Factors Affecting the Investment of Tourism in Jordan

Ameen Ahmed Mahbob AL Momani[1*]

[1]*Department of Tourism and Archaeology, Faculty of Art, Ha'il University, Hail, Saudi Arabia.*

Author's contribution

The sole author designed, analyzed, interpreted and prepared the manuscript.

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ABSTRACT

Across years numerous Arab regions have made substantial investments in different tourist amenity packages. These investments were made to either capture a portion of the growing tourism market or establish an image that attracted the human capital needed to advance economic development. This study analyze the factors affecting the investment of tourism in Jordan on the different dimensions of the study.

Data have been processed and analyzed through the use of "SPSS" program in order to obtain means, standard deviations, and percentages for the demographic characteristics of the sample. Moreover, analysis of variance (ANOVA) is conducted to test if there are any statistical evidences of the existence of difference between participants to the independent variables.

The subject of this study was selected for its theoretical and practical importance in the field of tourism management in general and investment of tourism in particular.

This importance arises from the factors affecting the investment of tourism in Jordan which have great effects on individual performance.

The study revealed that there are strong statistical evidences that differences exist between employees according to their qualification of the hotel managers, hotel Location, years of experience in the hotel, number of training programs attended by the manager. However, the results show that there is statistical evidence that a difference exists between. The study

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Corresponding author: E-mail: ameenmoma63@yahoo.com;

provided a number of recommendations to help dealing with factors affecting the investment of tourism in Jordan.

Keywords: Investment; tourism; Jordan.

1. INTRODUCTION AND RELATED LITERATURE REVIEW

This study aimed at shedding light on the factors affecting the investment of tourism in Jordan.

In order to achieve the study objectives, and to conduct the study in a systematic approach, a conceptual framework was developed. The conceptual framework aimed at illustrating the major factors that affect investment of tourism in Jordan.

However factors affecting the investment of tourism is still a relatively uncovered, particularly for organizations operating in developing. Meanwhile, as tourism is one of the most important sources for the Jordanian national it is important to find new ways of helping Jordanian organizations working in tourism sectors in conducting its business in an effective and efficient way.

Lóránt Dávid [1], provide an insight into the purpose and development of responsible and sustainable tourism. Moreover, to present a critique of existing approach taken and to provide industry solutions towards key aspects, such as nature area tourism, eco-tourism, and rural development/tourism.In doing so, the paper will reconcile elements of responsible tourism and ecology within destination management.

Kaung-Hwa Chen, Feng-Hsiang Chang, Chihkang Wu (Kenny) [2], determine whether gender and age factors affect older tourist opinions of customer service. The authors interviewed 13 experts in the hot spring hotel industry and more than 469 hot spring hotel visitors who are over 50 years of age. Content validity and homogeneity reliability as proposed by Aiken were used to confirm customer service factors. This study uses the verbal-linguistic evaluation to assess customer service factors and each service item associated with these factors.

Rateb J. Sweis, Rifat O. Shanak, Amjad Abu El Samen, Taghrid Suifan [3], measure the perceptions of both architects and contractors regarding the factors affecting quality in the Jordanian housing sector. Major factors affecting quality were human resource management, customer satisfaction, uses of technology and supplier management. Although both samples of architects and contractors chose the factor "uses of technology" as the common factor, the t-test showed statistically significant differences in the means of both samples.

This study's findings build on prior research conducted in different countries. The major factors identified in this study are compared to other similar studies' findings, thereby adding to the available literature on factors affecting quality in the housing sector in developing countries.

Anna Farmaki, Panayiotis Constanti, Irene Yiasemi, Phidias Karis [4], provide an overview of the approaches that industry stakeholders follow towards responsible tourism in Cyprus and to address the challenges that responsible tourism management faces in a mass tourism destination.

Findings reveal that responsible tourism adoption in Cyprus is minimal. Several challenges have been identified as barriers to adoption and successful implementation including poor understanding of the concept, lack of awareness, limited budget, lack of coordination of activities and the absence of an integrated system to ensure cooperation and of a monitoring mechanism.

The paper will be of immense value to industry practitioners as it represents a holistic understanding of the challenges facing hospitality and tourism industry stakeholders in terms of the implementation of responsible tourism practice. Propositions are made regarding the maximisation of the benefits of responsible tourism".

Nor Haniza Mohamad, Amran Hamzah [5], share how a tourism cooperative creates economic sustainability as well as bringing sociocultural and environmental benefits to its members. The authors' case study was the Miso Walai Homestay in Batu Puteh on the Kinabatangan River of Sabah, Malaysia. Indepth interviews were conducted with cooperative managers and

cooperative members who were identified through the purposive sampling method. Direct observation was used to gain an understanding of ground reality. A community cooperative effectively manages economic, sociocultural, and environmental concerns of the local people. Society's perception of entrepreneurship and main streaming has changed. Shareholdership enables higher community involvement in the decision-making processes, increases tourism income distribution, solidifies the sense of ownership, strengthens social cohesion and, inevitably, increases community support.

Ana María Munar [6], analyze the relationship between tourists' user generated content on the web and destination branding, as well as to discuss the online strategies used by destination management organizations. The research adopts an exploratory study of social media sites and destination brands, relying on qualitative research methods, content analysis and field research. Tourists are largely contributing to destination image formation, while avoiding the use of the formal elements of the brands. The most popular strategies used by destination management organizations exhibit some crucial weaknesses. However, a strategy based on analytics brings new opportunities for destination branding.

Lisa Ruhanen [7], state that the climate change poses a significant challenge for the tourism industry and is a further inhibitor to the sustainable development objectives of tourism destinations. Recognizing the importance of these issues in 2011 and drawing together a number of the leading works in the field, this chapter provides a contextual background to climate change and tourism, debates the implications for the industry and issues such as adaptation, mitigation, and poverty alleviation. The discussion concludes with recommendations for governance and policy, adaptation and mitigation, and knowledge management, research, and education.

1.1 The Study Objectives

What are the factors affecting the investment of tourism in Jordan? The intent of this study is to investigate the factors affecting the investment of tourism in Jordan a subject that to date has received little attention. Towards this end we review the relevant literature on the factors in terms of manager's role differences in management.

1.1.1 Significance of the study

The subject of this study was selected for its theoretical and practical importance in the field of tourism management in general and investment of tourism in particular.

This importance arises from the factors affecting the investment of tourism in Jordan which have great effects on individual performance.

From the practical point of view, this study attempts to draw the attention of the factors affecting the investment of tourism in Jordan, aiming at helping them in taking necessary procedures to lighten these factors, to attain much of their satisfaction and improve their performance.

The study also contributes a bit in the structure of the Arabian Library in this vital field.

1.2 Research Limitations

As it is expected to contribute to theoretical and practical areas, this study is limited to the following:

1. It is based only on a questionnaire that was especially developed to fulfill the objectives of the study. Therefore, the results are confined to its validity and reliability.
2. It is restricted to the employees working in Amman, and Aqaba City and the sample size is small.
3. It has been conducted within a short period of time which may not reflect an accurate and valid profile.

1.3 Research Instrument

The study adopts two sources of data: secondary and primary data. Secondary data are obtained from literature published in this subject including previous studies. The primary data are collected from field study conducted through a questionnaire that was developed for such purpose.

The questionnaire consists of two parts: The first part included general data of personal variables: Qualification of the hotel managers, hotel location, years of experience in the hotel and number of training programs attended by the manager. The second part included (18) items

representing the factors affecting the investment of tourism in Jordan.

The three- point Likert scale was used for each item in the questionnaire: "agree" given (3) points, "neutral" given (2) points, "disagree" given (1) points.

A total of 94 questionnaires were used in this research. SPSS, ANOVA, T-test and sheffee test were used for the 94 respondents result.

Academic staff from the Jordanian universities as well as specialists in finance and tourism has evaluated the questionnaire.

SPSS Package was used to assess the reliability aspect of the questionnaire, which appears to be valid and reliable, and provide consistent results in repeated uses and had an acceptable reliability.

The Alpha's for the items are not below (0.77). Therefore, it can be concluded that the reliability of the questionnaire is high.

1.4 Hypotheses

In the light of the results of the previous studies and the objectives of this study, a number of basic hypotheses will be tested regarding the effect of the specified sources of the factors affecting the investment of tourism in Jordan and the personal variables. These hypotheses are:

H1: There are no statistical significant evidences that differences exist at (α≤0.05) between hotel managers towards factors affecting the investment of tourism in Jordan due to the qualification of hotel managers.

H2: There are no statistical significant evidences that differences exist at (α≤0.05) between hotel managers towards factors affecting the investment of tourism in Jordan due to the hotel location.

H3: There are no statistical significant evidences that differences exist at (α≤0.05) between hotel managers towards factors affecting the investment of tourism in Jordan due to the years of experience in the hotel.

H4: There are no statistical significant evidences that differences exist at (α≤0.05) between hotel managers towards factors

affecting the investment of tourism in Jordan due to the number of training programs attended by the manager.

1.5 Terminology of the Study

1.5.1 Investment

An asset or item that is purchased with the hope that it will generate income or appreciate in the future. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. In finance, an investment is a monetary asset purchased with the idea that the asset will provide income in the future or appreciate and be sold at a higher price [8].

1.5.2 Tourism

Tourism is the travel for recreation, leisure, religious, family business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" [9].

1.6 Sample Characteristics

The population of the study is all hotel managers in Jordan.

A stratified proportional-random sample is selected in order to answer the questions posed in the questionnaire. Total of (94) useable questionnaires were obtained.

Tables 1-4 show the sample distribution according to the demographic and variables. Figures show that the majority (44.7%) of the sample is Bachelor degree holders and only (13.8%) have graduate study. Moreover, most observations (52.1%) are from Amman city.

As far as the years of experience in the hotel managers, the Table shows that (34) observations of the sample (36.2%) have 10 – less than 15 years of experience.

Also we found that the number of training programs attended by the manager 1 – less than 3 years are 48.9%.

Table 1. Sample distribution according to qualification of the hotel managers

Variable	Frequency	%
Qualification of the hotel managers		
Diploma	39	41.5
Batchelor	42	44.7
Graduate study	13	13.8
	94	100.0

Table 2. Sample distribution according to hotel location

Variable	Frequency	%
Hotel location		
Amman city	49	52.1
Aqaba city	45	47.9
	94	100.0

Table 3. Sample distribution according to years of experience in the hotel

Variable	Frequency	%
Years of experience in the hotel		
1 - less than 5 years	17	18.1
5 – less than 10 years	22	23.4
10 – less than 15 years	34	36.2
15 years & above.	21	22.3
	94	100.0

Table 4. Sample distribution according to number of training programs attended by the manager

Variable	Frequency	%
Number of training programs attended by the manager		
Non	27	28.7
1 – less than 3 training programs	46	48.9
3 training programs & above	21	22.3
	94	100.0

2. DATA ANALYSIS METHODS

The study adopts two sources of data: secondary and primary data. Secondary data are obtained from literature published in this subject including previous studies. The primary data are collected from field study conducted through a questionnaire that was developed for such purpose.

3. RESULTS AND DISCUSSION

To answer the research question: What are the factors affecting the investment of tourism in Jordan? Mean and standard deviation were calculated for all variables (factors) Table 5.

From the table we can conclude that the major factors are political stability and security and obstacles facing investors in maritime activities (mean = 2.4574) followed by granting of discounts in the field of tourism (mean =2.4468), but the least factor is open new tourist markets (mean = 2.2234).

This mean that factors affecting the investment of tourism in Jordan are political stability and security and obstacles facing investors in maritime activities and granting of discounts in the field of tourism.

3.1 Hypotheses Testing

H1: There are no statistical significant evidences that differences exist at (α≤0.05) between hotel managers towards factors affecting the investment of tourism in Jordan due to the qualification of hotel managers.

To test hypothesis 1 we used SPSS Package and One-Way Analysis of Variance ANOVA, and we found that there are statistical differences towards factors affecting the investment of tourism in Jordan due to the qualifications of managers. In variables 2, 13, 14 and 16 Table 6.

To know which group is significant we ran Scheffe test and we found that the managers with bachelor feel stronger than the one with diploma that some of the factors affecting the investment of tourism in Jordan are cooperation between government agencies in the field of tourism and competencies and create collages tourist. And the managers with bachelor feel stronger than the one with graduate study that cooperation between government agencies in the field of tourism and Political stability and security and obstacles facing investors in maritime activities are factors affecting the investment of tourism in Jordan Table 7.

H2: There are no statistical significant evidences that differences exist at (α≤0.05) between hotel managers towards factors affecting the investment of tourism in Jordan due to the hotel location.

To test hypothesis 2 we used SPSS Package and T-test were used, and we found that there are statistical differences towards factors affecting the investment of tourism in Jordan due to the hotel location variable in variables 1, 9, 13, 14,17and 18 Table 8.

Table 8 shows that the managers in Aqaba City feel more than the one in Amman City in theses variables.

> **H3:** There are no statistical significant evidences that differences exist at (α≤0.05) between hotel managers towards factors affecting the investment of tourism in Jordan due to the years of experience in the hotel.

To test hypothesis 3 we used SPSS Package and One-Way Analysis of Variance ANOVA, and we found that there are statistical differences towards factors affecting the investment of tourism in Jordan due to the years of experience in the hotel. In variables 8, 9, and 18. Table 9.

To know which group is significant we ran Scheffe test and we found that the managers with experience 1 - less than 5 years feel stronger than the one with 10 – less than 15 years of experience that some of the factors affecting the investment of tourism in Jordan are granting of discounts in the field of tourism, create an incubator tourist to support small businesses and study activities in non-classroom building tourism culture Table 10.

> **H4:** There are no statistical significant evidences that differences exist at (α≤0.05) between hotel managers towards factors affecting the investment of tourism in Jordan due to the number of training programs attended by the manager.

Table 5. Descriptive statistics

The factors affecting the investment in tourism	N	Minimum	Maximum	Mean	Std. deviation
Open new tourist markets	94	1.00	3.00	2.2234	.81853
Cooperation between government agencies in the field of tourism	93	1.00	3.00	2.3978	.80945
database of sites viable tourism and investment companies	94	1.00	3.00	2.4043	.78039
providing facilities for tourism investment by Government	94	1.00	3.00	2.4043	.79405
regulations and legislation to invest in the tourism sector	94	1.00	3.00	2.4043	.82069
Equality of foreign investors	94	1.00	3.00	2.4362	.78368
development of infrastructure	94	1.00	3.00	2.3723	.81629
granting of discounts in the field of tourism	94	1.00	3.00	2.4468	.79808
Create an incubator tourist to support small businesses	94	1.00	3.00	2.3191	.85776
encourage research in the field of tourism	94	1.00	3.00	2.3404	.84946
Training programs which deal with tourists	94	1.00	3.00	2.4149	.82187
Awareness programs and guidelines for tourism	94	1.00	3.00	2.3617	.84052
competencies and create collages tourist	94	1.00	3.00	2.3936	.80613
Political stability and security	94	1.00	3.00	2.4574	.79872
evolution of the banking system and financial capabilities in the field of tourism	94	1.00	3.00	2.3723	.81629
obstacles facing investors in maritime activities	94	1.00	3.00	2.4574	.79872
environmental impact within the areas of tourism development	94	1.00	3.00	2.4043	.78039
study activities in non-classroom building tourism culture	94	1.00	3.00	2.2766	.79520
The factors affecting the investment in tourism	93				

Table 6. One-way analysis of variance ANOVA for qualification variable

ANOVA						
		Sum of squares	df	Mean square	F	Sig.
Cooperation between government agencies in the field of tourism	Between groups	9.840	2	4.920	8.779	.000
	Within groups	50.439	90	.560		
	Total	60.280	92			
competencies and create collages tourist	Between groups	7.907	2	3.953	6.849	.002
	Within groups	52.529	91	.577		
	Total	60.436	93			
Political stability and security	Between groups	5.931	2	2.965	5.053	.008
	Within groups	53.399	91	.587		
	Total	59.330	93			
obstacles facing investors in maritime activities	Between groups	7.828	2	3.914	6.916	.002
	Within groups	51.502	91	.566		
	Total	59.330	93			

Table 7. Scheffe test for qualification variable

Dependent variable	(I) qualif	(J) qualif	Mean difference (I-J)	Std. error	Sig.	95% confidence interval	
						Lower bound	Upper bound
Cooperation between government agencies in the field of tourism	1.00	2.00	.58396*	.16761	.003	.1668	1.0011
		3.00	-.21457	.24054	.673	-.8133	.3841
	2.00	1.00	-.58396*	.16761	.003	-1.0011	-.1668
		3.00	-.79853*	.23760	.005	-1.3899	-.2071
	3.00	1.00	.21457	.24054	.673	-.3841	.8133
		2.00	.79853*	.23760	.005	.2071	1.3899
Competencies and create collages tourist	1.00	2.00	.56960*	.16895	.005	.1491	.9901
		3.00	-.05128	.24332	.978	-.6568	.5542
	2.00	1.00	-.56960*	.16895	.005	-.9901	-.1491
		3.00	-.62088*	.24114	.041	-1.2210	-.0208
	3.00	1.00	.05128	.24332	.978	-.5542	.6568
		2.00	.62088*	.24114	.041	.0208	1.2210
Political stability and security	1.00	2.00	.42491*	.17035	.049	.0010	.8488
		3.00	-.23077	.24533	.644	-.8413	.3797
	2.00	1.00	-.42491*	.17035	.049	-.8488	-.0010
		3.00	-.65568*	.24313	.030	-1.2607	-.0506
	3.00	1.00	.23077	.24533	.644	-.3797	.8413
		2.00	.65568*	.24313	.030	.0506	1.2607
Obstacles facing investors in maritime activities	1.00	2.00	.52381*	.16729	.010	.1075	.9401
		3.00	-.17949	.24093	.758	-.7791	.4201
	2.00	1.00	-.52381*	.16729	.010	-.9401	-.1075
		3.00	-.70330*	.23877	.016	-1.2975	-.1091
	3.00	1.00	.17949	.24093	.758	-.4201	.7791
		2.00	.70330*	.23877	.016	.1091	1.2975

*. The mean difference is significant at the 0.05 level

To test hypothesis 4 we used SPSS Package and One-Way Analysis of Variance ANOVA, and we found that there are statistical differences towards factors affecting the investment of tourism in Jordan due to the number of training programs attended by the manager. In variables 4, 6, 10 and 11 Table 11.

To know which group is significant we ran Scheffe test and we found that the managers with training programs 3 & above feel stronger than the one with 1 – less than 3 training programs that some of the factors affecting the investment of tourism in Jordan are providing

facilities for tourism investment by Government, equality of foreign investors, encourage research in the field of tourism and training programs which deal with tourists Table 12.

Table 8. T-test for hotel location variable

Location		VAR00001	VAR00009	VAR00013	VAR00014	VAR00017	VAR00018
Amman city	Mean	1.9184	2.0612	2.2245	2.3061	2.2449	1.9592
	N	49	49	49	49	49	49
	Std. deviation	.78626	.89926	.82324	.84666	.82993	.78949
Aqaba city	Mean	2.5556	2.6000	2.5778	2.6222	2.5778	2.6222
	N	45	45	45	45	45	45
	Std. deviation	.72474	.71985	.75344	.71633	.69048	.64979
Total	Mean	2.2234	2.3191	2.3936	2.4574	2.4043	2.2766
	N	94	94	94	94	94	94
	Std. deviation	.81853	.85776	.80613	.79872	.78039	.79520

Table 9. One-way analysis of variance ANOVA for the years of experience in the hotel variable

		Sum of squares	df	Mean square	F	Sig.
Granting of discounts in the field of tourism	Between groups	7.346	3	2.449	4.247	.007
	Within groups	51.888	90	.577		
	Total	59.234	93			
Create an incubator tourist to support small businesses	Between groups	10.382	3	3.461	5.366	.002
	Within groups	58.043	90	.645		
	Total	68.426	93			
Study activities in non-classroom building tourism culture	Between groups	10.364	3	3.455	6.418	.001
	Within groups	48.445	90	.538		
	Total	58.809	93			

Table 10. Scheffe test for the years of experience in the hotel variable

Dependent variable	(I) exp	(J) exp	Mean difference (I-J)	Std. error	Sig.	95% confidence interval	
						Lower bound	Upper bound
Granting of discounts in the field of tourism	1.00	2.00	-.42246	.24519	.401	-1.1210	.2761
		3.00	-.79412*	.22554	.009	-1.4367	-.1515
		4.00	-.53501	.24772	.206	-1.2408	.1708
	2.00	1.00	.42246	.24519	.401	-.2761	1.1210
		3.00	-.37166	.20776	.367	-.9636	.2203
		4.00	-.11255	.23165	.971	-.7725	.5474
	3.00	1.00	.79412*	.22554	.009	.1515	1.4367
		2.00	.37166	.20776	.367	-.2203	.9636
		4.00	.25910	.21074	.681	-.3413	.8595
	4.00	1.00	.53501	.24772	.206	-.1708	1.2408
		2.00	.11255	.23165	.971	-.5474	.7725
		3.00	-.25910	.21074	.681	-.8595	.3413
Create an incubator tourist to support small businesses	1.00	2.00	-.37166	.25933	.564	-1.1105	.3672
		3.00	-.91176*	.23855	.003	-1.5914	-.2321
		4.00	-.61625	.26201	.145	-1.3627	.1302
	2.00	1.00	.37166	.25933	.564	-.3672	1.1105
		3.00	-.54011	.21973	.118	-1.1662	.0859
		4.00	-.24459	.24500	.802	-.9426	.4534
	3.00	1.00	.91176*	.23855	.003	.2321	1.5914
		2.00	.54011	.21973	.118	-.0859	1.1662

Dependent variable	(I) exp	(J) exp	Mean difference (I-J)	Std. error	Sig.	95% confidence interval	
						Lower bound	Upper bound
		4.00	.29552	.22289	.626	-.3395	.9306
	4.00	1.00	.61625	.26201	.145	-.1302	1.3627
		2.00	.24459	.24500	.802	-.4534	.9426
		3.00	-.29552	.22289	.626	-.9306	.3395
Study activities in non-classroom building tourism culture	1.00	2.00	-.28075	.23692	.705	-.9558	.3943
		3.00	-.88235*	.21793	.002	-1.5033	-.2614
		4.00	-.56863	.23936	.138	-1.2506	.1134
	2.00	1.00	.28075	.23692	.705	-.3943	.9558
		3.00	-.60160*	.20075	.035	-1.1736	-.0297
		4.00	-.28788	.22383	.649	-.9256	.3498
	3.00	1.00	.88235*	.21793	.002	.2614	1.5033
		2.00	.60160*	.20075	.035	.0297	1.1736
		4.00	.31373	.20363	.502	-.2664	.8939
	4.00	1.00	.56863	.23936	.138	-.1134	1.2506
		2.00	.28788	.22383	.649	-.3498	.9256
		3.00	-.31373	.20363	.502	-.8939	.2664

*. The mean difference is significant at the 0.05 level

Table 11. One-way analysis of variance ANOVA for the number of training programs attended by the manager variable

		Sum of squares	df	Mean square	F	Sig.
Providing facilities for tourism investment by Government	Between groups	7.344	2	3.672	6.515	.002
	Within groups	51.294	91	.564		
	Total	58.638	93			
Equality of foreign investors	Between groups	10.081	2	5.040	9.752	.000
	Within groups	47.036	91	.517		
	Total	57.117	93			
Encourage research in the field of tourism	Between groups	10.035	2	5.017	8.000	.001
	Within groups	57.072	91	.627		
	Total	67.106	93			
Training programs which deal with tourists	Between groups	7.895	2	3.947	6.540	.002
	Within groups	54.924	91	.604		
	Total	62.819	93			

Table 12. Scheffe test for the number of training programs attended by the manager variable

Dependent variable	(I) training	(J) training	Mean difference (I-J)	Std. error	Sig.	95% confidence interval	
						Lower bound	Upper bound
Providing facilities for tourism investment by Government	1.00	2.00	-.41465	.18202	.080	-.8676	.0383
		3.00	.25926	.21844	.497	-.2844	.8029
	2.00	1.00	.41465	.18202	.080	-.0383	.8676
		3.00	.67391*	.19772	.004	.1819	1.1660
	3.00	1.00	-.25926	.21844	.497	-.8029	.2844
		2.00	-.67391*	.19772	.004	-1.1660	-.1819
Equality of foreign investors	1.00	2.00	-.53865*	.17430	.011	-.9724	-.1049
		3.00	.22222	.20918	.571	-.2983	.7428
	2.00	1.00	.53865*	.17430	.011	.1049	.9724
		3.00	.76087*	.18934	.001	.2897	1.2321

Dependent variable	(I) training	(J) training	Mean difference (I-J)	Std. error	Sig.	95% confidence interval	
						Lower bound	Upper bound
	3.00	1.00	-.22222	.20918	.571	-.7428	.2983
		2.00	-.76087*	.18934	.001	-1.2321	-.2897
Encourage research in the field of tourism	1.00	2.00	-.63688*	.19200	.006	-1.1147	-.1591
		3.00	.03704	.23042	.987	-.5364	.6105
	2.00	1.00	.63688*	.19200	.006	.1591	1.1147
		3.00	.67391*	.20856	.007	.1549	1.1929
	3.00	1.00	-.03704	.23042	.987	-.6105	.5364
		2.00	-.67391*	.20856	.007	-1.1929	-.1549
Training programs which deal with tourists	1.00	2.00	-.43639	.18835	.074	-.9051	.0323
		3.00	.25926	.22604	.520	-.3033	.8218
	2.00	1.00	.43639	.18835	.074	-.0323	.9051
		3.00	.69565*	.20460	.004	.1865	1.2048
	3.00	1.00	-.25926	.22604	.520	-.8218	.3033
		2.00	-.69565*	.20460	.004	-1.2048	-.1865

. The mean difference is significant at the 0.05 level

4. CONCLUSION AND RECOMMENDA-TIONS

The main results and conclusions of this study are summarized as follows:

The results helped to understand the effect of the factors on Jordanian tourism organizations. Within the study, it has been found that Jordanian tourism organizations internal and external factors have a significant positive impact on tourism. A lot of attention has been given and put into the planning of this study as well as the development of the research methodology, data collection and data analysis. As a result, it is hoped that the research contributes in a significant way to the accumulative knowledge of tourism in general and investment of tourism in particular.

Despite that, as is the case with other research studies, this study also has a number of limitations, the mentioning of which can be valuable to future research.

However, while the researcher has attempted to meet such a requirement by reviewing various literatures in the field, it could not be claimed that the empirical investigation of this study has come from across all the different issues related to this perspective.

We found that some of the factors affecting the investment of tourism in Jordan are political stability and security and obstacles facing investors in maritime activities and granting of discounts in the field of tourism.

We found that the managers with bachelor feel stronger than the one with diploma that some of the factors affecting the investment of tourism in Jordan are cooperation between government agencies in the field of tourism and competencies and create collages tourist. And the managers with bachelor feel stronger than the one with graduate study that cooperation between government agencies in the field of tourism and Political stability and security and obstacles facing investors in maritime activities are factors affecting the investment of tourism in Jordan the managers with experience 1 - less than 5 years feel stronger than the one with 10 – less than 15 years of experience that some of the factors affecting the investment of tourism in Jordan are granting of discounts in the field of tourism, create an incubator tourist to support small businesses and study activities in non-classroom building tourism culture. managers with training programs 3 & above feel stronger than the one with 1 – less than 3 training programs that some of the factors affecting the investment of tourism in Jordan are providing facilities for tourism investment by Government, equality of foreign investors ,encourage research in the field of tourism and training programs which deal with tourists.

In order to lighten the factors affecting the investment of tourism in Jordan, the study recommends the following:

(1) Developing employment methods to place the appropriate managers.
(2) Conducting training programs to develop manager's abilities, skills, and attitudes.

(3) Developing the factors affecting the investment of tourism in Jordan.

5. FUTURE STUDIES

Conclusions of the previous studies, as well as the conclusions of this study, are worth investigation and revision by researchers; hence the researchers recommend conducting the following studies:

(1) Factors affecting the investment of tourism in Jordan.
(2) Relationships between individual needs and work.
(3) Effects of leadership style on work and effect of communication styles on work also.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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QUESTIONNAIRE

The Factors Affecting the Investment in Tourism

First Section:

Mark the appropriate answer with (X):

1. **Qualification of the hotel managers**

    □ Diploma
    □ Batchelor
    □ Graduate study

2. **Hotel Location**

    □ Amman City
    □ Aqaba City

3. **Years of Experience in the Hotel**

    □ 1 – less than 5 years.
    □ 5 – less than 10 years.
    □ 10 – less than 15 years.
    □ 15 years and above.

4. **Number of training programs attended by the manager**

    □ non.
    □ 1 – less than 3 training programs.
    □ 3 training programs & above.

Second Section:

No.	The factors affecting the investment in tourism	Agree	Neutral	Disagree
VAR00001	Open new tourist markets			
VAR00002	Cooperation between government agencies in the field of tourism			
VAR00003	Database of sites viable tourism and investment companies			
VAR00004	Providing facilities for tourism investment by Government			
VAR0005	Regulations and legislation to invest in the tourism sector			
VAR00006	Equality of foreign investors			
VAR00007	Development of infrastructure			
VAR00008	Granting of discounts in the field of tourism			
VAR00009	Create an incubator tourist to support small businesses			
VAR000010	Encourage research in the field of tourism			
VAR000011	Training programs which deal with tourists			
VAR000012	Awareness programs and guidelines for tourism			
VAR000013	Competencies and create collages tourist			

No.	The factors affecting the investment in tourism	Agree	Neutral	Disagree
VAR000014	Political stability and security			
VAR000015	Evolution of the banking system and financial capabilities in the field of tourism			
VAR000016	Obstacles facing investors in maritime activities			
VAR000017	Environmental impact within the areas of tourism development			
VAR000018	Study activities in non-classroom building tourism culture			