

## **THE CHANGES RESULTING FROM GLOBALIZATION IN TOURISM INDUSTRY AND THEIR IMPACT IN THE DEVELOPMENT OF TOURISM ACTIVITY IN JORDAN**

**Mohammad Shabeb KHASAWNEH**

AL-Balqa Applied University, Ajloun 26816, Jordan Department of Financial and Administrative Sciences, Ajloun Collge, Jordan, e- mail: khasawnehmohammad79@bau.edu.jo

**Hisham Mohammad Al-SMADI\***

AL-Balqa Applied University, Ajloun 26816, Jordan Department of Financial and Administrative Sciences, Ajloun Collge, Jordan, e-mail: dr-hsmadi@bau.edu.jo, dr\_hsmadi@yahoo.com

**Citation:** Khasawneh, M.S., & Al-Smadi H.M. (2019). THE CHANGES RESULTING FROM GLOBALIZATION IN TOURISM INDUSTRY AND THEIR IMPACT IN THE DEVELOPMENT OF TOURISM ACTIVITY IN JORDAN. *GeoJournal of Tourism and Geosites*, 25(2), 524–542. <https://doi.org/10.30892/gtg.25220-378>

**Abstract:** This study aimed to identify the change resulting from globalization in tourism industry and their impact in the development of tourism activity. The study followed the descriptive style, to achieve this purpose, a questionnaire was developed to measure the effect of political, economical and cultural globalization on tourism Activity. The sample of study consisted of (255) employees from higher departments of the Jordanian tourism industry. The results of the present study showed that the changes resulting from globalization (political, economical and cultural) in tourism industry showed a high level in the development of activity tourism. The results also indicated the presence of significant differences in the fields of cultural globalization on tourism activity and the effects of political globalization on Tourism Activity due to gender is in favor of males, However, there were no differences in the field of economic globalization on Activity Tourism, there were significant differences attributed to qualification in the field of political globalization on Tourism Activity and the study tool as a whole in favor of bachelor degree, there were no differences due to the variables of experience and type of job in the fields of economic, cultural, political and there were significant differences in sector variable in the field of political globalization on Tourism Activity in favor of public sector. Whereas, there were differences due to public sector in the study tool as a whole in favor of private sector.

**Key words:** globalization, Economic globalization, Political globalization, Cultural globalization, development of tourism activity

\* \* \* \* \*

---

\* Corresponding author

## INTRODUCTION

The most important features that characterize this era is the aspect of information explosion, and the great flood, which spreads everywhere and every moment without borders, communication and mixing of the globalization phenomenon, whether cultural, economic and political globalization, which were characterized by the approach of openness and mixing features within it (Al-Mutairi& Saud, 2013). Such geological features are numerous and diverse including mountains , volcanic and water features, mud volcanoes, salt domes, caves, sinkholes, kavirs and deserts, and erosion columns (Amrikazemi & Mehrpooya, 2006). In addition, Sadry (2009) eluded tow sites of intrest that are result of human intervention, such as mines.

Over the past decades, the literature of border studies emerged a rang of changes which informed by academic displines. These changes have shaped new features such as “globalization”. Current global economic system improve the values and standards of performance, efficiency and productivity; at present, the performance determines the new location of the global themes that must flourish when fulfilling their cost responsibilities on all aspects of economic, political, economic and cultural life.

Globalization is not merely a competition for market shares and well-timed economic growth initiatives; neither is it just a matter of trade opportunities and liberalization. To all States which attempt to political, economic and cultural progress and globalization must become a necessity (Al-Atai et al., 2009).

Tourist activity can have various effects. These change people, but also they change other people encountered along the way. Tourism represents a goal, but it can also serve as an instrument of educational activity. Therefore, tourism is considered a leisure activity with economic, social and cultural dimensions, which is characterized by beauty, climate, customs, traditions and civilizations of the people (Hamidato, 2015). Tourism has experienced continued growth and deepening on one of the fastest growing economic sectors in the world diversification to become linked todevelopment and encompasses a growing number of new destinations (Aldbur, 2016).

Globalization exists not only in the supply side of tourism, but it also defines the increasingly interconnected tourism demand around the world. Countries are bound by strong economic ties through tourism activities, such as tourism demand exhibits co-movements across countries because the importance of the industry for dependence on labor intensive and the interrelationship of the tourism sector with other economic sectors without resorting to large capital or advanced technical equipment required by services or industries (Lanfranchi et al., 2014).

## THE STUDY PROBLEM

Globalization brings new potentials for development and wealth creation. But there are divergent views on the economic impact of globalization. Few argue that the present model of globalization has increased the problems of unemployment, inequality and poverty, while others contend that globalization helped to reduce these aspects. Resulting from the tremendous developments in various fields, especially the telecommunications sector, and the rapid transfer of information and the intermingling of civilizations and cultures. Therefore, countries were keen to preserve their borders and nationalities by adopting a national policy capable of facing the challenges of political globalization. To solve this problem, the researcher formulated the problem in the following two questions:

**The First question:** What are the changes resulting from (economic, cultural, political) globalization in tourism industry and their impact in the development of Tourism Activity ? This question is divided in to the following sub-questions:

What are the changes resulting from (economic) globalization in tourism industry and their impact in the development of tourism activity? What are the changes resulting from (cultural) globalization in tourism industry and their impact in the development of tourism activity? The changes resulting from globalization in tourism industry and their impact in the development of Tourism Activity.

What are the changes resulting from (political) globalization in tourism industry and their impact in the development of Tourism activity?

**The second question:** Are there statistically significant differences at the level of significance ( $\alpha = 0.05$ ) in the impact of economic, cultural and political globalization changes on Tourism Activity according to the study variables (gender, qualification, experience, type of job and sector)?

### **Hypotheses of the study**

Based on the questions in the study problem, the hypotheses of the study are:

- There is no statistically significant effect on ( $\alpha \leq 0.05$ ) for the changes resulting from (economic, cultural, political) globalization in tourism industry on the development of tourism activity.
- There is no statistically significant effect on ( $\alpha \leq 0.05$ ) for the changes resulting from (economic) globalization in tourism industry on the development of Tourism Activity.
- There is no statistically significant effect on ( $\alpha \leq 0.05$ ) for the changes resulting from (cultural) globalization in tourism industry on the development of Tourism Activity.
- There is no statistically significant effect on ( $\alpha \leq 0.05$ ) for the changes resulting from (political) globalization in tourism industry on the development of Tourism Activity.
- There are no statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) in the impact of economic, cultural and political globalization changes on Tourism Activity according to the study variables (gender, qualification, experience, type of job and sector).

### **THE IMPACT OF THE STUDY**

The importance of tourism on economic growth, most international organizations have begun to argue that tourism growth can influence, as well, the economic and sociocultural development of society. However, recently, a new approach that criticizes the relationship between both dimensions has begun to be developed, suggesting that this is not an automatic relationship. The phenomenon of globalization has opened the way to the recovery of world tourism markets in addition to the rapid technological development of the media and communication. The success of tourism will in future be based on connection and compatibility with other branches, and from the aspect of dynamics of process and causality of impact, that parallel is monitored in the segment that corresponds to the changes in demographic features of demand.

### **PROCEDURAL TERMS**

**Globalization:** is considered by some as a form of capitalist expansion which entails the integration of local and national economies into a global, unregulated market economy through the movement of goods, capital, production techniques, people and information (Hajunia & Fisherman, 2004).

**Economic globalization:** refers to the interdependence of economic interests and the increasing interdependence of world economies as a result of the growing scale of cross-border trade of commodities and services, flow of international capital and wide and rapid spread of technologies (Zinedine, 2009).

**Political globalization:** refers to the state is not the only actor on the global

political scene and the growth of the worldwide political system, both in size and complexity. That system includes national governments (Shabayeki, 2003).

**Cultural globalization:** The transformation of cultural identity from its national and private framework to integration, interaction and integration with other cultural identities under the monotheistic cultural identity (Zagho, 2010).

**Activity tourism:** Is public and private organizations that participate in development and production, which cover a range of areas from “active” holidays involving canoeing, climbing, horse-riding and mountaineering (Kaffee & Youssef, 2018).

**Development of Tourism Activity:** Is the phenomenon of the lawful movement of individuals to places other than their permanent residence for a period of twenty-four hours and not exceeding one year and for any purpose and the consequent economic, social, cultural, cultural and media effects (Pechlaner et al., 2015).

### **THEORITICAL FRAMEWORK**

Globalization represents the global integration of international trade, investment, information technology and cultures. Government policies designed to open economies domestically and internationally to boost development in poorer countries and raise standards of living for their people are what drive globalization. It is a political interference of a sovereign State or belonging to a specific country (Fatalawi, 2009).

The broad effects of globalization on different aspects of life dominate a great deal of attention over the past three decades. As countries, especially developing countries are speeding up their openness in recent years the concern about globalization and its different effects on economic growth, poverty, inequality, environment and cultural dominance are increased, the tourism sector has become an effective contribution to the increase of income and the formation of the tourism engine to develop a policy of continuity and communication for this sector, as it depends on natural resources and cultural values for its preservation and tourism as in other sectors that produce economic, social and environmental impacts on the level of Tourism area (Islam, 2014). Globalization emerged in the 1990s after the fall of the Soviet Union. When America demanded the world's countries to sign the World Trade Agreement with a view to controlling transnational corporations on global markets, the basic idea of globalization is to increase mutual relations among nations. It consists of 3 stages (Al-Jabri, 2009; Ragab, 2009):

The embryonic stage:

This phase is consider as negotiation, persuasion and conviction. Term birth stage: This phase is the beginning of the work of the International Trade Organization and its activities in removing all barriers and restrictions between countries. Expansion stage: Is the stage of overlap and the obvious interlink age of the economic, political, cultural and social issues and that globalization becomes open without the existence of political borders between countries and without time intervals and geography.

Types of globalization

Globalization is the universalization of its application, but through the realistic application of globalization policies there are many types: Political globalization: refers to the amount of political co-operation that exists between different countries (Mansour, 2009). Economic globalization refers to the interconnectedness of economies through trade and the exchange of resources. Effectively, therefore, no national economy really operates in isolation, which means national economies influence each other. Cultural globalization is the set of the spiritual, material, intellectual and emotional characteristics that characterize a specific society or social group. They include arts, literature, life styles, economic production, basic human rights, values systems, traditions and beliefs.

### **Dimensions of globalization**

There are several dimensions of globalization (Al-athamneh, 2002):

Economic is the intensification and stretching of economic interrelations around the globe. It encompasses such things as the emergence of a new global economic order, the internationalization of trade and finance. Military is defined as the intensification and stretching of military power across the globe through various means of military power (nuclear military weapons, radiation weapons simply weapons of mass destruction). The changes resulting from globalization in tourism industry and their impact in the development of Tourism Activity. Cultural is the intensification and expansion of cultural flows across the globe. Culture is a very broad concept and has many facets, but in the discussion on globalization, Steger means it to refer to “the symbolic construction, articulation, and dissemination of meaning.

### **The causes of globalization**

Globalization is no longer just an academic concept, it has become the title of a new global reality that surrounds society and enhances its manifestations and effects in all directions. The traditional logic of acceptance or rejection is not a weapon to confront the logic of dealing with globalization in some form.

### **The positive and negative effects of globalization**

There are pros and cons of globalization (Al-Mutairi, 2013). One of the advantages of globalization is to learn about the culture of peoples, to benefit from the experiences of developed countries, to keep abreast of civilization and technology and to open up to the civilizations of other countries and to demonstrate the importance of technological progress as a justification for accepting globalization; In order to change the political concepts of the peoples of the world, replacing the global culture rather than globalization of national culture, interference in the internal affairs of the state through the World Bank and human rights organizations.

### **The economic and social effects of tourism activity**

By the end of the twentieth century, tourism has become one of the first export industries because tourism depends on human labor in its success, which provides great job opportunities directly and indirectly, so it is a great source for bringing in hard currency and we do not forget the social impacts and environment of tourism activity which works to achieve social and cultural communication, under the shadow of globalization that led to the creation of intense competition among tourist countries and thus attract the largest possible number of tourists from different countries of the world (Bouakriv, 2012).

### **Types of tourism**

Tourism is one of the most flourishing industries in the world, making a significant contribution to the world; there are several types according to the criteria that are taken in classification of tourists and most important (Aldbur, 2016):

Types of tourism based on location and borders: There are types of first tourism (international or foreign tourism) and (domestic or domestic tourism) and there is also regional tourism (such as the region of America and East Asia). Types of tourism based on the period of residence of the tourist and characteristics of the tourist area: There is permanent tourism, which is all year round (cultural and religious tourism) and there is seasonal tourism during the period of the year such as summer or winter tourism. Types of tourism based on tourist attractions: There are three types of cultural tourism, including the visit of historical places and archaeological and religious sites, museums and social tourism: social relations and tourism, entertainment and natural tourism (including climatic, vegetative, natural and general) and a variety of purposes (recreational and scientific).

### **The development of tourism at the global level in the light of globalization**

There are points that have seen global tourism for globalization (Boukarev, 2012; Shbayeki, 2003):

**Border crossing procedures:** The phenomenon of globalization has led to the emergence of economic blocs that have not eliminated the procedures and complexities of border crossing, both for individuals and for goods and services. **Expansion and development of transport:** The developments in the field of air transport resulted from the emergence of a new generation of aircraft with large numbers of people. **Reduction of working hours:** work in the early twentieth century became six days and 10 hours of work a day without weekly or annual wage holidays until the working hours decreased by approximately 45%. **The development of technology and its implications and expected results tourism:** The modern technologies began to use the Internet as a type of tourist destination and use the e-mail in the expansion of the reservation and then use the wireless application protocol, which has become a new means of tourism and then use the WEB to take information and mobile booking, which enabled the electronic tourism to make a revolution in the world of tourism, which affected the buyer or tourist and the seller and opened the way for the tourist to choose between many choices.

**Elderly tourism as a new and growing phenomenon:** the increase in the average age and improve health care are factors that lead to early retirement and increase the number of elderly retirees and this will reflect the congestion of cities and promote and stimulate the development of tourism industry significantly. **Safety, security and optimal utilization of the best time:** the peace ladder of tourism does not meet the conditions specific to the environment and then peace, stability and safety are necessary and essential conditions for development in the tourism sector in the shadow of globalization.

### **PREVIOUS STUDIES**

The researcher referred to previous studies related to the subject of the study:

(Ajlouni, 2013). "Tourism Development in Jordan: a study of Tourism Awareness among Students of Private Jordanian Universities". Case Study Irbid and Jadra University. The study aimed to identify tourism awareness among students of private universities in Jordan, the case study of Irbid National University and Jadra University. This study was based on the field approach through the use of the questionnaire designed for this purpose. The sample of the study consisted of (312) questionnaire was randomly distributed. Therefore, the results of the study indicate that there is a high degree of tourism awareness about the importance of tourism and the positive effects of development in Jordan. Eashy (2013) aimed to clarify the relationship between the phenomenon of globalization and the tourism industry, and the extent of the impact of this phenomenon in various tools and mechanisms on tourism at the global level. In his study Eashy (2013) concluded that tourism is one of the manifestations of globalization in the history of the nature of its activities, at the same time, globalization represents a fertile environment for the growth of the activities of the industry through the facilities provided by various means of communication, the use of the World Wide Web, At the global level.

Hołowiecka et al., 2011, stated that tourism development can be considered in every dimension of these processes: economic, social, cultural and even political. The high importance of tourism in the present global economy makes it a very popular research field, especially in the scope of economic dependence between tourism and globalization at the global or regional levels. Fully appreciating the achievements of research in this domain, the authors of this paper wish to refer to the scale of the unit and indicate how globalization impacts the individual purchasing decisions. The

analysis is based on empirical studies within Polish tourist activity preferences, on the basis of these results the authors attempt to answer the following questions: (1) which tourists' attitudes may reveal the impact of globalization on their preferences and purchasing behaviors; (2) The resulting changes from tourism industry globalization, and their impact in the development of Tourism Activity are visible in the attitude of Polish tourists; (3) there are differences in the model of tourist activity with reference to the socio-demographic features; (4) what is the spatial scope of preferred tourist destinations (i.e. is the compression of space as readily absorbed in the consciousness of the older population as in the younger?). Elsyed (2008) "The impact of strategic planning on the tourism industry". The study aimed to identify the impact of strategic planning on the tourism industry in Sudan. The study relied on the descriptive, analytical and historical method. The study adopted the questionnaire as a tool for collecting data and proving the hypotheses. The most important results are that tourism in Sudan can become an extension of the economy and contribute to social development. Tanahashi (2008) aimed at demonstrating the role of globalization and emerging roles in cultural tourism. Globalization today is a reality and a controversial one. The debate is over whether globalization is exacerbating or alleviating economic disparities in the world.

The adoption of global capitalism has certainly exacerbated disparities in economic activities and opportunities between a few urban centers and many secondary regions. Tourism in general, cultural tourism in particular, have the ability to alleviate this imbalance, by bringing economic activities and opportunities to the peripheral areas.

Okaka (2007) conducted a study to highlight the theoretical or conceptual implications of: the new media communication technologies, globalization, and cultural contestations on Africa's tourism industry; and to discuss appropriate media communications technology options for promoting sustainable tourism, peace and conflict resolution, cultural competence and inter-cultural communications in Africa.

The presentation of the paper is informed by the relevant theoretical and conceptual framework, reviews of national service statistics, relevant national ICT policy documents and media communication technology data. The author argues that new media communication technologies are vital players in catalyzing local, national and global tourism business development and inter-cultural dependency between Africa and the western world. Africa is a potential major market source of revenues for local and foreign tourism industry products and services. The loss of Africa's market shares in the global tourism arena is attributable to its lack of competitiveness. Helmy (2005) wrote about tourism development in the Egyptian Northwest Coast: a sustainable development approach. The study aimed to identify the available tourism components by identifying the most important strategies and plans that can reflect the economic ability of this sector.

The study used a set of strategic tools for the importance of the Northwest Egyptian coast and revenues. Thus, this study reached results, which impact on the national economy and the unification and compatibility of the tourism sector to the economy (Brown, 2006). This annotated bibliography summarizes studies on rural tourism. Primary emphasis is on studies dealing with the United States, but some international studies are also included. Topics covered include tourism planning and development, tourism marketing, tourism and rural development, tourism and sustainable development, economic and other effects of tourism, heritage tourism, nature-based tourism/ecotourism, and agritourism.

This paper is being hosted by the Rural Information Center. The researchers benefited from the previous studies in building the idea of the study and then determining the title of the study, and building the tool used in the study, which is the questionnaire and determine its areas. The study examined the changes resulting from globalization in

tourism manufacturing and its impact on the development of tourism activity. The study agrees with some previous studies in determining the variables related to tourism activity, such as. Some previous studies focoused on tht tourism industry, Alsyed (2003) and Okaka (2007). This study relies on a questionnaire to collect the data and answer the research questions. The result of this study agrees with some previous studies in determining the variables related to tourism activity, such as Ajlouni (2013) and Brown (2006).

## METHODS AND PROCEDURES

### Research Method

This study utilized the descriptive correlation design to achieve the objectives of this study to identify the impact of the change resulting from globalization in tourism industry and their impact in the development of Tourism Activity.

### Study Society

The society of study consisted of employees from higher departments of the Jordanian tourism industry.

### The sample of study

The sample of study consisted of (255) employees from higher departments of the Jordanian tourism industry. Table 1 shows the distribution of sample members on the study variables.

**Table 1.** Distribution of sample members on the study variables

Variables	Category	Frequency	Percentage
Gender	Male	150	58.8
	Female	105	41.2
	Total	255	100.0
Qualification	Applied Diploma	61	23.9
	Bachelor	145	56.9
	Postgraduate	49	19.2
	Total	255	100.0
Experience	from 1-5 years	85	33.3
	from 5-10	97	38.0
	10 years and above	73	28.6
	Total	255	100.0
Occupation type	Tourist offices	92	36.1
	Hotels	87	34.1
	Ministry of Tourism	54	21.2
	Others	22	8.6
	Total	255	100.0
Sector	Private	101	39.6
	Public	154	60.4
	Total	255	100.0

Table 1 shows the following:

- According to gender variable, the number of males (150) and percentage (58.8%), while the number of females (105) and a percentage of (41.2%).
- According to the highest frequency of the bachelor degree and above was (145) and a percentage (56.9%), followed by applied diploma (61) percentage (23.9%), Postgraduate studies (49%) and percentage (19.2%).
- According to the rate of the experience variable, the highest frequency was (5 to 10 years) at 97 recurrence rate (38.0%), followed by (85%) and (33.3%) respectively. Repetition of category (10 years and above) with frequency (73) and percentage (28.6%).

- According to Occupation type, The highest frequency was (92%) with percentage (36.1%), followed by the frequency (87), the percentage (34.1) and the Ministry of Tourism category (54 recurrences) and 21.2%), While the lowest frequency was (22) and (8.6%).

- According to the sector variable, the highest frequency was for a general category (154) and a percentage of (60.4%), while the frequency for a special category (101) was 39.6%.

The changes resulting from globalization in tourism industry and their impact in the development of Tourism Activity.

**Instruments of the study**

A questionnaire was constructed to collect the data from the study sample members. The final form was composed of two parts as follows:

Part 1: Includes the demographic variables of the study sample members (gender, qualification, experience, type of job, sector).

Part2: Includes three areas: The changes of economic globalization on tourism activity and included (8) paragraphs to measure the impact of economic globalization changes on tourism activity. The changes of cultural globalization to tourism activity and included (8) paragraphs to measure the impact of cultural globalization changes on tourism activity. The changes of political globalization on tourism activity and included (8) paragraphs to measure the impact of the changes of political globalization on tourism activity.

**The questionnaire Scale**

The questionnaire was used in the final form of (24) paragraphs. Five-Dimensional Likert Scale was used to measure the opinions of the study sample members and to give grades (1-5) according to the degree of approval for all the paragraphs of the questionnaire. Less than (2.34) takes a low grade. From (2.34-3.66) takes a middle grade.

More than (3.66) takes a high grade.

**Instruments validity**

The main purpose of a researcher by exploring construct validity is to determine whether the inferences made about the results of the assessment are meaningful and serve the purpose of questionnaire, it was presented to a group of arbitrators (8) with experience and competence from the field of tourism, in order to judge the degree of integrity of the wording and clarity of the paragraphs, the extent to which each paragraph is relevant to the field to which it belongs, in addition to any action necessary to delete, modify or add to the paragraphs of the resolution or suggestions that they deem appropriate. The observations and proposals of the arbitrators were adopted and the paragraphs of the resolution were amended according to the consensus of the majority of the arbitrators. The resolution is in final form.

**Instrument Reliability**

The reliability of the questionnaire was confirmed by applying it to a sample, Cronbach's alphato (Sekaran & Bougie, 2016) was applied to all study axes and the tool as a whole Table 2 shows.

**Table 2.** Reliability coefficients of the study instrument in the Cranach's alpha method for all study axes

No.	Domain	No. of item	Cronbach's alpha
1	Changes of economic globalization on tourism activity	8	0.88
2	Changes of cultural globalization on tourism activity	8	0.91
3	Changes of Political globalization on tourism activity	8	0.92
Instrument as whole		24	0.94

Table 2 shows that Cranach's alpha coefficients ranged between 0.92\_0.88, the highest was the field of "changes of political globalization on tourism activity" and the

lowest was changes of economic globalization on tourism activity. All reliability coefficients are high and acceptable in (0.70) and the scale as a whole was (0.87) and the coefficient of Cranach's alpha for the fields as a whole (0.94).

### STUDY VARIABLES

#### Independent variables:

Changes resulting from economic globalization in tourism manufacturing.

Changes resulting from cultural globalization in tourism manufacturing.

Changes resulting from political globalization in tourism manufacturing.

#### Dependent Variable:

The development of tourism activity.

### STATISTICAL PROCESSING

To answer the study questions, the following statistical treatments were used Statistical Package for the Social Sciences (IBM-SPSS – V.22) (Pallant, 2013). The frequency and percentages of the personal variables of the study sample were calculated and Cronbach's alpha equation was applied to obtain the reliability of the internal reliability, averages and standard deviations were calculated for all fields of study and paragraphs Dimensional and general mean. To detect differences in the fields of study according to the variables of gender experience and qualified type of job (MANOVA) programme was used; also ANOVA used to analys the total score of the tool.

### RESULTS OF THE STUDY AND DISCUSSION

This section includes the results of the study aimed at identifying "the changes of economic, cultural and political globalization on tourism activity" from the perspective of the employees of the senior departments of the Jordanian tourism industry. The First question is: "What is the effect of the changes resulting from globalization (economic, cultural and political) in tourism industry and their impact in the development of Tourism Activity?" To answer this question, calculation averages and standard deviations were calculated for all fields of study and the field as a whole.

**Table 3.** Means and standard deviations for all fields of study, (n = 255)

No.	Domain	Means	Std. deviation	Rank	Degree
1	The effects of economic globalization on tourism activity	4.12	0.42	1	High
2	The effects of cultural globalization on tourism activity	4.00	0.54	2	High
3	The effects of political globalization on tourism activity	3.70	0.54	3	High
The general average of all fields of study		3.94	0.41		High

Table 3 shows that means for the fields of the "Effects of economic, cultural and political globalization on tourism activity" ranged from (4.12-3.70). The most important of these were the effects of economic globalization on tourism activity with an average of (4.12), And the lowest mean of field (3) was "the effects of political globalization on tourism activity", with an average of (3.70) high. The overall average of the areas as a whole (3.94) is high, due to the fact that economic globalization contributes more than cultural and political globalization to the construction of public and private organizations that jointly develop the production and marketing of goods and services to serve the needs and welfare of tourists. This question is divided to the following sub-questions:

Question (1): What are the effects of changes resulting from (economic) globalization in tourism industry and their impact in the development of Tourism

Activity? The changes resulting from globalization in tourism industry and their impact in the development of Tourism Activity. Table 4 shows that means of the paragraphs that measure the effects of economic globalization changes on tourism activity ranged from (4.42\_3.93), most notably to paragraph (1), which states: "Economic globalization is the basis of mutual growth between countries", with an average of 4.42 and high.

**Table 4.** Means and standard deviations of all paragraphs of the effects of economic globalization on tourism activity (N = 255)

No.	Domain paragraphs	Mean	Std. Dev	Rank	Degree
1	Economic globalization is essentially the mutual growth of nations which develops tourism activity	4.42	0.80	1	High
2	Economic globalization led to economic openness between countries without customs and the development of tourism activity	3.99	0.84	6	High
3	Tourism activity is growing as a result of the changes imposed by economic globalization	4.18	0.66	3	High
4	Economic globalization has reduced the challenges facing tourism activity	4.19	0.61	2	High
5	Economic globalization has increased opportunities to identify countries and increasing tourism activity	4.18	0.68	4	High
6	Economic globalization has shown that there are new types of tourism such as travel for cultural and sports tourism and trips that lead to the development of tourism activity	3.93	0.76	8	High
7	Economic globalization affects in tourism activity through the flow of capital during the movement of tourists positively	3.96	0.77	7	high
8	Economic globalization has made tourist activity suffer from direct competition with other world tourism regions	4.10	0.70	5	High
General mean		4.12	0.42		High

The lowest mean of paragraph (6), which states that "economic globalization has shown the existence of new types of tourism such as travel for cultural and sports tourism and trips leading to the development of tourist activity" with an average of (3.93). The general average of the whole area (4.12) and the researcher attributed the reason to the fact that tourism companies benefited from the phenomenon of globalization, which opened the border between countries, and raised by the love of the United Nations to identify each other, and spread the sense of unity of the world, and helped globalization of the flow of capital during the movement of tourists, to the development of the economy of the country and the development of tourism activity, which has encouraged the opening of economic relations between countries. This finding agree with the outcome of the Cerovic et al. (2015) study, which showed that globalization processes that caused changes in the world economy, particularly in tourism-related industries, which a severe impact on the development of tourism, particularly mass tourism.

The development and progress of tourism are also producing some changes that have a strong impact on related industries. In this sense, the view of tourism as a result of economic development has evolved into a new view of tourism as a factor of economic development. The second sub-question: What are the effects of changes resulting from (cultural) globalization in tourism industry and their impact in the development of Tourism Activity? To answer this question, means and standard deviations of each of the areas of the effects of cultural globalization changes were calculated on tourism activity and the area as a whole Table 5.

Table 5 shows that means of the paragraphs that measure the effects of cultural globalization changes on tourism activity ranged from 4.10 to 3.89, most notably in

paragraph 3, which states: "Cultural globalization leads to differences in the cultural, ethnic and linguistic activity of local communities With a difference in the number of tourists during the tourist activity "with an average of (4.10) and high level and then paragraph (7) with an average of (4.07) and high degree, which states that" I suffer from diseases that hinder me from get rid my body west "The lowest averages of paragraph (6) , Which states that "cultural globalization has brought the distances between them closer together to know the habits and behavior of visitors during the period of tourist activity "with an average of (3.89) high. The general mean of paragraphs (4.00) was high.

**Table 5.** Means and standard deviations of all the fields  
of the effects of cultural globalization changes on tourism activity (n = 255)

No.	Domain paragraphs	Mean	Std. Dev	Rank	Degree
1	Cultural globalization has led to cultural advancement through constant attention to cultural values and tourist attractions that lead to the development of tourist activity	4.04	0.77	3	High
2	Cultural globalization leads to the loss of identity and social values	3.98	0.74	5	High
3	Cultural globalization leads to differences in the cultural, ethnic and linguistic activity of local communities with different types of tourists during tourist activity	4.10	0.75	1	High
4	Cultural globalization has reduced religious traditions and local customs in images consistent with the expectations and tendencies of tourists to satisfy their desires during the period of tourist activity	3.95	0.83	6	High
5	Cultural globalization has brought social classes closer together as a result of increased incomes of those engaged in tourism activity	3.94	0.87	7	High
6	Cultural globalization has brought closer to each other and familiarized with the habits and behavior of visitors during the period of tourist activity	3.89	0.85	8	High
7	Cultural globalization has served to support the human heritage and the expansion of the cultural circle around the world to develop tourism activity	4.07	0.79	2	High
8	Cultural globalization has led to mutual respect, cooperation and knowledge sharing in tourism activity	4.02	0.82	4	High
General mean		4.00	0.54		High

This is because cultural globalization takes an accelerated course through the influence and spread of culture, which is the heart of globalization and its driving force. Cultural globalization has enabled it to attract tourists and introduce them to the culture of countries, customs and heritage, and the constant attention to cultural values and tourist attractions, Cultural globalization contributes to the success of dealing with tourists expected to come to the development of tourism and its reflection on the tourism industry. This finding agreed with the result of Tanahashi (2008), which emphasized that globalization requires potential for a qualitative leap in the tourism industry. The tourism industry must nurture cultural heritage as a viable economic resource for the people, and with the people who have retained it for generations. The exploitation of cultural heritage must be as a tourist attraction. The changes resulting from globalization in tourism industry stopped as their impact in the development of the Tourism Activity, also the tourism industry must lead efforts to develop the social compact among all local stakeholders. It agreed with the result of the study (Brown, 2006), which showed great

importance in the tourist attractions of rural areas, in addition to emphasizing the variety of tourist attractions areas such as cultural tourism and tourism of natural areas. Third sub-question: What are the effects of changes resulting from (political) globalization in tourism industry and their impact in the development of Tourism Activity? To answer this question, the means and standard deviations were extracted of each paragraph of the effects of political globalization changes on tourism activity, table 6 shows that.

Table 6 shows that means of the items that measure the effects of the changes of political globalization on tourism activity range from (4.11-3.18), the most prominent of which is paragraph (1) which states: "Political globalization brought the laws and regulations that control tourism activities in different countries". (4.11) high, and then paragraph (6), which states that "political globalization increases the problems and security risks in tourism activity" with an average of 3.93 and the lowest arithmetic mean of paragraph (4), which states that "To the development of tourism activity through a reduction in domestic and foreign investment in the field of tourism infrastructure "with an average of 3.18. The general average of the items (3.70) was high. The researcher attributed the reason to the fact that political globalization has pushed the political wheel towards the formation of mergers and alliances among the international economies to unify and abolish customs and laws, including tariffs, and to facilitate the mobility of managers, businessmen and manpower, and also facilitate the transfer of goods, services and capital, And the abolition of restrictions on travel and travel between countries, which is reflected on the support and development of tourism activity through increased investment and the establishment of multinational companies, which affects the movement of tourism and tourism activities. Through increased investment and the establishment of multinational companies, which affects the movement of tourism and tourism activities.

**Table 6.** Means and the standard deviations of all fields of the effects of the changes of political globalization on tourism activity and the field as a whole (n = 255)

No.	Domain paragraphs	Mean	Std.Dev	Rank	degree
1	Political globalization has led to the convergence and unification of laws and regulations that control tourism activity in different countries.	4.11	0.76	1	high
2	Political globalization has led to the emergence of multinational corporations to regulate tourism activity	3.79	0.91	4	high
3	Political globalization has led to the elimination of restrictions on travel and movement between countries, which is reflected in the support and development of tourism activity	3.69	0.79	6	high
4	Political globalization leads to the development of tourism activity through a reduction in domestic and foreign investment in tourism infrastructure	3.18	0.90	8	Medium
5	Political globalization has given a vital role to countries at the expense of power through tourism	3.89	0.83	3	high
6	Political globalization increases security problems and risks in tourism activity	3.93	0.79	2	high
7	Political globalization invited for the international community, through its various bodies and organizations, to resolve international, regional and local conflicts and problems with a view to developing tourism activity	3.70	0.90	5	high
8	Political globalization seeks to develop media policies aimed at raising awareness among all segments of society to recognize the importance of tourism activity	3.33	0.92	7	Medium
<b>General mean</b>		3.70	0.54		high

The Changes Resulting from Globalization in Tourism Industry  
and Their Impact in the Development of Tourism Activity in Jordan

**Table 7.** Means and standard deviations for all fields of study according to the study variables (n = 255)

Fields	Variable	Category	No.	Mean	Std.Dev
The effects of economic globalization	Gender	Male	150	4.15	0.42
		Female	105	4.08	0.42
	Qualification	Applied Diploma	61	4.04	0.42
		Bachelor	145	4.18	0.39
		Postgraduate	49	4.05	0.47
	Experience	from1-5 years	85	4.15	0.37
		from 5-10	97	4.12	0.40
		10 years and above	73	4.08	0.49
	Occupation type	Tourist offices	92	4.09	0.43
		Hotels	87	4.09	0.44
		Ministry of Tourism	54	4.22	0.33
		Other	22	4.12	0.47
Sector	private	101	4.09	0.43	
	Public	154	4.14	0.41	
The effects of cultural globalization	Gender	male	150	4.15	0.42
		female	105	3.86	0.61
	Qualification	Applied Diploma	61	3.89	0.60
		Bachelor	145	4.05	0.49
		Postgraduate	49	3.98	0.57
	Experience	from1-5 years	85	3.99	0.52
		from 5-10	97	4.03	0.54
		10 years and above	73	3.98	0.55
	Occupation type	Tourist offices	92	3.96	0.56
		Hotels	87	4.02	0.53
		Ministry of Tourism	54	4.02	0.50
		other	22	4.03	0.54
Sector	private	101	4.00	0.53	
	Public	154	4.00	0.54	
The effects of political globalization	gender	male	150	3.81	0.49
		female	105	3.54	0.58
	Qualification	Applied Diploma	61	3.58	0.58
		Bachelor	145	3.79	0.51
		Postgraduate	49	3.61	0.54
	Experience	from1-5 years	85	3.75	0.54
		from 5-10	97	3.67	0.54
		10 years and above	73	3.69	0.55
	Occupation type	Tourist offices	92	3.69	0.61
		Hotels	87	3.74	0.51
		Ministry of Tourism	54	3.73	0.45
		other	22	3.57	0.57
private		101	3.59	0.54	
Public	154	3.78	0.53		
The scale as a whole	Gender	male	150	4.02	0.37
		female	105	3.83	0.44
	Qualification	Applied Diploma	61	3.84	0.45
		Bachelor	145	4.00	0.37
		Postgraduate	49	3.88	0.44
	Experience	from1-5 years	85	3.96	0.39
		from 5-10	97	3.94	0.39
10 years and above		73	3.92	0.46	

	Occupation type	Tourist offices	92	3.91	0.43
		Hotels	87	3.95	0.43
		Ministry of Tourism	54	3.99	0.35
		other	22	3.91	0.43
	Sector	private	101	3.89	0.39
		Public	154	3.97	0.42

**Table 8.** The results of (MANOVA) for the detection of differences according to the gender, qualification, experience, occupation type and sector variables (n = 255)

Source. V	Domain	Sum of squares	D.F	Mean square	F.	Std.Dev
Gender	The effects of economic globalization on tourism activity	0.387	1	0.387	2.264	0.134
	The effects of cultural globalization on tourism activity	3.263	1	3.263	11.734	0.001
	The effects of political globalization on tourism activity	4.314	1	4.314	16.366	0.000
Qualification	The effects of economic globalization on tourism activity	0.728	2	0.364	2.130	0.121
	The effects of cultural globalization on tourism activity	0.763	2	0.381	1.372	0.256
	The effects of political globalization on tourism activity	1.674	2	0.837	3.176	0.043
Experience	The effects of economic globalization on tourism activity	0.018	2	0.009	0.053	0.949
	The effects of cultural globalization on tourism activity	0.113	2	0.056	0.203	0.816
	The effects of political globalization on tourism activity	0.196	2	0.098	0.372	0.690
The function type	The effects of economic globalization on tourism activity	0.685	3	0.228	1.336	0.263
	The effects of cultural globalization on tourism activity	0.127	3	0.042	0.152	0.928
	The effects of political globalization on tourism activity	0.269	3	0.090	0.340	0.797
Sector	The effects of economic globalization on tourism activity	0.253	1	0.253	1.482	0.225
	The effects of cultural globalization on tourism activity	0.044	1	0.044	0.160	0.690
	The effects of political globalization on tourism activity	2.819	1	2.819	10.695	0.001
The error	The effects of economic globalization on tourism activity	41.876	245	0.171		
	The effects of cultural globalization on tourism activity	68.127	245	0.278		
	The effects of political globalization on tourism activity	64.586	245	0.264		
Corrected Total	The effects of economic globalization on tourism activity	44.10	254	44.102		
	The effects of cultural globalization on tourism activity	72.90	254	72.90		
	The effects of political globalization on tourism activity	74.27	254	74.27		

The second question: Are there statistically significant differences at the level of significance ( $\alpha = 0.05$ ) in the impact of economic, cultural and political globalization changes on Tourism Activity according to the study variables (gender, qualification, experience, occupation type, sector)?

To answer the second question, the means and standard deviations for all domains of the effects of economic, cultural and political globalization changes have been extracted according to different gender variables, years of experience and scientific qualification, occupation type, sector by (MANOVA) and (ANOVA) analysis. The changes resulting from globalization in tourism industry and their impact in the development of Tourism Activity.

Table 7 shows that there are differences between the means of the study fields and the scale as a whole is presented according to the different variables of gender, qualification, experience, occupation type and sector. To detect the statistical significance, (MANOVA) was applied on the fields of study according to gender, qualification, experience, occupation type and sector, and ANOVA for the total score Table 7 shows that.

Table 8 shows that: There were statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) in the field of the effects of cultural globalization on tourist activity, where the value of (F) and statistical significance (0.001) and in the field (effects of political globalization on tourism activity) (0.000) and the differences were in favor of males. The changes resulting from globalization in tourism industry and their impact in the development of Tourism Activity. There were no statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) in the field of the effects of economic globalization on tourism activity according to gender variable, where the value of (F) was (2.264) and statistical significance was (0.134). which indicates the consensus of the study sample that economic globalization affected tourism and made it an economic activity beyond the borders of the country Tourism arises from the movement of people in the search for new stations to give them opportunities to identify the other; whether the other person or a place or a landmark in blending them between reception and farewell, they work to exchange benefits and develop resources in an arena that no longer recognizes geographical boundaries. There were statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) in the field of (effects of political globalization on tourism activity). The value of (F) was (3.176) and statistical significance was (0.043). To detect the differences, the "Scheffe" test was applied, table 8 shows that.

There were no statistically significant differences of experience at the level of significance ( $\alpha \leq 0.05$ ) in all fields of study (the three fields) where the value of (F) for the field of effects of economic globalization is (0.053) and statistical significance is (0.949) Cultural globalization is (0.203) and statistical significance is (0.816) and the field of the effects of political globalization is (0.372) in statistical terms is (0.690). This may be due to the consensus of the study sample, regardless of their functional experience, that globalization, whether political, economic or cultural is based on four fundamental processes: the great competition between the superpowers, the globalization of production and the exchange of goods, innovation and technological innovation, which in turn increase the investment and tourism movement, which leads to the manufacture of tourism by developing activities and facilities that increase the demand of tourists.

There were no statistically significant differences in occupation type variable at the significance level ( $\alpha \leq 0.05$ ) in the study fields. The effects of economic, cultural and political globalization, where the values of (F) was (1.336) (0.152) (0.340) respectively, and the statistical significance level was (0.263) (0.928) (0.797), respectively. This indicates that the function type did not affect the views of the study sample members on the importance of economic, cultural and political globalization that increases the flow of

capital between countries and the spread of technology worldwide, penetrating the geography of the countries and their fields, which opens the way for trade and tourism movement and development activate tourism to attract tourists and to maintain the survival of the state. There were differences of statistical significance for the sector variable at the level of significance ( $\alpha \leq 0.05$ ) in the field of the effects of political globalization on tourism activity where the value of (F) was (10.695) and statistical significance was (0.001). The differences were in favor of the public sector with an average of (3.78) and the private sector average (3.59).

**Table 9.** The results of "Scheffe" test to detect the differences in the effects of political globalization attributed to variable (scientific qualification)

Qualification Category	Mean	Applied Diploma	Bachelor	Postgraduate
Applied Diploma	3.58	-	0.21	0.03
Bachelor	3.79	-	-	0.18
Postgraduate	3.61	-	-	-

Table 9 shows that there were differences between the applied diploma and bachelor categories, with an average of (3.79), while the average for the applied diploma category was (3.58) and postgraduate level was 3.61. which shows that the scientific qualifications carried by the study sample have an impact on the understanding of the principles of political globalization and its effects, where the manifestations of political globalization appear in the fall of dictatorships and the trend towards democratic systems, which emphasizes the preservation and maintenance of human rights, including the the development in the tourism sector and the opening up of travel and tourism between countries to develop tourism activity.

**Table 10.** He results of ANOVA as a whole depending on gender variables, qualification, experience, occupation type and sector (n = 255)

Source Variance	Sum of squares	D.F	Square mean	F.	Sig.
Gender	2.256	1	2.256	14.281	0.000
Qualification	0.974	2	0.487	3.083	0.048
Experience	0.001	2	0.001	0.004	0.996
Occupation type	0.244	3	0.081	0.515	0.672
Sector	0.636	1	0.636	4.028	0.046
Error	38.696	245	0.158		
Total corrected	43.034	254			

Table 10 shows that there were statistically significant differences at the level of ( $\alpha 00.05$ ) in the tool as a whole according to gender variables and for males with an average of (4.02) and sector variable for the private sector with an average of (3.98) and (F) was (14.281) (3.083) (4.028) and statistically significant (0.000) (0.048) (0.046), respectively. To detect the differences according to the variable of the scientific qualification, the test was applied (Pallant, 2013) (Table 10) shows that. This indicates that members of the male sample are more familiar with the economic, cultural and political globalization and its impact on the tourism industry and the development in tourist activities. This is due to the preoccupation of the female with housework, work, raising children and lack of research on this subject and deep knowledge to enable to judge the impact of economic. In addition, the researcher finds that the reason for the

existence of statistical significant differences at the level of ( $\alpha 00.05$ ) in the instrument as a whole according to the variable of the sector and in favor of an average (3.98) is due to the interest of the private sector in investment and tourism movement which increase their profits and revenues due to tourism movement active in the light of political, economic and cultural globalization. To detect the different positions, the "Scheffe" test was applied in the tool as a whole according to the scientific qualification variable.

**Table 11.** Results of 'Scheffe" test to detect the differences in the instrument as a whole due to qualification variable

Qualification Category	Mean	Applied Diploma	Bachelor	Postgraduate
Applied Diploma	3.84	-	*0.16	-0.04
Bachelor	4.00	-	-	*0.12
Postgraduate	3.88	-	-	-

The table shows that there were statistical significant differences according to the variable of the academic qualification.

The differences between the diploma and postgraduate categories on the one hand and the bachelor degree on the other and for the category BA with an average of (4.00), while the mean for diploma and postgraduate were (3.84) (3.88).

The researcher attributed the reason to the fact that economic, political and cultural globalization requires scientific qualifications capable of dealing with the latest developments and techniques that have been strongly imposed in societies. The regional environments have opened to the outside world, creating interference in political, economic and social and cultural rights without mention the geographical boundaries between countries, making the tourism movement increasing because globalization has made the world a small village that enables tourists to travel and move more freely, which in turn leads to the development of tourist activity.

The changes resulting from globalization in tourism industry and their impact in the development of Tourism Activity.

### CONCLUSIONS:

In the light of the results concluded to, the researchers recommend the following:

The need to encourage domestic and foreign investment in the field of tourism infrastructure. The need to develop media awareness plans to familiarize all segments of society with the importance of tourism activities.

The need to comply with international laws and regulations governing tourism activity. Focus on international tourism marketing.

### REFERENCES

- Ajlouni, A. (2013). The Development of Tourism in Jordan: Study of Tourism Awareness among Jordanian Private University Students. *Journal of Heritage*, (9), 130-159.
- Al-Atai, B. Al-Dabaa, T. & Abdel-Hamid, I. (2009). Cultural globalization and its impact on the identity of Saudi youth and their values and ways to preserve them. Master's thesis unpublished, King Saud University, Saudi Arabia.
- Al-athamneh, M. (2002). The Impact of Globalization on the Organization and Methods of Public Administration in Jordan, *Journal of the Development of Rafidain*, 1/24 (67), 33-49.
- Aldburi, O. (2016). The Role of Sustainable Tourism Development in the Face of the Unemployment Phenomenon. Third scientific conference entitled: Law and Tourism, 27-26 / 4/2016.

- Aljlouni, Abdullah (2013). The Development of Tourism in Jordan: Study of Tourism Awareness among Jordanian Private University Students, *Journal of Heritage*, (9), 130-159.
- Al-Jabri, M. (2009). The Concept of Globalization - The Arab Future. Beirut, Lebanon: Center for Arab Unity Studies.
- Al-Mutairi, A. & Saud, O. (2013). Globalization and its impact on political culture among Kuwait University students. Unpublished MA, Middle East University, Jordan.
- Boukarev, Z. (2012). Tourism marketing and its role in activating tourism sector - Algeria case study. Unpublished MA, Montessori University, Constantine, Algeria.
- Brown, D. (2006). Rural tourism: An annotated bibliography. Economic Research Service, US Department of Agriculture.
- Cerovic, S., Vukadinovic, P., & Knezevic, M. (2015). The influence of globalization on tourism and impact of tourism on other activities with an emphasis on Greenfield investments in tourism. *Key Issues On Tourism Destination Competitiveness*, 47-52.
- Eashy, S. (2013). Globalization and the expansion of the tourism industry. *Journal of Social and Human Sciences*, 14 (29), 43-70.
- El Sayed, M (2003). Globalization and Consumer Effectiveness in Globalization and its Implications for the Arab World, Center for Arab Unity Studies, Beirut, Lebanon.
- Fatalawi, S. (2009). Globalization and its Implications in the Arab World, Dar Al Thaqafa for Publishing and Distribution, Amman.
- Hajunia, A. & Fisherman, A. (2004). Tourist Security. Riyadh: Center for Studies and Research at Naif Arab University for Security Sciences, Saudi Arabia.
- Hamidato, N. (2015). Tourism activity in Algeria and its impact on economic growth. Unpublished Master Thesis, Al-Shaheed Hama Lakhdar University in Al-Wadi, Algeria.
- Helmy E. (2005). Tourism development in the Egyptian Northwest Coast: a sustainable development approach. International Conference Development and Tourism in Coastal Areas, Sharm EL\_Sheikh, Egypt, 9-12 March 2005.
- Holowiecka, B., Grzelak-Kostulska, E., & Kwiatkowski, G. (2011). Impacts of globalization on tourist preferences and activity. In *The Scale of Globalization. Think Globally, Act Locally, Change Individually in the 21st Century*, 55-62. Ostrava: University of Ostrava, 2011.
- Islam, T. (2014). The role of tourism in local development. Unpublished Master Thesis, University of Qasdi Mrabah, Durla, Algeria.
- Kaffee, M., & Youssef, T. (2018). Principles of Travel and Tourism agencies and organizations. (1). Jordan: Al Warraq Publishing & Distribution Est.\_Damascus: Dar Ruslan.
- Lanfranchi, M; Giannetto, C& De Pascale, A. (Jun 2014): The Role of Nature-Based Tourism in Generating Multiplying Effects for Socio Economic Development of Rural Areas: Access la Success; Bucharest Vol. 15, Iss. 140, 96-100.
- Mansour, A. (2009). Globalization and the future Arab options. Damascus University *Journal of Economic and Legal Sciences*, 25 (2), 559-581.
- Okaka, W. (2007). The role of media communications in developing tourism policy and cross cultural communication for peace, security for sustainable tourism industry in Africa. In *Proceedings of the International Institute of Peace through Tourism (IIPT), African Conference on Peace through Tourism at Educators' Forum, Kampala (Uganda)* (pp. 19-22).
- Pallant, J. (2013). SPSS survival manual. McGraw-Hill Education (UK).
- Pechlaner, H., Bialk-Wolf, A. & Zacher, D. (2015). Cognizant Communication Corporation. *Tourism Culture & Communication*, Volume 15, Number 1, 2015, pp. 47-58(12).
- Ragab, M. (2009). Globalization is the next danger (its causes, economic implications, educational implications) (i 1). Amman, Jordan: Al Warraq Publishing & Distribution Est.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Shabayeki, M. (2003). Tourism and its economic and social effects. Dissertated Dissertation, Montessori University, Constantine, Algeria.
- Tanahashi, K. (2008). Globalization and Emerging Roles of Cultural Tourism.
- Zagho, M. (2010). The impact of globalization on the cultural identity of individuals and peoples. *Journal of the Academy of Social and Human Studies*, 4, 39-101.
- Zinedine, M. (2009). Globalized democracy, democratic globalization or the democratization of globalization? In *globalization and the neoliberal crisis*. Beirut: Arab Network for Research and Publishing.

Submitted:  
10.02.2019

Revised:  
31.05.2019

Accepted and published online  
25.06.2019