

THE IMPACT OF TRADITIONAL PRODUCTS AND ADVERTISING ON TOURISTS ATTRACTION: FIELD STUDY AT AJLOUN GOVERNORATE

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ABSTRACT

The aim of this research is to identify the development and modernization of tourist products in Jordan from the point of view of touristic and traditional crafts' owners in Ajloun governorate. In addition, this research tackles the impact of each of the development, modernization and touristic television and radio ads on attracting tourists to the Jordanian touristic sites. In order to achieve this goal, the researcher developed a questionnaire and distributed it to a sample of (100) traditional tourist craftsmen. After conducting the statistical analysis of the responses of the sample members of the study instrument, the following results were obtained: i) There is no interest in making developing and modernizing the tourist products in Jordan due to the lack of bodies involved in the development of tourist products and the absence of a government orientation to support such products, ii) The development and modernization of tourist products in Jordan has an impact on attracting and increasing the number of tourists, iii) The effect of touristic television and radio ads in Jordan on attracting and increasing the number of tourists.

Keywords: Traditional products, Tourist ads, Tourists' attraction

INTRODUCTION

Tourism has become one of the most important sources of national income during this era due to the great role that tourism plays in the economic development of communities and countries economically and socially oriented (Jraisat, Akroush, Alfaouri, Qatu, & Kurdieh, 2015). Most countries have focused on tourism and gave it much attention especially developing countries where tourism is the greatest and fastest growing and developing industries. The tourism industry is considered one of the largest industries in the global economy and is one of the most prosperous and long-term industries expected to grow, expand and prosper in most parts of the world. Hence, new ideas are emerging in the development of tourist products and touristic advertising industry to attract tourists. It also develops a positive trend towards it (Fandi, 2015; Kim & Lee, 2018). Due to the limited studies that dealt with the development of tourist products in Jordan, we found it appropriate to study the impact of the development of tourist products on attracting tourists to tourist areas in Jordan from the point of view of the owners of touristic and traditional crafts.

SIGNIFICANT OF STUDY

It is because of the poor efficiency of touristic marketing in Jordan and lack of modernization and development in tourist products that led to a decrease in the number of tourists in which affected the national economy and may be attributed to a defect in one or more stages of the tourism product industry and its advertising (Fandi, 2015). Hence the importance of this research is to study the impact of touristic development products and advertising them in the touristic markets as a preliminary step in activating its role to raise the efficiency of this kind

of marketing. Moreover, this impact will provide tourism with the most important inputs - tourists - in addition to their organization and distribution throughout the year.

RESEARCH OBJECTIVES

The current research aims to identify the following statements:

- 1- The reality of development tourist products in Jordan from the point of view of the owners of touristic and traditional crafts at Ajloun area.
- 2- The reality of the Jordanian touristic market and its supply and demand mechanisms.
- 3- The impact of development and modernization in tourist products on attracting tourists from the point of view of the owners of touristic and traditional crafts at Ajloun area.
- 4- The importance of Television and radio commercial advertising in marketing Jordanian tourist products.

PROBLEM STATEMENT

This research handles the weakness of the efficiency of touristic development and marketing plans in Jordan in general and the lack of commercial advertising that plays a negligible role in this regard (Fandi, 2015). Given the nature of Jordan and its unique geographic location among Arab countries, it is characterized by the existence of a number of archaeological sites which should constitute one of the tributaries of GDP. However, we note the low number of Arab and foreign visitors to these sites, in addition to the weakness of domestic tourism to these sites by Jordanians. From the above, the current research problem can be determined by answering the following questions:

Question 1: What is the level of interest in the development of tourist products in Jordan from the point of view of the owners of tourist and traditional crafts?

Question 2: Is there a significant statistical effect at the level of significance ($\alpha = 0.05$) To develop tourist products in Jordan to attract tourists to touristic sites and increase their number from the point of view of the owners of touristic crafts and traditional crafts?

Question 3: Is there a role of TV and radio advertising on Jordanian tourist products in the marketing of Jordanian tourism?

RESEARCH HYPOTHESES

The first hypothesis: There is a high level of interest in the development of tourist products in Jordan from the point of view of the owners of tourist crafts and traditional crafts.

The second hypothesis: There is a significant statistical effect at the level of significance ($\alpha = 0.05$) to develop tourist products in Jordan to attract tourists to touristic sites and increase their number from the point of view of the owners of touristic crafts and traditional crafts.

Third hypothesis: There is a significant statistical effect at the level of significance ($\alpha = 0.05$) for television and radio advertising on Jordanian tourist products to attract tourists to touristic sites and increase their number.

RESEARCH METHODOLOGY

The researcher relies on the descriptive approach and using the secondary data available in the theoretical study. The second part focuses on a field study conducted by a questionnaire to collect preliminary data about developing Jordanian tourist products and advertising them.

The researcher uses the quantitative method in this study which consists of 100 Owners of touristic and traditional crafts in Ajloun Governorate.

Questionnaire

For this purpose, a questionnaire was designed to survey the views of the touristic and traditional craftsmen and then they were investigated by specialists. Accordingly, the necessary modifications and improvements were made to produce the questionnaire in its final form (15) paragraphs which are divided from (3) fields as follows:

- Developing tourist products includes (5) paragraphs.
- Advertising and tourist shopping contains (5) paragraphs.
- Attracting tourists contains (5) paragraphs.

LITERATURE REVIEW

Safa (2015) conducted a research that aimed at finding out the extent of the use of modern means of communication in marketing the touristic service and its quality electronically. The research deals with electronic commerce and electronic marketing. The study focused on marketing touristic service electronically and its relation to the quality of marketing of this service. The study included 14 companies and tourist offices in Amman - Jordan. The questionnaire consisted of 19 questions. The sample size consisted of (20) workers who work at this tourism company. The study adopted four hypotheses that were tested by analyzing the responses of the sample members. The study concluded that there is a relationship between expanding the marketing of tourist service electronically and the quality of this service in the touristic companies.

Moreover, Abdulrahman and Saifuddin (2014) found that the international tourism market is witnessing fierce competition among different countries as these countries who are seeking to highlight their tourism components to attract domestic and foreign demand. Domestic tourism is a major figure in the tourism revenues in Algeria, so Algeria seeks to encourage and promote domestic tourism through the use of various means and methods. One of the methods used is reliance on national radio in the transfer of the right tourist information in a timely manner in order to create and encourage domestic tourism on the one hand, and on the other hand, the promotion of cultural behaviors in dealing with tourists and tourist facilities.

Hormuz (2006) aimed at identifying the importance and objectives of touristic planning and the concept of tourism development and its components and how to overcome its problems in addition to the most important stages of preparation for the tourism development plan. the findings and recommendations referred to the following:

- The need to use tourism as an engine to achieve balanced regional development and improve the lifestyle of the less developed regions that have resources and tourism resources.
- Taking into consideration the principle of tourism planning in order to achieve the integration of development among all sectors and the congruence and compatibility between tourism demand and tourism product provided. Also achieving the greatest possible direct and indirect economic gains, ensuring the modernization and development of tourist areas and expansion and creating new tourist areas which are compatible with the change and development of Tourism are with great importance.
- Spreading touristic awareness through mass media such as television, radio and press that have the aim of:
 - Dissemination of proper public behavior that is consistent with the requirements of touristic attractions and the reception and treatment of tourists.

- Directing citizens' attention to preserve the environment and the level of cleanliness in tourists' areas.
- Protecting the national heritage from being stolen and deteriorated.
- Educating the masses with focused information campaigns to show the importance of tourism economically, socially, culturally, ecologically, healthily, politically ... etc.
- Encouraging investment in the tourism industry and hotels.

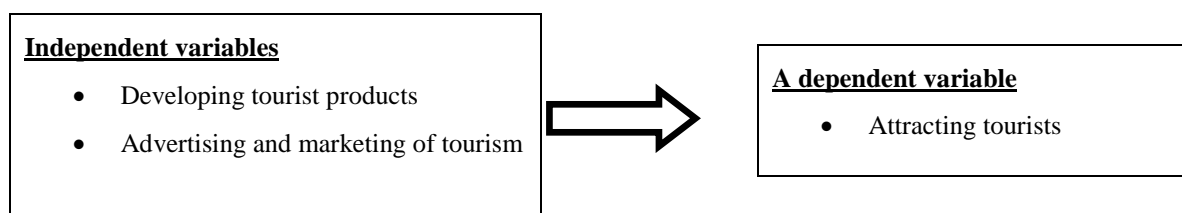
Swedan (2003) conducted a study which identified how the formation of consumer purchasing attitudes that are shaped as an inevitable result of the consumer attitudes that were formed or are forming during the decision making. The advertising and promotional campaigns that are used to enhance the consumer's conviction of products and therefore affect his purchasing decision have not been able to change the convictions and attitudes of the Jordanian consumer and the impact of these campaigns is below average. The study showed that factors influenced the formation of these attitudes and the country of origin is the basis for determining the quality of the product.

Mansour's study (2002) aimed at identifying the impact of television advertising in consumer behavior when the population of northern Jordan specifically the city of Irbid. This study found that there is an impact of the varied means of ads. The study showed that the percentage of TV watching people in the city of Irbid is 84.1%, where these percentages indicate that there is a relationship between the increase in exposure to TV advertising and consumer behavior and that there is no relationship between sex, social status, occupation, age, income and consumer behavior. Their preference was in favor for television advertising.

Muala (1997) aimed at identifying the consumer assessment in the Greater Amman Municipality to extend the impact of commercial advertising of all types (Television, radio, radio, press) on their consuming behavior. The study found that consumers' assessment of the impact of television commercial advertising was closer to neutrality. As for the ability of television advertising to provide information to consumers, it contained more positive impact compared to the negative radio effect. The study showed no gender impact in consumers' television advertising which has been influenced by their purchasing behavior, while the impact of television advertising on consumer behavior has been attributed to demographic factors (income, education, gender and age).

Bilbeisi study (1993) aimed to identify the factors affecting the credibility perceived in television and road consumer goods' commercials. The study showed that consumers who surveyed the study sample were not convinced by the information contained in the television advertising. They questioned the validity of that information; they thought that the goal of the ads is to deceive the viewer and mislead him by providing information that is untrue and not accurate.

RERSEARCH MODLE



Stability of the research tool:

To verify the stability of the tool, the equation (Kronbach alpha) was applied to its fields and to the instrument as a whole, Table (1) shows stability coefficients.

Table 1. Stability coefficients for instrument and tool domains as a whole (n = 100)

| The field | Number of paragraphs | Stability coefficient |
|--------------------------------------|----------------------|-----------------------|
| Developing tourist products | 5 | 0.85 |
| Advertising and marketing of tourism | 5 | 0.73 |
| Attracting tourists | 5 | 0.71 |
| The tool as a whole | 15 | 0.89 |

From the previous table, we can say that the stability coefficients of the tool areas ranged between 0.71-0.85, the highest was for tourist products development, the lowest was for the touristic attraction field, and the stability coefficient for the instrument as a whole ranked (0.89), all of which were high values and acceptable for application purposes.

ANALYSIS AND RESULTS

In this section, the results of the research, which aims to identify the impact of the development of Tourist and Traditional Products, will be presented to attract tourists as following:

First: Results related to the distribution of sample members according to personal variables:

Table 2. Distribution of sample members according to personal variables

| variable | level | Repetition | percentage |
|-------------------|----------------------------|------------|------------|
| Sex | Male | 74 | 74.0 |
| | female | 26 | 26.0 |
| | Total | 100 | 100.0 |
| Educational level | Less than secondary school | 3 | 3.0 |
| | High School | 76 | 76.0 |
| | BA | 12 | 12.0 |
| | Postgraduate | 9 | 9.0 |
| | Total | 100 | 100.0 |

The table shows the following:

1. The percentage of males in the sample was 74.0% and the percentage of females was 26.0%.
2. The highest percentage of the distribution of the sample was according to the level of education (76.0%) for the educational level (high school), while the lowest percentage (3.0%) was for the educational level (less than secondary school).

Second: Results related to the mean of the variables of the study:

Table 3. Arithmetic average and standard deviations of the fields of study

| The field | Arithmetic average | standard deviation | Degree of assessment |
|--------------------------------------|--------------------|--------------------|----------------------|
| Developing tourist products | 2.01 | 0.88 | Low |
| Advertising and marketing of tourism | 2.00 | 0.70 | Low |
| Attracting tourists | 1.97 | 0.66 | Low |

It is shown from the previous table that the arithmetic average figures for the fields of study ranged between (1.97- 2.01) with a low evaluation for all fields. The highest was for "touristic product development" with an average of (2.01) and a standard deviation of (0.88). The figure (0.70) in the third and last place came into the field of attracting tourists with an average of 1.97 and a standard deviation of 0.66.

Third: Matrix correlation coefficients using Pearson method among the variables of the study:

Table 4. Pearson correlation coefficients between study variables

| The field | | Developing tourist products | Advertising and marketing of tourism | Attracting tourists |
|--------------------------------------|----------------------------|-----------------------------|--------------------------------------|---------------------|
| Developing tourist products | Coefficient of correlation | | 0.59 | 0.64 |
| | Statistical significance | | 0.00 | 0.00 |
| Advertising and marketing of tourism | Coefficient of correlation | | | 0.69 |
| | Statistical significance | | | 0.00 |
| Attracting tourists | Coefficient of correlation | | | |
| | Statistical significance | | | |

From the previous table, we note that the correlation coefficients between the study variables were positive and the statistical function at the level of significance ($\alpha = 0.05$); this indicates that there is existence of positive and important relations between the variables of the study.

Fourth: Results of applying the regression equation to study the effect of independent variables on the dependent variable:

Table 5. Results of simple regression analysis on studying the impact of product development on attracting and increasing the number of tourists

| Relationship | β | T | R | R – square | F | Statistical significance | The result of the hypothesis |
|---|---------|------|------|------------|-------|--------------------------|------------------------------|
| The impact of the development of tourist products on attracting and increasing the number of tourists | 0.59 | 7.28 | 0.59 | 0.35 | 53.01 | 0.00 | accepted |

From the previous table, we see that the correlation coefficient R is (0.59) which is a statistically significant value and indicates the degree of correlation between statistical function between two fields (development of tourist products and attracting and increasing the number of tourists). R- Square is (0.35) which is a statistically significant value that explains the ability of the field of "development in tourist products" to influence the attraction and increase in the number of tourists. F is (53.01) and in (0.00) statistical terms which is the value of a statistical function at the level of significance ($\alpha = 0.05$). As for the effect of the field of "development in tourist products" on attracting and increasing the number of tourists, (β) amounted (0.59) and the value of (T) is (7.28) which are positive values and statistically

significant at the level of the statistical significance is ($\alpha = 0.05$). This indicates a positive and statistically significant effect on the development of tourist products to attract and increase the number of tourists.

Table 6. Results of simple regression analysis on studying the impact of television and radio advertising on Jordanian tourist products to attract and increase the number of tourists

| Relationship | β | T | R | R-square | F | Statistical significance | The result of the hypothesis |
|---|---------|------|------|----------|-------|--------------------------|------------------------------|
| Effect of television and radio advertising on Jordanian tourist products to attract and increase the number of tourists | 0.64 | 8.32 | 0.64 | 0.41 | 69.22 | 0.00 | accepted |

From the previous table, the correlation coefficient R is (0.64) which is a statistically significant value and indicates the degree of correlation between a statistical significance between two domains which are television and radio on Jordanian tourist products to attract and increase the number of tourists. The value of R- square is (0.41) which is a statistically significant value that explains the ability of the "Television and radio Advertising on Jordanian tourist products" impacting on attracting and increasing the number of tourists; the value of F is (69.22) in statistical terms that amounted (0.00) which is the value of a statistical significance at the level of ($\alpha = 0.05$). As for the effect of the " Television and radio advertising on Jordanian tourist products "to attract and increase the number of tourists, which represents the value of (β) that recorded (0.64) and the value of T is (8.32) which are positive values and statistically significant at the level of the statistical significance at ($\alpha = 0.05$). This indicates a positive and statistically significant effect of television and radio advertising on Jordanian tourist products to attract and increase the number of tourists. Indicating the above the third hypothesis of the study is accepted.

CONCLUSIONS

After the statistical analysis of the respondents' responses, the following statements were concluded:

1. There is no interest in the development and modernization of tourist products in Jordan, due to the lack of bodies concerned with the development of tourist products, and the absence of a government orientation to support such products.
2. The development and modernization of tourist products in Jordan will help attract and increase the number of tourists.

RECOMMENDATIONS

Based on the above, the study recommends the following:

1. Pay attention to the development of tourist products and focus on promoting them locally and internationally.
2. Be aware among holders of industrial and traditional crafts on fake tourism marketing to raise their sales.
3. Focus on media and marketing publicity in the dissemination of Jordanian tourist products.

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