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Distinction of Jordan as a Destination for Religious Tourism

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Abstract:

The purpose of this research study is to analyze Distinction of Jordan as a destination for religious tourism. This study was designed to establish a partnership between all tourism sectors in Jordan for the development of religious tourism to facilitate the operations of the exchange of information and ideas related to the development of tourism, several statistical measures were used such as arithmetic mean, test t, Cronbach's alpha test, and standard deviation, and ANOVA test. There is a relationship between the excellence of Jordan as a destination for religious tourism and the role of official agencies.

Keywords: religious tourism; distinction; Jordan; tourist's motivation; official agencies

JEL Classification: L83; Z00; O53; Z32; D72

Introduction

Tourism is an ancient human phenomenon as the human existence, where it began with human moving from one place to another to achieve different objectives, and with the evolution of his geographical thought his perspective of it has been evolved from just to enjoy to become humanitarian movement whose goal is fun and recreation, and the acquisition of different cultures and deepening the links between the peoples thus tourism has gained a new concept and has evolved in its modern concept as an industry and service, on which many countries depend in the development of resources to achieve economic, social and religious welfare of their people (Nyaupane and Budruk 2009).

The study will seek to achieve the followings (Identify the factors of religious tourism attractions in Jordan, Is there cooperation between the public and private sectors to stimulate religious tourism? And How to highlight the characteristics and factors affecting the religious tourism?).

Jordan is a melting pot of ancient civilizations layered with history and relics from the past. The country is located in a unique geographical area where three continents merge and the Great Rift Valley begins.

Religious tourism is that form that is exclusively or strongly motivated for religious reasons. One of the oldest types of tourism and a worldwide phenomenon of religious history, it can be differentiated into various forms. The short-term religious tourism is distinguished by excursions to nearby pilgrimage centers or religious conferences. The long-term describes visits of several days or weeks to national and international pilgrimage sites or conferences. Organizational forms of religious tourism can be distinguished by definitive characteristics such as number of participants, choice of transport, seasonal travel, and social structure. There are numerous religions in the world, but as population there are four major religions: Buddhism, Christianity, Hinduism and Islam. These religions are based on a set of beliefs and concepts. Most of these religions still have important ties to their early history and place of origin. Every religion leaves behind a group of relics and heritage (Gyan 2015, Rinschede 1992).

In Jordan, there is a lot of shrines and holy places of monotheistic religions, where believing researchers come to the sites and the places of Prophets and Companions. Religious travel can be the primary reason for a trip but it can also be part of a trip and provide a destination with additional attractions. In memory of the martyrs and the companions, mosques and shrines were built to keep alive the Islamic victories in the modern mind. The history of tourism in Jordan extends back to the 4th Century when Christian pilgrims started arriving to church built on Mount Nebo.

The MOTAT has identified several potential niche tourism markets such as eco-tourism, adventure tourism, health tourism, leisure and wellness tourism, religious tourism, and volunteer tourism.

Many holy places of Christianity lie on Jordanian territory, in the city of Madaba, south of Amman, there is the rare mosaic ground that date back to the Byzantine era in the Greek Orthodox Church which is considered the most ancient map of the Holy Land, where the visitor can see the map of the Holy Land, there are also a lot of religious touristic places which will be addressed in this study. The memorial of Moses at Nebo, according to tradition the site of his death and burial place, has been a pilgrimage centre since earliest Christian times, and is now an important cultural heritage site because of its religious significance to all three monotheistic religions.

The land of Edom, Moabites, Ammonites, and Gilead lies in Jordan in addition to many Christian and Islamic shrines and holy places. To this land, researchers come to the sites and the places of the prophets and companion. Jordan was the door of the Islamic conquests, and on Jordanian territory was some major historical battles, most notably Mutha, Yarmouk, and Fahl. To honor the memory of the martyrs and the companions, mosques, mausoleums and shrines were built, which keep Islamic victories live in the contemporary mind, and in the midst of the Jordan, near the Salt Prophet Job's Shrine is located in the village of «Batna» (R. Zachary Finneya 2009, Turner and Turner 1978, Cohen 1992, Wallingford 1992, Shinde 2007, Mozfi 2011).

This study aims to identify the characteristics of Jordan as a destination for religious tourism and to serve a tool to introduce the Holy places in Jordan for the global as whole as to disseminate virtue and friendship.

The shrine of Prophet Shoaib is located at the region of Wadi Shoaib near Salt. The cave of (Ahl al Kahef) in the eastern south of Amman is one of the attractive places to Muslims where this event was mentioned in Holy Quran.

(UNWTO 2011) estimates that 300 to 330 million tourists visit the world's key pilgrimage sites every year, religious tourism has broadened to encompass faith-based conventions, religious cruising and visits to religious tourist attractions.

1. Literature review

The literature suggests that an individual's image of a destination will be influenced by their beliefs, attitudes and values. These are in part derived from the cultural traditions and narratives which they have learnt from their upbringing and social environment. Religion is an important element of that culture.

Cohen (2003) study the factors motivating students to take part in overseas study programs are instrumental in understanding the phenomenon of visiting students and other participants in educational tours to Israel. In this study, the reasons why American Jewish students come to study in Israel are examined. Multidimensional data analysis reveals four motivational categories: religion, tourism, religion and tourism combined, and other (Inauguraldissertation 2002, Olsen, Timothy 2006, Weise 2013). Moreover, more religious tourists join multifunctional journeys especially to Western industrialized countries like Israel, which involve dominant religious factors along with other tourist motivations.

Nabin Baral (2012) investigate the factors that consistently predict the level of trust local governing bodies have on administering agencies in these models. The most consistent predictors of agency trust in both the models were committee members' overall assessment of the agency's performance, and perceptions regarding the agency staff understand of local culture. These findings suggest that natural resource management agencies can devise strategies for building trust with local governing bodies by a combination of above average performance and deeper understanding of local culture.

Another related Study (Powell *et al.* 2003) religious tourism in Yemen. The study aimed to highlight the relationship between geographical ingredients and touristic sites based on the wide diversity of the Yemeni tourism resources.

The study reached several conclusions, including: poor infrastructure for tourism projects in the study areas. The success of the tourism development process depends on the involvement of citizens in the diversity and creativity and the development of material and moral incentives for that operations. Millions of people travel towards the great Religious site centers located throughout the world, the number of pilgrimage itineraries cathedrals, churches, mosques, as a direct result of promotion of such locations that start off has increased.

John Eade (1992) studied of a Roman Catholic shrine explores the various meanings and practices that underlie the categories of “pilgrim” and “tourist” in a locale where Turnerian *communitas* is strictly limited. These interpretations try to establish the essence of Lourdes, but the contestation of meanings and diversity of practices contradict these essentialist interpretations. The terms pilgrim and tourist need to be deconstructed in order to expose the contradictions and ambiguities.

Adriana Anca Cristea, Mihaela-Simona Apostol, Tatiana Dosescu (2015) Nowadays it is recognized that the media has an important role in building and maintaining the image of tourist destinations. It is also undisputed that the dynamic on-line environment is an active factor in promoting tourism at global level. However, due to poor media coverage, Romanian tourism offer is little known domestically and internationally. Therefore, understanding how the media works is actually imperative regarding the desire to use this knowledge to promote tourism destinations in Romanian tourist area. This paper aims to analyze the religious tourism market in Northern Moldova and its presence in the Romanian online and at the same time to investigate media discourse and how it support the marketing approach.

Kurmanaliyeva, Sh. Rysbekova, A. Duissenbayeva, I. Izmailov (2014) Religious tourism has such an important socio-cultural characteristic, as a social practice, changing man and positioning him in a social space. Hence religious tourism owns a kind of socio-cultural potential of influencing the motivational state of a person, which has the need of cultural and religious objects required for the spiritually ideological existence. Specificity of value consciousness of the modern person, as well as the characteristics of social, cultural and economic status of various social groups define a variety of tourist motives, which have significant influence on the choice of tourist activity of specific identity. At the present stage all kinds of tourism, including religious kinds develop in the Republic of Kazakhstan. Thus, high revenue from tourism can become a major budgetary factor and make it more profitable branch of economic activity, than even the traditional exports of oil or gas.

Istvan (2012) noted Religion has been and continues to be a major motivation for travel. Many religions make the visitation of sacred sites a mandatory act for all followers who are healthy and can afford it. However, more recent research suggests that motivation for religious tourism is multifaceted and multilayered. Not all visitors to religious sites are “pious travelers”. Many secular tourists visit these sites for completely non-religious purposes such as for historical, cultural or architectural motives. It is then important to understand what motivates tourists to visit religious sites and how can their expectations be met by the local authorities and tourism managers. This study was conducted in the Turkish province of Mardin, an area blessed with a great number of religious and cultural sites belonging to both Islam and Christianity. We found that, in Mardin, religious sites are visited for their historical and cultural value rather than for their sacred and spiritual value. Many tourists are actually attracted to Mardin by the multi-religious and multi-cultural character of the province.

The pilgrimage pre-dates the time of Prophet Mohammed and Islam going back four thousand years to the time of Abraham (Ibrahim). Some pilgrims also travel to Medina, the second holiest city in Islam where they visit the Mosque of the Prophet which contains Mohammed's tomb. Between one and two million foreign pilgrims arrive in Saudi Arabia each year for the Hajj. Other holy sites for Islam are the Al-Aqsa Mosque in Jerusalem (Israel) and Mount Sinai in Egypt. The Shia Muslims also regard Najaf and Karbala in Iraq as sacred with some important sites for pilgrimage situated also in Damascus (Syria), Baghdad (Iraq), Mashhad and Qom (Iran). However, all countries with significant Muslim population possess shrines of local interest.

(Mansfeld *et al.* 2000), following the Israeli -Jordanian peace accord of 1994 and the establishment of the Palestinian Authority - a new form of tourism appeared. Non-Arab Muslim pilgrims for the most part from (Indonesia, Malaysia, India and Turkey) began visiting Israel as a part of their traditional pilgrimage (whether Hajj or Umra) to Mecca and Medina. The numbers of these visitors kept growing, and towards the end of the 20th century, approximately 100,000 Muslims visited Israel

Tourism and religion can also impact on tourist behavior; for instance, religion influences the choice of destination, tourist product preferences, and the offering of religion related opportunities and facilities to tourists. Similar to other tourism subgroups religious tourism should be seen more in the context of the current competitive environment, in which the tourism and hospitality industries are constantly searching for new customer segments. In this context, the tourism industry often inhibits a competitive relationship, where tourists feel they have no other alternative than to compromise on their spiritual beliefs in favour of a tourist experience. Instead, tourism and religion should pursue a complementary if not co-habitual relationship. For this purpose, accommodating the religious needs of any faith and further studies addressing these needs, are required.

In most of the literature, tourists and pilgrims are considered to be similar; the opposite perspective denies that the pilgrims should be tourists. In the articulation between religion and travel there are many instances ranging

from pious sightseeing to voyeuristic tourism (Norman 2011). To delimit the concepts of religious and secular tourism.

(Ambrosio 2007), such as identification with shrines and sacred places of historical and cultural meaning, whose sensual images are important to both sacred and secular travelers to remember and relive the experience.

2. Objectives of the study

This study aims to identify the characteristics of Jordan as a destination for religious tourism and to serve a tool to introduce the Holy places in Jordan for the global as whole as to disseminate virtue and friendship.

The study will seek to achieve the followings:

- identify the factors of religious tourism attractions in Jordan?
- is there cooperation between the public and private sectors to stimulate religious tourism?
- how to highlight the characteristics and factors affecting the religious tourism?

3. Importance of the study

This study was designed to establish a partnership between all tourism sectors in Jordan for the development of religious tourism to facilitate the operations of the exchange of information and ideas related to the development of tourism.

It stems from the association with the goals of economic and social development, which the government is seeking to create its success factors. This study contributes to provide a geographical vision for the planning of tourism in the Kingdom, which provides a scientifically basis that helps the authorities to take the appropriate decision to convert the touristic potentials to economic power to serve the objectives of development.

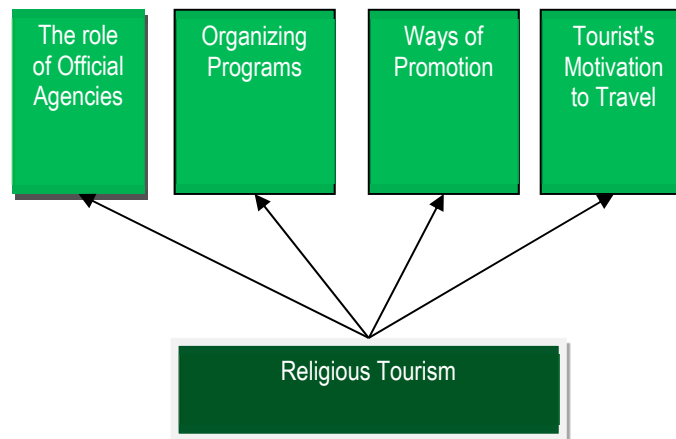
Determine the plans and policies that can be geared to the future development of religious tourism in Jordan.

Identify the reality of touristic movement and analyzing of that reality and to highlight its characteristics and factors affecting it.

4. The problem of the study

This study aims to assess the available religious tourism capacities, and to evaluate the economic, social and cultural effects of the development and revitalization of the planning and provision of policies for the development of religious tourism in Jordan.

Figure 1. Model of the study



5. Statistical methods used and hypotheses testing

Several statistical measures were used such as: arithmetic mean, test t, Cronbach's alpha test, and standard deviation, and ANOVA test. In testing hypothesis, the criteria for rejection a hypothesis is when the arithmetic mean is greater than 3 and the condition for it to be significant the theoretical value of t must be greater than the tabulated value of t when the observed level of significance is less than 0.05. To test the fifth hypothesis t-test has been used for differences of gender, marital status and work, whereas the f -test was used to test for the rest of variables.

5.1. The reliability of the tool

To test the reliability of the tool Cronbach's alpha coefficient of reliability has been used, Table 1 which illustrates the results of this test:

- the value of alpha for the items of the dimension related to the role of official agencies equals 0.92;
- the value of alpha for the items of the dimension related to organizing programs equals 0.80;
- the value of alpha for the items of the dimension related to ways of promotion equals 0.69;
- the value of alpha for the items of the dimension related to tourist's motivation to travel equals 0.79;
- the value of alpha for all items combined equals 0.89. So there is constancy in the study tool. Because of all these values greater than 0.60.

Table 1. Cronbach's alpha test results

Value of alpha	Dimension
The role of official agencies	0.92
Organizing programs	0.85
Ways of promotion	0.69
Tourist's motivation to travel	0.79
Total	0.97

5.2. Validity of the Tools

The validity of the tool has been verified through the following: it was presented to a number of teachers to make sure that all items for each of field included in the tool are clearly expressed. In light of their notes the items have been modified to become clearer in terms of drafting and affiliation to the field that belong to it.

The validity has been confirmed using factor analysis to examine the extent of the correlation of the items with the dimension to which it belongs.

5.3. Hypothesis testing and analysis of the results

First hypothesis: there is a relationship between excellence Jordan as a destination for religious tourism and the role of official agencies. It is indicated from Table (2).

Table 2. The arithmetic mean, standard deviation and the value of t and the observed level of significance of the role of the official agencies

N	Item	mean	Standard deviation	t	Sg
1	Elements of religious tourism are available in Jordan	4.37	0.77	17.36	0.00
2	There is an assessment of Jordan capabilities available for religious tourism	3.86	0.86	9.64	0.00
3	There evaluation of the economic, social and cultural impacts of the development and revitalization of religious tourism in Jordan	3.20	1.25	1.55	0.13
4	Training courses and educational and public awareness workshops of the importance of religious tourism in the tourism sector are held	2.74	1.13	2.25-	0.03
5	Planning policies are available for the development of religious tourism in Jordan	3.48	1.13	4.18	0.00
6	The operations of the exchange of information and ideas on how develop religious tourism in Jordan are facilitated	3.59	1.01	5.72	0.00
7	What is required for the participation and the establishment of partnership relations between all tourism sectors in Jordan for the development of religious tourism is made	3.51	1.29	3.83	0.00
8	There is a design criteria for each stage of development of religious tourism in Jordan	3.61	1.17	5.09	0.00
9	The extent of progress in the development of religious tourism is measured periodically	2.95	1.26	0.41-	0.68
10	Hotels and other accommodation contribute to the development of religious tourism in Jordan	3.88	1.05	8.20	0.00
Total		3.52	0.54	9.39	0.00

Except of items 3, 4 and 9, all other items got arithmetic means that are greater than 3.00, at the level of significance less than 0.05, which means that all these items are statistically significant. Item No. 1 which measures

the availability of the elements of religious tourism in Jordan has got the first rank with arithmetic mean of 4.38, followed in second place, item 10 which measure the contribution of hotel and other accommodations places in the development of religious tourism in Jordan with an arithmetic mean of 3.88. Item 5 which measures the availability of planning policies for the development of religious tourism in Jordan was ranked last within the accepted items with an arithmetic mean 3.48.

Item 3, which measure the assessment of the economic, social and cultural impacts in the development and revitalization of religious tourism in Jordan. Although it's got an arithmetic mean greater than 3.00, but the significance level was greater than 0.05. So it is not a significant.

Item 4 which measure the extent of holding of training courses and educational and public awareness workshops of the importance of religious tourism in the tourism sector has got an arithmetic mean of 2.74, which means that training courses and educational and public awareness workshops have not been held in the tourism sector.

Item 9, which investigate the measurement of the extent of progress in the development of religious tourism on a regular basis, it has got an arithmetic mean less than 3.00, meaning that this matter does not exist.

But all items combined have got an arithmetic mean of 3.52 at observed significance level of 0.00 *i.e.* we accept the first hypothesis, namely that there is a relationship between excellence of Jordan as a destination for religious tourism and the role of official agencies. Inaugural dissertation von noted (2012). The most visited site was the Mount Nebo with 82.5% of the respondents having visited it. The two other sites Abu Ubaydah Shrine with 54% and Mount Nebo with 80.6%. Baptism Site and Mount Nebo are always in the programmers of travel agencies, and suggested agencies should include this holy site and other holy sites in their programmers.

Second hypothesis: there is a relationship between the excellence of Jordan as a destination for religious tourism and organizing touristic programs. It is indicated from Table (3).

Table 3. The arithmetic mean, standard deviation and the value of t and the observed level of significance of organizing touristic programs

No	Item	mean	Standard deviation	t	Sg
11	Tourism companies engaged in development of religious tourism in Jordan	3.68	1.04	6.39	0.00
12	The tour guides is a contributor to development of religious tourism in Jordan	3.53	1.05	4.88	0.00
13	Transportation companies involved in development of religious tourism in Jordan	3.82	1.19	6.70	0.00
14	Restaurants and touristic guest houses contributes effectively in development of religious tourism in Jordan	2.82	1.14	-1.53	0.13
15	Tourism and hotel education institutions in the development of religious tourism in Jordan	4.00	1.11	8.77	0.00
16	There are tour operators in Jordan specialized in organizing religious tourism programs	2.91	1.52	- 0.61	0.54
17	There are Touristic programs that are primarily organized for religious places	3.43	0.95	4.42	0.00
18	Organizing tourism program for the religious purposes achieves high financial returns and religious benefits	4.48	5.14	2.81	0.01
19	Organizing tourism program for religious places meets great acceptance	3.67	0.95	6.91	0.00
20	The main reason to participate in religious tourism programs is to visit the holy places, followed by recreational or other touristic activities	3.42	1.08	3.81	0.00
21	Participants in religious tourism programs are from a variety of segments, including the elderly, families, young people, students, and others.	3.66	0.95	6.79	0.00
22	The presence of hotels of a religious nature encourages religious tourism boom	3.61	1.14	5.21	0.00
23	Tourism companies engaged in development of religious tourism in Jordan	3.59	0.66	8.61	0.00
Total		3.68	1.04	6.39	0.00

Except items 14 and 16, all other items got arithmetic means that are greater than 3.00, at the level of significance less than 0.05, which means that all these items are statistically significant. item 18, which measures the extent to which financial and religious benefits are achieved from organizing tourism program for religion purpose, has got the first rank with an arithmetic mean of 4.48, item 20, which measures whether visiting holy places and other recreational or touristic activities are the main reasons to participate in the religious tourism programs has got the last rank within the accepted items with an arithmetic mean of 3.42.

Item 14, which measure the extent of the contribution of restaurants and touristic guest houses in development of religious tourism in Jordan, it has got an arithmetic means less than 3.00, which means that there has no contribution of restaurants and touristic guest houses in development of religious tourism in Jordan.

Item 16, which measures the presence of tour operators in Jordan specializing in the organization of programs for religious tourism has got an arithmetic means of 2.91, which means that there is no not touristic companies in Jordan specializing in the organization of programs for religious tourism.

But all items combined have got an arithmetic mean of 3.59 at observed significance level of 0.00 *i.e.* we accept the second hypothesis, namely that there is a relationship between the excellence of Jordan as a destination for religious tourism and organizing touristic programs

The third hypothesis: There is a relationship between the excellence of Jordan as a destination for religious tourism and choosing an effective Way for promotion.

It is indicated from Table 4.

All items got arithmetic means that are greater than 3.00, at the level of significance less than 0.05, which means that all these items are statistically significant. This shows that all of these promotional methods are effective. These ways have come in the following order according to the degree of effectiveness:

- relations and friends, with an arithmetic mean 3.88;
- advertising and publicity with an arithmetic mean 3.68;
- electronic data and an arithmetic mean 3.61;
- guidebooks with an arithmetic mean 3.53;
- tourism companies with an arithmetic mean 3.40.

All items combined have got an arithmetic mean of 3.62 at observed significance level of 0.00 *i.e.* we accept the third hypothesis, namely that There is a relationship between the excellence of Jordan as a destination for religious tourism and choosing an effective Way for promotion.

Table 4. The arithmetic mean, standard deviation and the value of t and the observed level of significance of excellence of Jordan as a destination for religious tourism and choosing an effective way to promote

No	Item	Mean	Standard deviation	t	Sg
23	Electronic data considered effective in promoting religious tourism programs	3.61	1.17	5.09	0.00
24	Tourism companies is one of the active ways in the promotion of religious tourism programs	3.40	1.33	2.93	0.00
25	Relations and friends are considered one of the effective ways in promoting religious tourism programs	3.88	1.05	8.20	0.00
26	Advertising and propaganda are considered one of the effective ways in promoting religious tourism programs	3.68	1.04	6.39	0.00
27	Guideline books are considered one of the effective ways in promoting religious tourism programs	3.53	1.05	4.88	0.00
Total		3.62	0.72	8.37	0.00

Fourth hypothesis: there is a relationship between excellence of Jordan as a destination for religious tourism and tourist motivation for travel. It is indicated from Table (5):

Except items 29, 31 and 35, all other items got arithmetic means that are greater than 3.00, at the level of significance less than 0.05, which means that all these items are statistically significant. This means that all those are motivating tourists to travel to religious places.

These motivations are arranged to their degree of motivating as follows:

- to participate in religious ceremonies, with an arithmetic mean 4.48;
- find comfort spirituality and seek God, with an arithmetic mean 4.00;
- its low cost, compared with other types of trips, with an arithmetic mean 3.88;
- to identify the different cultures, with an arithmetic mean 3.82;

- feeling history in the fragrance of the religious places, with an arithmetic mean 3.61.

But motives of curiosity, and religious communion and recognition of God, do not represent reasons to travel to religious places.

All items combined have got an arithmetic mean of 3.59 at observed significance level of 0.00 *i.e.* we accept the fourth hypothesis, namely that there exists a relationship between the excellence of Jordan as a destination for religious tourism and tourist motivation for travel

Table 5. The arithmetic mean, standard deviation and the value of t and the observed level of significance of excellence of Jordan as a destination for religious tourism and the motive of tourist to travel.

No	Item	Mean	Standard deviation	t	Sg
28	What drives me to travel to touristic places recognition of different cultures from my own culture	3.82	1.19	6.70	0.00
29	Curiosity is of the reasons to visit religious places of	2.82	1.14	1.53-	0.13
30	My visit to religious places in order to search for spiritual comfort and to draw closer to God	4.00	1.11	8.77	0.00
31	Religious communion is what drives me to travel to religious places	2.91	1.52	0.61-	0.54
32	Of the reasons for me from a trip to religious places is participation of family and friends	3.43	0.95	4.42	0.00
33	My visit to religious places in order to participate in religious ceremonies	4.48	5.14	2.81	0.01
34	What drives me to travel to religious places feeling the smell of history at religious places	3.61	1.17	5.09	0.00
36	Of the reasons to visit to religious places is recognition of God	2.95	1.26	0.41-	0.68
37	Of the reasons for me to visit to religious places is its low cost compared to other trips	3.88	1.05	8.20	0.00
Total		3.55	0.77	6.91	0.00

Fifth hypothesis: There are no statistically significant differences in the excellence of Jordan as a destination for religious tourism due to personal variables of respondents.

First: Gender:

From Table 6 shows that the observed level of significance of the differences for each dimension is greater than 0.05. So, it's not statistically significant, that is, that there is no difference between the responses of both males and females.

Table 6. Levels significance of the differences between the answers according to Gender variable

Dimension	Sig.
The role of official agencies	0.28
Organizing programs	0.16
Ways of promotion	0.42
Tourist's motivation to travel	0.07

Second: Age

From Table 7 there is no statistically significant differences in the excellence of Jordan as a touristic destination attributed to age variable where the values of the observed significance levels for all dimensions are greater 0.05.

Table 7. Levels significance of the differences between the answers according to Age variable

Dimension	Sig.
The role of official agencies	0.13
Organizing programs	0.26
Ways of promotion	0.90
Tourist's motivation to travel	0.32

Third: scientific qualification

From Table 8 there is no statistically significant differences in the excellence of Jordan as a touristic destination attributed to scientific qualification variable where the values of the observed significance levels for all dimensions are greater 0.05.

Table 8. Levels significance of the differences between the answers according to scientific qualification variable

Dimension	Sig.
The role of official agencies	0.27
Organizing programs	0.50
Ways of promotion	0.62
Tourist's motivation to travel	0.34

Fourth: marital status

From Table 9 there is no statistically significant differences in the excellence of Jordan as a touristic destination attributed to marital status variable where the values of the observed significance levels for all dimensions are greater 0.05.

Table 9. Levels significance of the differences between the answers according to marital status variable

Dimension	Sig.
The role of official agencies	0.22
Organizing programs	0.64
Ways of promotion	0.45
Tourist's motivation to travel	0.67

Fourth: job

From Table 10 there is no statistically significant differences in the excellence of Jordan as a touristic destination attributed to job variable where the values of the observed significance levels for all dimensions are greater 0.05.

Table 10. Levels significance of the differences between the answers according to job variable

Dimension	Sig.
The role of official agencies	0.17
Organizing programs	0.31
Ways of promotion	0.45
Tourist's motivation to travel	0.23

Fifth: income level

From Table 11 there is no statistically significant differences in the excellence of Jordan as a touristic destination attributed to income level variable where the values of the observed significance levels for all dimensions are greater 0.05.

Table 11. Levels significance of the differences between the answers according to income level variable

Dimension	Sig.
The role of official agencies	0.51
Organizing programs	0.08
Ways of promotion	0.48
Tourist's motivation to travel	0.82

6. Results

There is a relationship between the excellence of Jordan as a destination for religious tourism and the role of official agencies. Inaugural dissertation von noted (2012). The most visited site was the Mount Nebo with 82.5% of the respondents having visited it.

The two other sites Abu Ubaydah Shrine with 54% and Mount Nebo with 80.6%. Baptism Site and Mount Nebo are always in the programmers of travel agencies and suggested agencies should include this holy site and other holy sites in their programmers. Many of the officials and tourism experts interviewed cited the need to create trails that will connect the sites together to make them more accessible to tourists who want to see all the sites in a timely and efficient manner Travel agencies.

There is no assessment of the economic, social and cultural impacts of the development and revitalization of religious tourism in Jordan. There are no training courses and educational workshops and public awareness of the importance of religious tourism in the tourism sector.

The progress of the development of religious tourism is not measured periodically. There is a relationship between excellence Jordan as a destination for religious tourism and organizing tourist programs. There is no contribution for restaurants and tourist guest houses in the development of religious tourism in Jordan. There are no touristic companies in Jordan specializing in the organization of programs for Religious Tourism.

There is a relationship between the excellence of Jordan as a destination for religious tourism and choosing an effective way to promote. Inaugural dissertation von found that weakness for the religious tourism sector in Jordan is associated with extremely poor marketing and promotion. For the professional people working in Jordan's tourism sector, it should be interesting that the most important mass media concerned is the Internet through which 40.8% of the tourists learned about the holy sites.

The Internet has become the most important tool in advertising and promotion. The marketing communication became an intrinsic necessity in the superior valorization of the religious touristic product. A classic example of a successful promotion of the religious product is represented by the pilgrimage to Baptism Site, Jordan. There are 5 effective promotional ways, the relations and friends, advertising and propaganda, and the electronic data, guidebooks, and tourism companies. The available evidence seems to suggest that campaign of pilgrimage promotion started through publication of travel guides, and the governments and different associations started to bring the pilgrimage into enlistment, the MOTA has identified several potential niche tourism markets such as eco-tourism, adventure tourism, health tourism, leisure and wellness tourism, religious tourism, and volunteer tourisms.

Promotion of the touristic offer in Northern Moldavia is differently performed by organizations, according to the objectives in mind. Thus, the Romanian Patriarchate, through its own travel agency. The agency's offer is addressed to those interested in traveling on the occasion of dedication days and on the occasion of great holidays of the orthodox calendar (Adriana 2015)

There is a relationship between excellence Jordan as a destination for religious tourism and tourist motivation for travel. On the basis of the evidence currently available suggest that there are three motives for tourist to travel to religious places that are: participating in religious ceremonies, search for comfort spirituality and draw closer to God, and its low cost compared with other trips, and learn about different cultures, feeling the smell of history in religious places. Motives to travel to religious places are not available that are: curiosity, religious communion, and knowing God. The current literature on Religious tourism abound with examining motivations for visiting religious tourism sites (Murray and Graham 1997)

Recommendations

The study recommends the following:

- to assess the economic, social and cultural impacts of the development and revitalization of religious tourism in Jordan. Make training courses and educational workshops and public awareness of the importance of religious tourism in the tourism sector;
- measure progress in the development of religious tourism periodically;
- urge restaurants and guest houses tourism to contribute to the development of religious tourism in Jordan. Encourage the establishment of tourist companies in Jordan specializing in the organization of programs for religious tourism;
- focus on the following promotional roads because of their active role and is relations and friends, and advertising and propaganda, and the electronic data, manuals, and tourism companies and conduct studies on the reasons for the lack of motivation to travel to religious places, further studies on the other purposes of religious tourism.

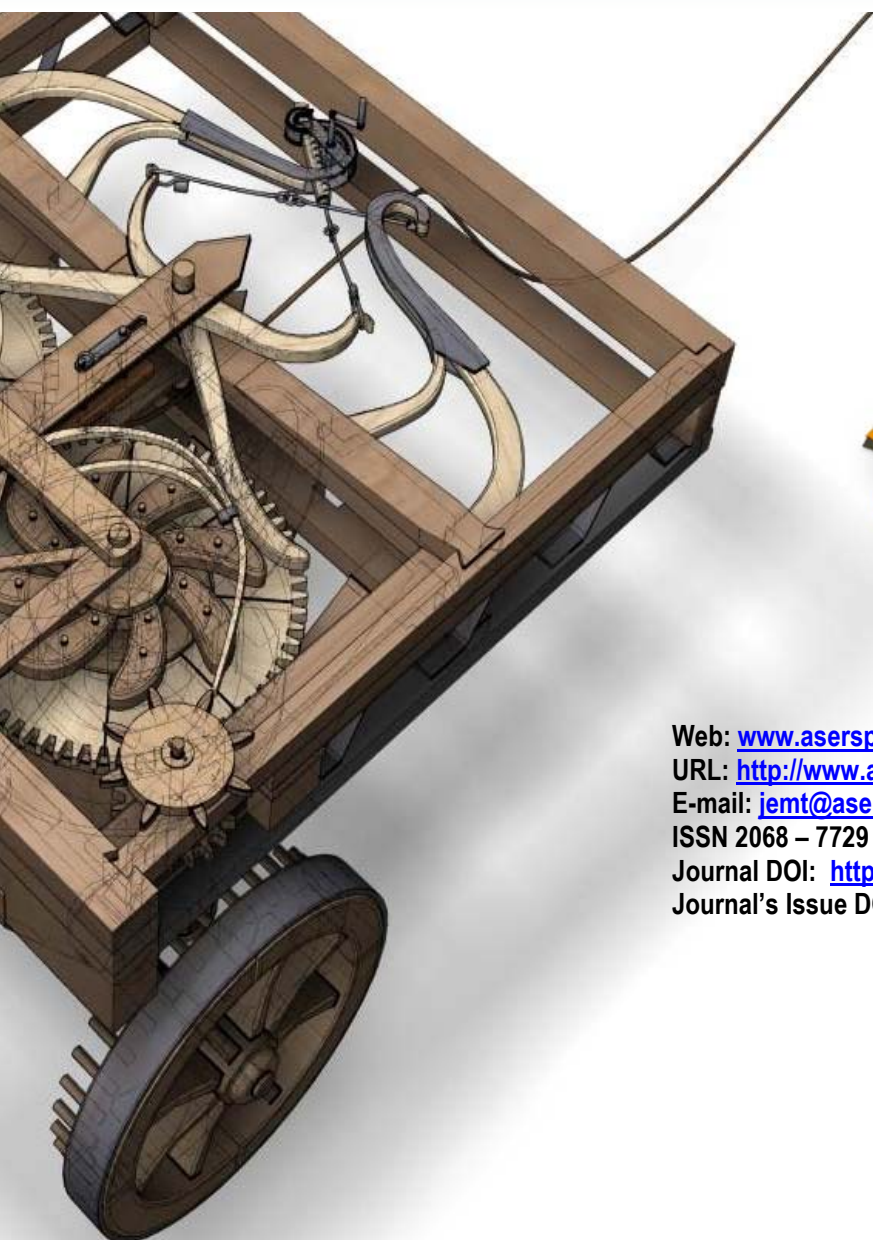
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