

*

136

%5

(5-3)

%80

%80

150 %46

%88

577.7

%46

267.5

2003

(1)

%90-%80

outbound tourism

(2).1963

%30.7

%33.8

%11.8

%11.7

%4.87

%4.77

%21.24 %21.64

2004/7/14

2004/12/27

*

)

1.385.873

9.061.441

2003-1999

%84.71

%76.97

(

%66.71

%73.76

(2)

(3)

%62.61

)

19

.(

(1)

8/17

2003/11/30 -

	12))	
	((12	
1550	475	1075	8/31-17
4296	775	3521	9/30-1
5715	1063	4652	10/31-1
3073	596	2477	11/30-1
14634	2909	11725	

(4) 577.000

1997

529.529

(5)

.1999

307.178

2.231.882

2000

2002

453.082

%13.76

1.842.264

%24.59

(6)

(2)

37	39	
23	26	
12	16	
12	12	
7	9	

.2003

:

(1)

2003/8/17

%80

(14634) 2003/11/30

%20

%72

" "

(3)

.1

2003/12/31-2003/8/17

.2

(%)			
28.43	7076	4	5
16.93	4214	3	4
33.97	8456	4	3
13.64	3396	2	
7.03	1748	6	
100	24890	19	

.3

.1

%34 (3)

.2

%28.5

.3

%80

.4

24890

.2003/12/31-8/17

150

14

136

(4)

♦	♦	
19.9	27	
36.8	50	
61.0	83	
33.8	46	
37.5	51	

.()♦

(5)

♦	♦	
75.7	103	
41.9	57	
26.5	36	
15.1	21	
7.4	10	

.()♦

" "

11

.()

(Shoup) (7)

(8)

(9)" "

(SPSS)

(10)

			(11)	
				26
		52	(13)	(12)
				(14)
(5)	-2			
		%50	2001-1997	(15)
			%80	
			%7	
				%44
				-1
			(4)	

(Outbound Tourism)

(Inclusive Tour)

%25

-3

(%56.6)

(%2.9)

(%40.4)

(6)

(8)

25	34	
2.9	4	
71.3	97	
0.7	1	
100	136	

40.4	55	
56.6	77	
2.9	4	
100	136	

-4

%63.2

%25

(9-7)

%88.2

- (6-4)

%5.9

10 3

-6

(%87.5)

(7)

5.9	8	3
25.0	34	6-4
63.2	86	9-7
5.9	8	10
100	136	

(11)

2.9	4	*
5.9	8	**
16.2	22	***
40.4	55	****
34.6	47	*****
100	136	

(9)

6.6	9	
87.5	119	
5.9	8	3
00	00	4
100	136	

-9

-7

18 2.5 5.1 4.5
 2.7 40-19 4
 (0.35) 60-41
 60
 (40-19)
 10-9

210 %30.9
 60-31 %28.7
 120-91 %12.5
 150 %54
 150 %46

(12)

4.5	
5.1	
9.6	◆
2.5	18
4.0	40-19
2.7	60-41
0.35	60
9.7	◆

.(9.7 9.6) ◆

(10)

2.9	4	30
28.7	39	60-31
5.9	8	90-61
12.5	17	120-91
3.7	5	150-121
5.9	8	180-151
9.6	13	210-181
30.9	42	210
100	136	

-8

%75

-10

%90

%22.79
 %16.18 400-301 500-401
 700-601 %11.76 200-100
 %60 %11.03

(14)

500

500

%40

2.75

(13)

2.72

--	--	100
11.76	16	200-100
8.82	12	30-201
16.18	22	400-301
22.79	31	500-401
9.56	13	600-501
11.03	15	700-601
8.82	12	800-701
6.62	9	900-801
4.41	6	900
100	136	

2.60

.(2.00)

:

(14)

0.5119	1	2.75	
0.4346	2	2.72	
0.6915	3	2.60	
0.5014	4	2.48	
0.4992	5	2.45	
0.8212	6	2.31	
0.9581	7	2.23	
0.8057	8	2.20	
0.5852	9	1.79	
0.6062	10	1.37	
0.5359	11	1.36	
			2.21

2.21

(2.00)

(15)

One-Sample Test

0.000	0.3092	2.2058

(16)

0.002	6.678	0.589	2	1.178	
0.000	13.994	1.038	3	3.115	
0.341	1.085	0.104	2	0.207	
0.000	15.787	1.238	2	2.477	
0.000	11.983	0.815	5	4.073	
0.000	11.983	0.815	5	4.073	
0.000	6.747	0.532	5	2.660	

(6-4)

One-Sample Test

(15)

0.05 0.000 α

(60-31)

:

one way ANOVA test

(800-700)

(16)

%20

%72

.4

.5

.6

6-4 %63.2

9-7

%25

%.88

9 4

%87.5

.7

%12.5

150

%54

.8

150

%46

.9

4.5) 9.6 (

18 2.5 (

5.1

-41 2.5 40-19

4

60

%60

.10

%40 500

500

.11

Kruskal Wallis Test
(17)

(17)

Kruskal Wallis Test

12.042	10.749	
5	5	
0.034	0.051	

.1

.12

.2

6-4

60-31

800-700

.13

%80

.3

.6

.1

" "

.7

.2

.8

.3

.9

.4

.5

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**Promoting Domestic Tourism in Developing Countries;
 An Analytical Study of Jordan's Experiment from the Point of
 View of a Group of Jordanian Tourists in Petra**

*Khalid Maqableh**

ABSTRACT

This study entitled "Promoting domestic tourism in developing countries; An analytical study of Jordan's experiment from the point of view of a group of Jordanian tourists in Petra" aimed at evaluating the effectiveness of domestic tourism promotional programs performed by the Ministry of Tourism and the Jordan Tourism Board in cooperation with other tourism organizations and institutions in the Kingdom. The actual study sample consists of 136 Jordanian tourists in Petra during the period August- December 2003. SPSS was used to calculate the averages, standard deviations, frequencies, variance and statistical relations. Nearly 80% of the participants stayed at 3-5 star hotels in Petra. Among the main factors that motivated Jordanians to participate in the program were the attractiveness of the place, spending leisure time with family, friends and relatives, and benefiting from the price offers. Around 88% of the participants spent 2 nights in Petra, and 46% spent JD 150 or more during the tour.

The study sample highly evaluated the attractiveness of the place and food and beverages services, while the sample negatively evaluated the entertainment activities and the availability of entertainment facilities and services for children.

This study recommended paying more consideration to promoting domestic tourism , promoting new tourism patterns in different areas of the country, making available and accessible the required facilities and services that suite the capabilities and preferences of Jordanians, and focusing on promoting family, youth and organized tours for Jordanian citizens.

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