutic Tourism.	61	50.8	28	23.3	31	25.8	2.25	0.84	75.00	3
5	Explaining the type of services available in tourist sites such as hotels and restaurants.	59	49.2	28	23.3	33	27.5	2.22	0.85	74.00	4
6	Describing the provided facilities for tourists in the sites; such as e-bookings.	60	50	25	20.8	35	29.2	2.21	0.87	73.67	5
7	Encouraging the visit of a particular site.	85	70.8	22	18.3	13	10.8	2.60	0.67	93.72	1
The general average: for the total dimension								2.23	0.26	74.37	-

The previous table shows that:

- The general average of the "contribution of the media to the promotion of domestic tourism in Jordan" reached 2.23, the standard deviation was (0.26) and the trend strength was (87.48%). This means that the trends of the sample toward the aspect; "contribution of the media to the promotion of domestic tourism in Jordan" are Positive to some extent (medium).
- The Most agreed phrases are (encouraging the visit of a particular site), (Raising awareness about the history of Jordanian tourist sites) and (Encouraging a particular type of tourism; such as the Religious Tourism or Therapeutic Tourism), the trend strength was (86.67%), (76.00%), (75.00%), respectively. This indicates the important role of tourism media in promoting the tourism sector in general and domestic tourism in particular. Therefore, the good employment of media will greatly affect the promotion of visiting a particular site, which necessitates the use of the different media types, the way for planning its activities and mechanisms to implement these activities, to support the tourism sector.
- The least agreed phrases are (Promoting the importance of tourism and showing its negative and positive impacts) and (Promoting the ethics of tourism in general) the trend strength was (66.67%), in accordance with the responses of the study sample.

C) The most commonly used means of promoting domestic tourism in Jordan

Table 3
The descriptive standards (Arithmetic Average, Standard Deviation and Trend Strength)
For the aspect; "The most commonly used means of promoting domestic tourism in Jordan".

SN	Phrase	Agree		Neutral		Don't agree		Arithmetic Average	Standard Deviation	Trend Strength	Order
		No	%	No	%	No	%				
1	Television programs	73	60.8	30	25	17	14.2	2.47	0.73	82.33	2
2	Radio Programs	67	55.8	25	20.8	28	23.3	2.33	0.83	77.67	3
3	Advertisements in newspapers and magazines	49	40.8	18	15	53	44.2	1.97	0.92	65.67	4
4	Brochures and Bulletins	47	39.2	22	18.3	51	42.5	1.97	0.90	65.67	5
5	The Internet	110	91.7	6	5	4	3.3	2.88	0.41	Stocks fell 96.00	1
6	Participation in Exhibitions and festivals	37	30.8	20	16.7	63	52.5	1.78	0.89	59.33	6
The general average: for the total dimension								2.24	0.37	74.52	-

The previous table shows that:

- The general average of the "most commonly used mean of promoting domestic tourism in Jordan" was 2.24, standard deviation was 0.37 and trend strength was 74.52%. This means that the trends of the sample toward the aspect; the general average of the "most commonly used mean of promoting domestic tourism in Jordan" was 2.24, the standard deviation was 0.37 and the trend strength was 74.52%. This means that the trends of the sample toward the aspect "the most commonly used mean of promoting domestic tourism in Jordan" are Positive.
- The most agreed phrases are (Internet, TV Programs and Radio Programs), Trend strength was (96.00%), (82.33%) and (77.67%), respectively. The least agreed phrase is (participation in exhibitions and festivals), trend strength (59.33%), in accordance with the responses of the study samples. This means that the most commonly used mean of promoting domestic tourism in Jordan is the Internet versus exhibitions and festivals, as a result of the technological development around the world on the one hand, and the various advantages offered by the Internet in the field of tourism such as site recognition, e-booking and electronic payment, which necessitate the constant development of websites and facilitating the use of modern applications in the field of information, to support the tourism sector.
- On the other hand, television programs contribute significantly to the promotion of domestic tourism, as a study pointed out that television programs constitute about 88% of the information gained per capita (Zaki, 2008), it is therefore necessary to review and develop these programs constantly to attract more tourists, at the local or international levels.

2- The growth of Domestic Tourism in Jordan (as a Dependent Variable):

Table 4
The descriptive standards (Arithmetic Average, Standard Deviation and Trend Strength)

For the aspect; "Factors of the Domestic Tourism Growth in Jordan"

SN	Phrases	Agree		Neutral		Don't Agree		Arithmetic Average	Standard Deviation	Trend Strength	Order
		No.	%	No.	%	No.	%				
1	The provision and upgrading of services and facilities at the tourist sites.	98	81.7	13	10.8	9	7.5	2.74	0.58	91.33	1
2	The Production of Promotional Media materials for the domestic tourism.	103	85.8	10	8.3	7	5.8	2.80	0.52	93.33	4
3	The Publication and development of brochures, posters and leaflets.	85	70.8	8	6.7	27	22.5	2.48	0.84	82.67	9
4	The allocation of a budget (from both public and private sectors) to support the promotion and marketing efforts.	85	70.8	14	11.7	21	17.5	2.53	0.77	84.33	8
5	Reducing fees of tourism services and providing promotional offers.	115	95.8	4	3.3	1	0.8	2.95	0.25	98.33	1
6	The diversification of tourism products to meet the different requirements of the market.	110	91.7	6	5	4	3.3	2.88	0.41	96.00	2
7	Organizing tourism exhibitions and festivals throughout the year, and all over the governorates of Jordan.	104	86.7	6	5	10	8.3	2.78	0.58	92.67	5
8	Enhancing citizens' awareness of the importance of maintaining sites and their sustainability.	102	85	6	5	12	10	2.75	0.62	91.67	6
9	Using the different means of communication to provide information about the tourist sites and gain access to new market segments.	110	91.7	6	5	4	3.3	2.88	0.41	96.00	3
The general average: for the total dimension								2.75	0.28	91.88	-

The previous table shows that:

- The General Average of the aspect "The Growth Factors for Domestic Tourism in Jordan" reached (2.75), standard deviation was (0.28) and trend strength was (91.88%). This means that respondents' attitudes regarding the factors of "The Growth of Domestic Tourism in Jordan" are Positive high.
- The most agreed phrases are (Reducing fees of tourism services and providing promotional offers), (the diversification of tourism products to meet the different requirements of the market, using the different means of communication to provide information about the tourist sites and gain access to new market segments) and (The Production of Promotional Media materials for the domestic tourism), the trend strength was (98.33%), (96.00%), (93.33%), respectively.
- The least agreed phrases are (Allocation of a budget - from both government and private sectors - to support the promotion and marketing efforts) and (The publication and development of brochures, posters and leaflets), the trend strength was (84.33%) and (82.67%), according to the responses.

Which means that reducing the cost of tourism services and providing promotional offers are of the most important factors to raise the growth of domestic tourism in Jordan, in other words, the first reason behind the low demand for domestic tourism lies in the high prices of tourism services, but this does not deny the effectiveness of the media in the promotion of domestic tourism for middle or high income citizens.

On the other hand, there is an urgent need to support the promotional and marketing efforts through the allocation of a budget from the public or private sector, in addition to the need to issue and develop brochures, leaflets and tourist posters in order to introduce tourist sites and raise the level of tourism awareness.

4.Results of the Field Study:

1. The contribution of tourism media for achieving of levels of leisure and entertainment by offering opportunities to learn about the experiences and cultures of others, which requires a review of all that is presented in the tourism media, through the Ministry of Tourism and Jordan Tourism Board, in order to achieve the desired goals.
2. The limited role of tourism media in supporting domestic tourism compared to outbound tourism. Therefore, it is necessary to modify or develop attitudes of individuals through tourism media to direct tourists locally rather than abroad.
3. The importance of using the different media types, the way of planning its activities and mechanisms to implement these plans, to support the tourism sector. Therefore, the good employment of media will greatly affect the promotion of visiting a particular site.
4. The constant development of websites and facilitating the use of modern applications in the field of information, to support the tourism sector.
5. The allocation of a budget from the public or private sector to support the promotional and marketing efforts, in addition to the need for the publication and development of brochures, leaflets and tourist posters, in order to introduce tourist sites and raise the level of tourism awareness.
6. The lack of promotional benefits and weak recreational activities in addition to the rise in the prices of tourist products are major obstacles to the growth of domestic tourism in Jordan, which requires taking all measures and procedures to overcome these obstacles and achieve advanced levels of tourism in Jordan generally.

5.Conclusion

The study concluded that tourism media has a role in introducing Jordan's tourism products and resources, and contributes to raising the level of tourist attraction. It is also one of the main tools for tourism attraction because of its important role in spreading tourism culture and knowledge to the local and foreign public. It is also the way to introduce investment opportunities in various fields of the tourism industry, promotion of tourism products and programs and opportunities for employment, which is reflected in the national income.

There are low levels of tourism awareness among Jordanian citizens about the importance of practicing domestic tourism activities, or visiting archaeological sites, besides the trend of marketing efforts mostly directed toward foreign markets rather than internal markets, which requires enhancing the role of Jordanian tourism media to support domestic tourism by; adopting marketing strategies that reflect the civilized image of Jordan, enhancing marketing efforts and electronic marketing, as well as producing media materials that encourage local people to practice domestic tourism activities.

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