

MEASURING HOLIDAY SATISFACTION OF AMERICAN TOURISTS VISITING THE DEAD SEA IN JORDAN

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Abstract: This article is written in the context of the tourism industry. The research purpose is to examine the satisfaction of tourism in terms of different factors related to the destination. The Dead Sea of Jordan was selected as the destination and American tourists were the study participants. Three factors related to the destination services were used for determining the satisfaction level of American tourists. The three factors include services related to accommodation, facilities at destination and services related to the travel agency. Further, the elements of these factors help in evaluating the satisfaction level of American tourists. The data was collected with the designed questionnaire distributed among American tourists by different travel agencies. The data gathered was analyzed using SPSS, which includes distribution of frequency, analysis of regression, t-test and analysis of factors. The findings of the research showed that elements related to the services of accommodation, services of travel agency and facilities at the Dead Sea were the strongest predictor of the satisfaction level of American tourists in Jordan. The scores of the mean for these three factors and their elements were above the neutral (unbiased) point. These statistical results confirm that American tourists were highly satisfied with their vacation at the Dead Sea, in terms of services provided and facilities available at the Dead Sea in Jordan. This paper provides insights about increasing the satisfaction level of tourists. It assists the tourism and hospitality market to increase the satisfaction level of tourists by focusing on the three mentioned factors in the paper.

Keywords: American Tourists, Tourist Perception, Jordan, Dead Sea, Tourist Satisfaction

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INTRODUCTION

Davenport (2006) stated that tourism is the 4th largest industry in the world and it depends on the strong connection between the industry and the tourist. Tourism is ever growing and this is supported by the United Nation World Tourism Organization (2018) which stated that there were more than 1 billion tourists in 2017 with a total 1.5 US\$ trillion expenditure, making up for 10% of the world's GDP. However, competitiveness in the tourism market has grown immensely globally as more countries compete for the tourist dollars. The more popular types of tourism are sustainable tourism and responsible tourism which works to meet the needs of tourists and the destination countries while protecting and enhancing future opportunities for the industry (The United Nations World Tourism Organization, 2018).

The demand for international tourism is increasing and will continue to increase in tandem with the per capita income of countries. However, with the increase in the demand for international tourism, there have been great developments in that sector as well (Aktas et al., 2009; Carvache et al., 2018). This factor has increased the competitive level among different tourist destinations and therefore, creating better experiences for tourists. The tourism market's competitive level pushes the industry to provide better services to maintain the satisfaction of tourists, which in turn, leads to better marketing and funds. The fundamental element that the travel and tourism industry should consider is the satisfaction level of tourists which is important as satisfied visitors spread positive word of mouth and tend to visit the same destination again (Kozak & Rimmington, 2000). Tourists visit locations globally but this paper will only focus on tourists visiting Jordan. The tourists to Jordan are from many countries but the main focus of this article is strictly American tourists since they are the largest group of tourists coming to Jordan (Jordan Tourism Board, 2017).

This paper will provide statistical information on American visitors. The Dead Sea of Jordan is a particularly popular area as it provides the three important factors which will be discussed in detail throughout this paper. Furthermore, the success of tourism management of destination is also measured by three main elements as advocated by Jang and Feng (2007) who state that the three elements that increase the level of satisfaction of tourists are (1) the main reason that attract tourists to select the particular destination over others; (2) the available activities for tourists and (3) the extraordinary services or products he/she receives. Similarly, many other factors are also considered in satisfying tourists like entertainment, food, accommodation, transportation and other general services. As per the study of (Poon & Low, 2005), there are many other services associated with the industry of tourism such as travel agencies, transportation services and other service centers providing many facilities to tourists. This paper helps in understanding the perception and satisfaction level of American tourists visiting the Dead Sea in Jordan. The attributes of the Dead Sea are also discussed. First, the literature review is discussed to understand the theoretical viewpoint related to the satisfaction and perception of the tourists. This is followed by the scientific study that is conducted to understand the satisfaction level and perception of American tourists visiting the Dead Sea in Jordan. Lastly, this paper will be concluded with a discussion on results and implications for the tourism industry in Jordan.

THEORETICAL FRAMEWORK

The services that consumers actually receive or experience determine the level of satisfaction. As such, satisfaction becomes the main concern in the service industry, in

particular the tourism market. It is considered an important indicator that determines the performance of a particular destination and creates a competitive edge in the globalised world where no secret may stay a secret. According to (Confente, 2015) tourism industry and other service-providing industries focus mainly on the satisfaction of their consumers due to the severe competition that arises from the latest trends in terms of consumer preferences and technological advancements. The theory for satisfaction is derived from Oliver's (1980) cognitive model where consumer satisfaction is expressed as a function of expectation and expectancy disconfirmation. This is based on the constructs of expectations, perceived performance and disconfirmation of beliefs that may influence consumer satisfaction. Similarly, Aktas et al., 2009, defined satisfaction as "the outcome of the evaluation of consumer related to the service provided that is based on the perception of the consumer and the previous expectations of the consumer". In this aspect, consumer expectation and their expectancy disconfirmation are the two elements that can bring success for the hospitality market. If the services provided are according to the expectations of the consumer or it exceeds the expectation then it is considered that consumers are satisfied. In this case there will be positive disconfirmation whereby it is more likely that consumers will avail the services again and recommend them to others since their post-purchase satisfaction has been enhanced (Johnston & Clark, 2005; Tuna, 2006; Thompson & Schofield, 2007).

The satisfaction level of consumers may be influenced by many factors especially for heritage tourism where the marketing mix of product, price, promotion and place play a major role in determining the success or failure of the tourism product (Wang & Qu, 2007; Donohoe et al., 2011). Where heritage tourism is concerned, the need to protect the heritage for the stakeholders exists (Matlovičová & Husárová, 2017) and this brings up the tendency to study the market which is brought to the product (Boyd & Timothy, 2006). That is the tourists, in the form of tourist market, are brought to the tourism product of heritage areas. In order to differentiate between the available heritage and cultural advantage from those offered by competitors, there is a need to use the elements of local heritage and identity in a responsible manner and at the same time to distinguish its uniqueness (Domsic, 2013; Mercede et al., 2017). According to Donohoe et al., 2011, the product refers to both tangible and intangible services for the consumers.

Hence, the services available for consumers must be planned and administered in the manner that provides the highest satisfaction for the consumers. Given that price, promotion and place can be offered by many service providers suitably, the importance of tourist satisfaction must be carefully scrutinised by stakeholders to ensure optimal tourist satisfaction to maintain the competitive edge over its competitors.

The future and survival of any tourism services or products depend on the satisfaction of tourists, making it a popular topic in the field of tourism and hospitality (Gursoy et al., 2003). Meanwhile (Baker & Crompton, 2000) defined satisfaction of tourists as "the emotional condition of a tourist after experiencing the particular trip". In this way, measuring the satisfaction level of a tourist is a post-consumption procedure (Kozak, 2001). Besides, a satisfied customer is in itself the biggest asset for any tourism provider. In contrast, a dissatisfied customer is also a jilted customer. Herein runs the risk of 'jilt' where the products delivered do not commensurate with what that have been promised or advertised (Aaron et al., 2017).

Hence, tourism industry players must also focus on the products they have pledged to offer and to provide for customers satisfactorily. This necessitates a 'post-consumption' procedure to evaluate the services provided at the particular destination and the satisfaction level of tourists. Therefore, measuring the satisfaction level provides the constructs for identifying and improving the services of tourism

destinations (Fornell, 1992; Hassan & Shahnewaz, 2014). In the tourism industry, the satisfaction level of tourists positively impacts the growth of the industry. In this context, the model provided by Sheth (2001) helps in understanding the importance of satisfaction of customers (tourists) that give the companies a competitive edge over the other competing companies. In this paper, the model is used to understand the importance of satisfaction of tourists that aids the tourism market to gain an advantage. In the model, (Sheth, 2001) presented six competitive edges that companies derived from a higher level of satisfaction of customers.

These six edges include ‘repeat buying, higher prices, loyalty in crisis, word of mouth, one stop shopping and new product innovation’. These six advantages contribute to increasing the profits, growth and performance of the company. However, ever more eager to provide satisfaction, industry players often bundle their tourism packages to provide economy and better deals for their consumers. This is a dangerous move due to risk in bundling as advocated by (Franklin & Ayelet, 2017) who warned that any shortcomings may cause more dissatisfaction among consumers.

Therefore, it is imperative to work carefully to provide sufficiently to consumers in order to achieve all the six advantages advocated above. The six major benefits are discussed in the context of tourist satisfaction. These six major competitive edges include visiting again (repetition in buying), pay more to avail best services (high prices), preference to help the site by visiting in bad times (loyalty in predicament), positive feedback and recommendation to others (word of mouth), increase in shopping (one stop shopping) and prefers to try the new things at sites and satisfied with those innovations (new product innovation).

In this way, these six factors increase the profit, performance and growth of the tourism industry. In the figure below, the model created by Sheth (2001) is shown. Many scholars also contribute in describing the importance of satisfaction of customers that contribute to improving the performance, growth and profits of companies by achieving competitive edges (Aaron et al., 2017; Sheth & Lee, 1987; Uttal & Davidow, 1989; Sewell & Brown, 1990; Zaithamal et al., 1990; Pizam & Ellis, 1999).

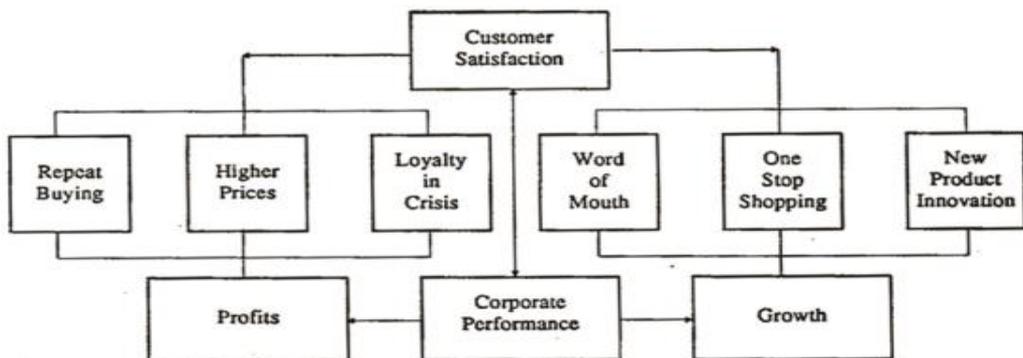


Figure 1. Six Major Competitive Edge received through high level of tourist satisfaction (Source: Sheth, 2001)

In this context, a high level of satisfaction is the main reason that encourages tourists to re-visit the particular destination, share their satisfaction which encourages promoting the destination free of cost (Yu, 2006). Along with these competitive edges, the high level of tourist satisfaction gives some financial advantages that include re-purchase, optimistic word of mouth, pay more money in terms of high-quality services and support the particular destination during occasions of financial crisis.

DEAD SEA - JORDAN: THE AREA OF STUDY

According to the Jordan Tourism Board (2018), the Dead Sea is an endorheic lake located in the "Jordan Rift Valley at over 400m (1,312 ft.) below sea level. At the lowest point on the face of the earth, this vast stretch of water receives a number of incoming rivers, including the River Jordan. Once the waters reach the Dead Sea they are land-locked and have nowhere to go, so they evaporate, leaving behind a dense, rich, cocktail of salts and minerals that supply industry, agriculture and medicine with some of its finest products (Dead Sea Research Centre, 2018).

The Dead Sea is known around the globe as the saltiest sea known to man and is popular for its natural spa remedies (Dead Seaspacare, 2018). The Dead Sea is the deepest point on earth being relatively 402M below the level of the sea and bordered to the East side of Jordan. The sea is bordered by mountains to its East side and hills of Jerusalem to its West side. The area in the West is believed to have been home to five Biblical cities: Sodom, Gomorrah, Adman, Zebouin and Zoar (Bela). The dimensions of the Dead Sea are approximately 50km in length, and 15km in width. It was titled the Dead Sea due to its high salinity preventing microscopic marine organisms like marine plants and fish to survive (Dead Sea Research Centre, 2018).

METHODOLOGY

This study incorporates the survey technique of gathering data through the distribution of questionnaire among respondents. In the first section of the questionnaire, the demographic information of the respondents was discussed while the second section consists of roughly 20 questions related to the tourist perception and their satisfaction level visiting the Dead Sea in Jordan. Likert-type scale with five points was used in the designed questionnaire that starts from totally disagree (scale 5) to totally agree (scale 1) level. The hospitality and tourism industry and concerned management team with managers were the respondents. In this way, the answers to the questions were recorded and results were used for the improvement in the readability and clarity of survey questions. The three stages help in the execution of the study i.e. sampling, the collection of data and analysis of data. The data used is collected from the Ministry of Tourism and Antiquities 2017. The size of the sample and design are important in order to focus on the statistics that signify the selected population and enable to present recommendations. The random design of sampling was selected for this research.

The research sampling population were American tourists visiting the Dead Sea through different traveling agencies. In recent years, the tourism rate has increased in the Dead Sea. For American tourists, there is a 19.3% increase (Jordan Tourism Board, 2017). The Dead Sea receives the largest group of tourists visiting this site.

The research survey was carried out between October and November 2016, which is the peak tourist season. In October and November, the weather is warm for tourists to enjoy the Dead Sea. Several renowned traveling agencies helped to distribute the designed questionnaire among tourists and around 800 questionnaires were returned by the American tourists. At the end of the trip, the respondents were requested to fill the questionnaire as the study used 'performance only technique' for determining the perception and measuring the satisfaction level of American tourists. For the analysis of gathered data, SPSS was used. The analysis process included distributions of frequency, analysis of regression, factor evaluation, t-test and descriptive figures.

FINDINGS

Demographic analysis of participants

In the literature of tourism, the patterns related to demographic aspects of

tourists like gender, age, education level, marital status, income level and profession were considered during the evaluation of satisfaction of tourist (Yavuz, 1994). Other authors also confirmed in their studies that these demographic aspects are the determining factors (Font, 2000). In this study, the descriptive analysis survey assisted in examining the demographic aspects of American tourists.

It was found that the percentage of male travelers (58.8% was high compared to female travelers (41.2%). This is representative of the individualistic and high masculine Western culture prevalent among American tourists (Reisinger, 2009). According to the survey, 74.4% participants were between middle to young age, as 28.2% were between 18-25 years, 24.6% were between the ages of 26-35 and 21.6% were between 36-49 years. It is important to mention that the education level of tourists was high, with 90% of the participants holding high school diplomas and post-graduation degrees. The level of education is also highly representative of the American culture of learning where education is given high priority (Joanne et al., 2004).

Table 1. Demographic Aspects of American Tourists (Data Source: Alrousan et al., 2018)

Features	Dead Sea of Jordan (Demographic Aspects Result)- (n=350)
Gender (%)	
Male	58.8
Female	41.2
Age (%)	
14-17	8.50
18-25	28.2
26-35	24.6
36-49	21.6
50-65+	17.1
Marital Status (%)	
Single	60
Married	30
Divorced	10
Education Level (%)	
Uneducated	0.5
Primary School	5.1
Secondary School	3
Passed High Secondary School	1
Graduated	45
Post Graduated	45
Others (did specific courses)	0.4
Profession (%)	
Government Employee	23.2
Private company employee	35.4
Housewife	21.5
Student	15
Others (Business owner and etc.)	4.9
Income (US \$) (%)	
<10,000	7.9
10,000-30,000	7
30001-50,000	10
50001-80,000	72
>80,000	5.1

There were roughly 60% of the participants who were single. In the profession aspect, 23.2% worked in Government institutions, however, 35.4% participants worked in private companies. The income level of the majority of the participants came to approximately 72%, with an annual income of US \$ 50,000-80,000. The detailed results of the demographic aspect of American tourists are discussed in the Table 1 provided below.

ANALYSIS OF PRIMARY COMPONENTS

The analysis of designed questionnaire in which Likert type scale is used ought to become an evaluation of reliability and correlation in order to determine the satisfaction level of American tourists. In this stage, there is a measurement of the authenticity of the results by using the qualitative methods. 0.95 was the value of alpha. Generally, the agreed limit (lower) is about 0.60 for exploratory research (Nunnally & Bernstein, 1994). Furthermore, for the identification of different dimensions the analysis of main aspects in terms of services was done. The data that appeared to be appropriate for the analysis of factors include 'calculation of Kaiser-Meyer-Olkin statistics of 0.93 and Bartlett's test of sphericity that has a value of around 5459.027 (p, 0.001)'. In the analysis of factors, the factors with 'eigenvalue; of 1 or > 1 were replaced with the analysis named 'varimax'. With the help of twenty three enlisted items, three groupings in terms of factors were developed.

There were 10 elements of the first aspect. The variables include town safety, cleanliness, the hospitality of people, and cleanliness around the sea, facilities for shopping & refreshment, area convenience, shrines (pre-historic) and energetic night settings and live. All these elements are synonymous with the culture of American tourist to Jordan. According to (Joanne et al., 2004). Americans prefer to travel in a rigid and planned manner. In addition, Reisinger (2009) noted that American tourists prefer long trips, perceive service quality differently, prefer freedom of choice and are not comfortable with the hosts knows best notion, are more interested in people, novelty, desire to be near nature, and to visit national parks and national monuments, are most sociable, adventuresome and active.

All the mentioned elements are included in the facilities that are provided at the destination. Thus, this aspect is listed as 'facilities at destination'. The variance of the first factor was 24.9. The second factor includes seven elements such as hotel cleanliness, welcoming staff, hotel safety, quality of food and services, hotel comfortability, facilities of skydiving and other. These elements were directed to the services (accommodation) factor. While the third factor includes six elements that include agency expertise, staff behavior, transfers to airport, services related to providing information, services of guides and bookings. The traveling agency is responsible over these elements. These groupings sum up around 66% of the variance with 24.9 % of the first factor, 20.0% of the second factor and 21.0 of the third factor. The loadings of factors were greater than 0.71. There was a moderate level of correlation between the aspects and their groups. In the grouping aspects, 'the Cronbach's alpha assessment' is used to check the consistency level. The findings and description of factors related to the satisfaction level of American tourists in terms of provided services and tour at Dead Sea of Jordan are explained in the Table 2.

REGRESSION ANALYSIS

The extension of simple linear regression 'Multiple regression' analysis was used to determine the aggregate impact of these cling factors on the satisfaction level of American Tourist. The strength of any element is determined by this analysis. The results for each procedure are reported in table 3 with the R2 values, t-statistics and coefficients. Here the

score of satisfaction level of American tourists was used as dependent factor and the coefficients of all three factors were used as independent factors.

Table 2. Results of Analysis of Factors (Data Source: Alrousan et al., 2018)

Items	Loading of factor	Eigenvalue	% of explained Variance	Value of F	α	P
Facilities at Destination		5.8	24.9	11.726	0.95	0.0001
Town Cleanliness	.77					
Town safety	.73					
Hospitality of people	.66					
Cleanliness around Sea Area	.75					
Lively nightlife scene	.67					
Facilities for shopping	.55					
Facilities for recreation	.77					
Cheap living expenses	.69					
Prehistoric shrines	.79					
Area Accessibility	.79					
Services (accommodation)		4.9	20.0	35.8	0.90	0.0001
Hotel safety	.72					
Hotel cleanliness	.77					
Quality of services	.80					
Quality of food	.79					
Friendly & welcoming staff	.80					
Hotel comfortability	.79					
Facilities of Skydiving and other related facilities	.70					
Services of traveling agency		4.7	21.0	12.145	0.91	0.0001
Agency expertise	.80					
Staff behavior& attitude	.86					
Transfers to airport	.74					
Services in terms of providing information	.80					
Services of guides	.82					
Bookings	.75					

Table 3 demonstrates the impact of three factors and their elements with the level of satisfaction of American tourists. About 23% of the variance is accounted for dependent factor. From the analysis, it is noticed that the elements of three main factors had significant statistical results in terms of β coefficients. The core of services related to accommodation and services of the travel agency was positive but the score of facilities at the destination was negative. In Table 3, the stable predictor related to the overall satisfaction was of services related to the accommodation with p , 0.001, a travel agency with p , 0.006 and facilities at the destination with p , 0.005.

Table 3. Impact of elements of three factors on American tourist (overall level of satisfaction) (Data Source: Alrousan et al., 2018)

Factors	Beta	Value of T	Sig.
Constant		13,496	000
Facilities at destination	-,111	-2,183	031
Services related to accommodation	448	8,8867	000
Services of External traveling agency	118	2,272	024
$R^2=0.23$			

MEANS ANALYSIS

For the investigation of perception of American tourists in terms of factors related to destination, a statistical process i.e. 'independent t-test' was done. Table 4,5 and 6 shows the scores of the mean of three factors and related elements to them that are facilities at destination, services (accommodation) and services related to the traveling agency. Among ten elements of facilities related to destination, five elements indicate significant mean scores. In addition, the four elements were assessed as highly satisfactory by the American tourists. The elements include cleanliness around the Dead Sea with a mean score of 3.84, pre historic shrines with a mean of 4.10, facilities of recreation with a mean of 3.97 and cheap living expenses with a mean of 3.80. The lively nightlife scene held the highest score of mean which came to 4.12. The summary of these statistical calculations is shown in the table 4 below.

Table 4. Summary of Results of 'T-test' for facilities of Destination (Data Source: Alrousan et al., 2018)

Elements	Mean	T value and significance
Town Cleanliness	3.55	-1.39
Town safety	3.71	-0.29
Hospitality of people	3.79	-1.72
Cleanliness around the Dead Sea	3.84	2.96
Lively nightlife scene	4.12	-2.20
Prehistoric shrines	4.10	3.25
Facilities for shopping	3.78	3.24
Facilities for recreation	3.97	3.29
Area Accessibility	3.66	-0.83
Cheap living expenses	3.80	2.19

Table 5. Summary of results of 'T-Test' for Services Accommodation (Data Source: Alrousan et al., 2018)

Elements	Mean	T-Value and Significance
Hotel cleanliness	3.96	2.607
Hotel safety	3.75	0.930
Quality of food	3.84	4.048
Quality of service	3.60	2.300
Hotel comfortability	3.55	1.591
Facilities of Skydiving and other related facilities	3.57	0.230
Staff hospitality	3.50	-1.425

Table 6. Summary of results of T-test for External Travelling agencies (Data Source: Alrousan et al., 2018)

Elements	Mean	T-Value and Significance
Agency expertise	3.83	-4.058
Staff behaviour & attitude	4.16	-2.754
Transfers to airport	4.32	-3.267
Services related to providing information	3.56	-0.998
Services provided by guides	3.76	-1.183
Bookings	4.22	-3.205

With regards to services in terms of accommodations'-test' was conducted. Among the seven elements related to the services in terms of accommodation, three elements held the high mean, which are hotel cleanliness with a mean of 3.96, hotel safety with a

mean of 3.75, and quality of food with a mean of 3.84. The summary of the results are in the table 5 below. On the other hand, the results of calculation of means of elements of the traveling agency showed that four elements held a high score of mean.

These four elements include agency expertise with a mean of 3.83, staff behavior and attitude with a mean of 4.16, transfers to the airport with a mean of 4.32 and bookings with a mean of 4.22. The summary of the results are shown in the Table 6.

CONCLUSION

There are different techniques for examining the satisfaction of tourists. This paper focuses on tourist from a certain country to a particular destination. The focal points of this paper are to highlight the satisfaction of American tourists who visit the Dead Sea in Jordan. As shown above, the perception of American tourists in terms of attributes and its relation to the destination are specifically examined. The results of the study are specific by focusing on the perception and satisfaction level of American tourists who visit the Dead Sea of Jordan. The focus on American tourist may possibly be generalised to represent Western tourists to Jordan since they make up the largest group of tourist visiting Jordan throughout the year.

It was found from the results of regression calculation that three factors directly influence the level of satisfaction of American tourists, which include services provided at the destination, services provided by the travel agency and available facilities at the destination. This fully corresponds with the American tourists' culture of individualism where they expect to receive the best of services on offer (Reisinger, 2009).

The scores of the mean of the three factors were above three, which is the neutral point of the overall scale. With the help of these results, it was discovered that American tourists were satisfied with the destination's services and facilities. The results of the 'T-test' showed that among the elements of the first factor (services related to accommodation), American tourists were highly satisfied with the pre-historic shrines, facilities of recreation, cheap living expenses, lively nightlife scenes and town cleanliness, in line with their preference for freedom of choice and adventurous inclinations to visit important locations (Reisinger, 2009). In the elements of the second factor (facilities at destination), American tourists were satisfied with hotel cleanliness, hotel safety and quality of life. Lastly, for the third and final factor (services of traveling agency), American tourists were content with the agency expertise, staff attitude and behavior, bookings and airport transportation. Both the third and fourth factors clearly showed the American spirit of a liking for novelty and a fulfilment of their own perceived service quality (Reisinger, 2009). In Jordan's other destinations like Petra, Jerash, Wadi Rum, Wadi Mujib, Mount Nebo, Aqaba have a high ratio of tourists. Nonetheless, tourists prefer to visit the Dead Sea, and therefore, the Dead Sea gains full attention from tourists due to the presence of salt crystals on its shores, spiritual and natural landscape on its West side and the hills of Jerusalem. Apart from these factors, pre-historic shrines and lively nightlife of the Dead Sea are also prominent aspects that fascinate tourists. In Jordan, tourism directly contributes to its GDP. Creating and maintaining the quality of services is important for managers of hotels, travel agencies and other stakeholders in the tourism industry.

In practice, managers and stakeholders in the tourism industry need to fully comprehend the satisfaction derived from expectation and expectancy disconfirmation (Oliver, 1980) in order to provide the best satisfaction for current and future customers. In addition, they also need to subscribe to the six major competitive edge proposed by Sheth (2001) so as to achieve a high level of customer satisfaction. For this purpose, the results of this paper are significant for those who hold positions in

tourism and hospitality management to increase the satisfaction of tourists by focusing on the three mentioned factors and their elements.

IMPLICATIONS FOR FUTURE RESEARCH AND JORDAN TOURISM INDUSTRY

For future research, Jordan is full of historic and worth-seeing sites so researchers should contribute to examining the stratification level of tourists visiting the sites of the Dead Sea. They may focus on tourist from Asia and even run comparative studies of Eastern versus Western tourists. This will be useful with the rapid increase in tourists from China who have lots of time to spend in other countries. Alternatively, it is also advantageous to look at how the American tourists perceive their satisfaction at other tourist spots in Jordan. All these will help in contributing to the competitiveness and sustainability of the Jordanian tourism industry. The tourism industry should focus on capitalization of offerings to be different from its competitors. The tourism industry of Jordan is focusing on different campaigns related to the international and domestic marketing, it is recommended to do proper research in terms of their potential tourists along with focusing on the planning related to the destination and remove barriers in travelling for potential tourists.

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