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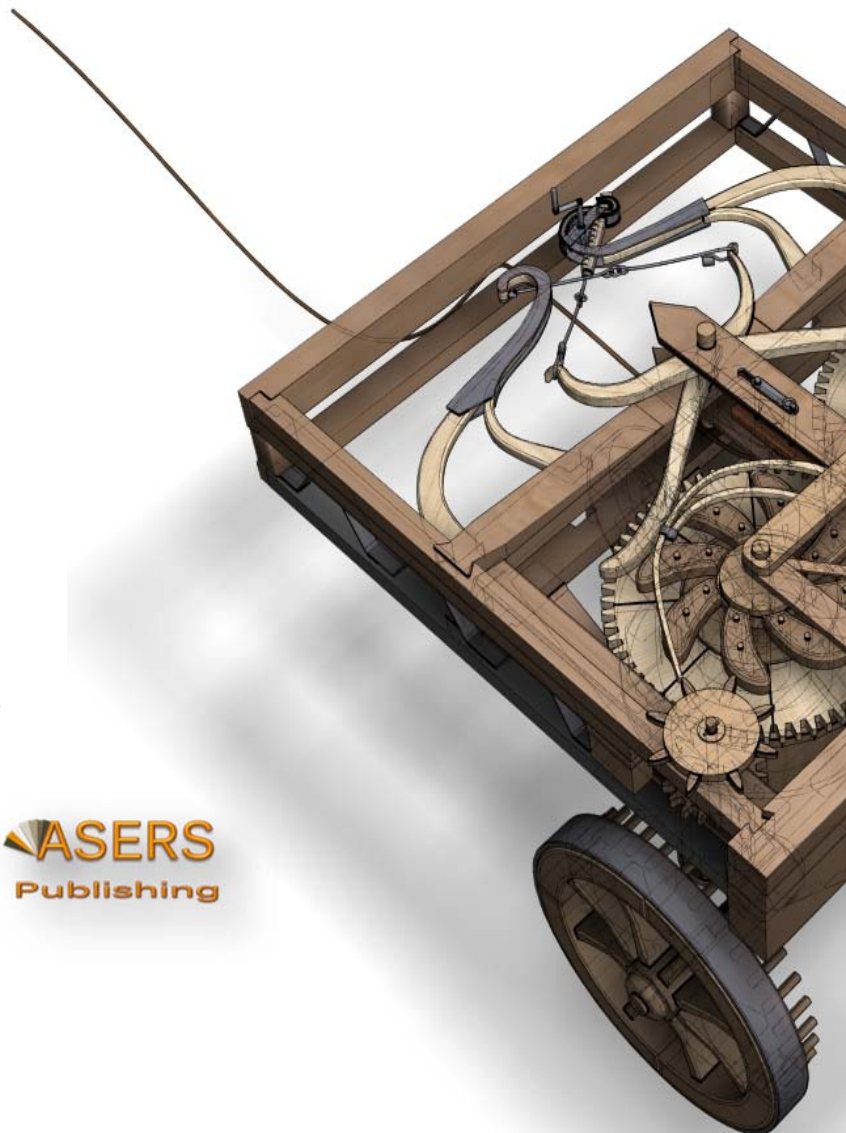
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Sustainable Tourism Development in Jordan. Measuring Customer Satisfaction of American Tourists Visiting Petra and Mount Nebo in Jordan

Ramzi AL ROUSAN
Hashemite University, Jordan
rousanramzi@yahoo.com

Hussien IBRAHEIM
University of Jordan, Jordan
abualasal75@gmail.com, h_ibrahim@ju.edu.jo

Malek BADER
Hashemite University, Jordan
malekbader@hotmail.com

Nermin KHASAWNEH
Hashemite University, Jordan
nermeenibra@yahoo.com

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Abstract

This study investigates the effect of selected factors on the choice of tourist sites in Jordan. These selected factors form the basis for the satisfaction level of American tourist visiting Petra and Mount Nebo. The selected factors are chosen based on the perception of quality of services by American tourists who are focused on three main factors of "destination services" related to "accommodation, facilities at destination and the travel agency". The opinions and feedbacks of the tourist guides were analysed to provide more insight into the satisfaction level of the American tourist. Specific questionnaires were distributed among American tourists via 10 travel agencies to gather data. Besides, all the tourist guides who supported this study were interviewed for cross-checking purposes. The findings suggested the Americans were generally satisfied with their vacation to Petra and Mount Nebo except for cleanliness at the nearby towns and the sites. This paper seeks to provide data on the satisfaction level of American tourists and the factors that need to be prioritized to enhance higher level of customer satisfaction. This will further improve the destination services for a particular tourist site. Besides, stakeholders need to further improve their tourism aspects to enhance tourist satisfaction.

Keyword: American tourists; tourist perception; Petra; Mount Nebo; customer satisfaction.

Jel Classification: Z32; Z33; L83.

Introduction

There has been a dynamic growth in the development of tourist sites globally in lieu of the ever-growing tourist dollar. Each and every country is interested in gaining a bigger share of international tourism which is growing continuously and consistently (Aktas, Cevrgen and Toker, 2009). A grand total of \$8.8 trillion has been contributed to the global economy by the Global Travel and Tourism sector in 2018 and this has supported a total of 319 million jobs Travel Daily news (2019). Worldwide, this practically provides for 10% of the global jobs. Given such

impressive figures, travel and tourism is certainly the industry every country may want to develop in their bid for their share of the industry. In this respect, Jordan has been actively developing and improving all its tourism products in order to maintain and even improve on the tourism industry.

As a strong ally of the United States, it is certainly safe for American tourists to visit Jordan at any time of the year. Hence, it is as anticipated that Americans form the biggest group of tourists to Jordan (Ministry of Tourism and Antiquities, 2019). In this regard, this paper will focus on the satisfaction level of American tourists at Petra and Mount Nebo. American tourists are known as smart tourists as most of them are internet savvy and are very vocal with both their satisfaction and dissatisfaction of any of the visited locations (Trong and King 2006). In fact, tourist satisfaction is a deciding factor for any tourist return to any particular tourist spot depending on the needs and satisfaction for the tourists concerned. For instance, the Buzias Spa Resort in the Western Plain of Romania is dependent on the satisfaction level of tourists with the medical and ancillary factors which subsequently supports sustainable tourism in the area (Bar and Herman 2016). Tatar, Herman and Gozmer (2018) highlighted that tourist guides play an important role in facilitating interactions between the locals and tourists which led to the developing and sustaining of the local economy via the tourist dollar. Similarly, Dabija and Babut (2013) have shown that where tourist agents are able to provide sustainable development actions, then this will be able to stimulate better customer satisfaction. Therefore, it is imperative for all key-players of the tourism industry in Jordan to have a sound understanding of the satisfaction criteria and factors in their visit to any tourist location in Jordan. This is important since publicity through word of mouth is similar to bushfires; simply uncontrollable (Wang and Qu 2006).

Basically, the main components of tourism include transport, accommodation and location (Dabija and Dabut 2013). Apart from these three basic components, there are several finer aspects that may determine the success of tourism in a certain destination. According to Tom, Brent and Lorn (2010) the determinants of tourism success include “effective management, strategic planning, organizational focus and drive, proper funding and quality personnel” while “destination success depends on location and accessibility, attractive product and service offerings, quality visitor experiences, and community support”. In reality all the above are only attainable when the tourists are satisfied with the tourism product itself. Jang and Feng (2007) mentioned that tourists are often satisfied when their expected reasons for choice of destination are met, tourism activities suit their tastes and the services received are par excellence. For Lujun, Maxwell and Robert (2020), apart from consumption emotions, tourist satisfaction is also influenced by the positive eco-friendly reputation of a destination which led to tourists demonstrating environmentally responsible behaviour.

Therefore, this study on the satisfaction level of American tourists who have visited Petra and Mount Nebo will provide valuable information for all stakeholders of tourism in Jordan to enable them to provide similar or even higher quality services. First, the characteristics of Petra and Mount Nebo are discussed. Second, the theoretical notion with regard to the satisfaction level and perception of American tourists who have visited these two destinations will be provided in the literature review. Next, the methodology of the study will be highlighted. Finally, the findings of the study will be discussed and future recommendations for the improvement of the tourism product in Jordan will be suggested.

1. The Tourist Destinations in this Study

1.1 Petra

Petra is an ancient city located between the Dead Sea and the Red Sea. Uniquely, Petra is half-built, half-carved into the rock, and is surrounded by mountains riddled with passages and gorges, making it a rich and immense archaeological site set against a red sandstone landscape. It is the legacy of the Nabataeans, an industrious Arab people who settled in southern Jordan more than 2,000 years ago. The early inhabitants comprising Nabateans, Edomites and Romans helped to create this wonder city. Petra is a UNESCO World Heritages Site and is one of the new Seven Wonders of the World due to its refined culture, massive architecture and ingenious complex of dams and water channels. Petra’s visitors reached some 800,000 by the end of November 2018 (The Jordan Times, 2019), making it the most popular place for tourists, especially American tourists.

1.2 Mount Nebo

Mount Nebo is about 1,000 meters high and it is a sacred mountain located near the centre of Madaba, Jordan. The attraction of Mount Nebo is that it provides visitors a good view of The Dead Sea, Bethlehem and even Jerusalem on a clear day. Mount Nebo received 444,000 visitors (The Jordan Times, 2019), making it the second most popular destination for tourists to Jordan. Interestingly, the American tourists also made up the biggest group of tourists to this destination. Historically “Mount Nebo has a deep religious significance whereby it is

believed to be the place that Moses stood on to view the sacred Promised Land before his death. According to the Book of Deuteronomy Moses died on Mount Nebo and was buried in Moab. In the fourth century, a small monastery was built by Egyptian monks on the mountain peak in memory of Moses. This church was then reconstructed in the fifth century into a basilica. The basilica still stands on Mount Nebo today and contains a fascinating collection of Byzantine mosaics” (Touristjordan.com. 2019).

2. Literature Review

2.1 Customer Satisfaction

According to Ozimek *et al.* (2017), satisfaction may occur in three different situations based on the perceptions of the guests. The situations are satisfaction, dissatisfaction and positive surprise. Satisfaction occurs when the expectations and demands of the customer are consistent with the perceived quality. On the other hand, when the perceived quality falls beyond what is expected, and then the customer will feel dissatisfied. In the event the perceived quality exceeds what has been expected or demanded by the customer, then positive surprise has occurred.

It is imperative to assess the quality of services provided in order to determine the appropriate service to be retained or to further improve existing services. Customers and managers generally assess service quality in different ways. Managers usually assess service quality in an objective manner in terms of the services meeting the expected output (Barsky 2012). In contrast, customers tend to assess service quality in a subjective manner where their satisfaction levels come into play (Jang and Feng 2007). Customer satisfaction level may be influenced by factors such as the price, customer’s needs, expectations based on past experience, quality of services provided, the customer’s attitude to the service and the company, and the promises offered by the company (Ozimek *et al.* 2017). There are several variables that may have an effect over customer’s satisfaction level. Obald (1998) listed age, gender, education level, marital status, profession, lifestyle, income level and fashion among the variables.

Khristianto *et al.* (2012) posit that a customer satisfaction is dependent upon the extent of the customer’s expectation or perceived quality of service is met. Similarly, several scholars have postulated that customer satisfaction level is closely related to how well the actual performance of the service is able to meet the prior expectations of the customers while any shortcoming will lead to dissatisfaction and quality that exceeds expectation will lead to positive surprise (Hennig-Thurau and Klee 1997; Tse and Wilton 1988; Oliver 1999; Sheth 2001; Kim, Park and Jeong 2004; Gustafsson, Johnson and Roos 2005; Deng *et al.* 2009).

Where the tourism industry is concerned, customer satisfaction is equally important to ensure the success of the stakeholders and to continue retention of the satisfied customers. Besides, satisfied customers will automatically act as business ambassadors in promoting the particular tourist product or destination (Oliver 1999). As it is, satisfied customers will certainly bring lots of benefits for the tourism company. In this perspective, Sheth (2001) derived a customer satisfaction model that highlighted six major competitive edge received through high level of tourist satisfaction. Sheth’s model shows how customer satisfaction will lead to profits for the company which boosts the corporate performance of the company as well as to enable the company to continue growing strongly.

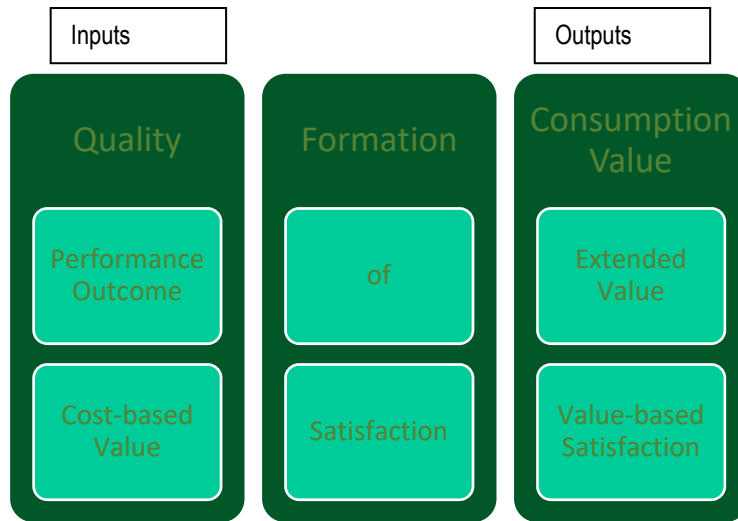
Figure 1. Six Major Competitive Edge received through high level of tourist satisfaction



Another model of customer satisfaction is illustrated in Figure 2, which is an adaptation to Oliver’s (1999) model linking value to customer’s satisfaction. This model employs the concept of value as a driving force in product choice and satisfaction’s relationship to it as a brief psychological reaction to a component of a value chain. It entails that the degree of quality inputs will determine the consumption value of the output of the product.

In other words, when a customer receives the appropriate and expected quality of the product, the satisfaction level output will certainly be parallel to it.

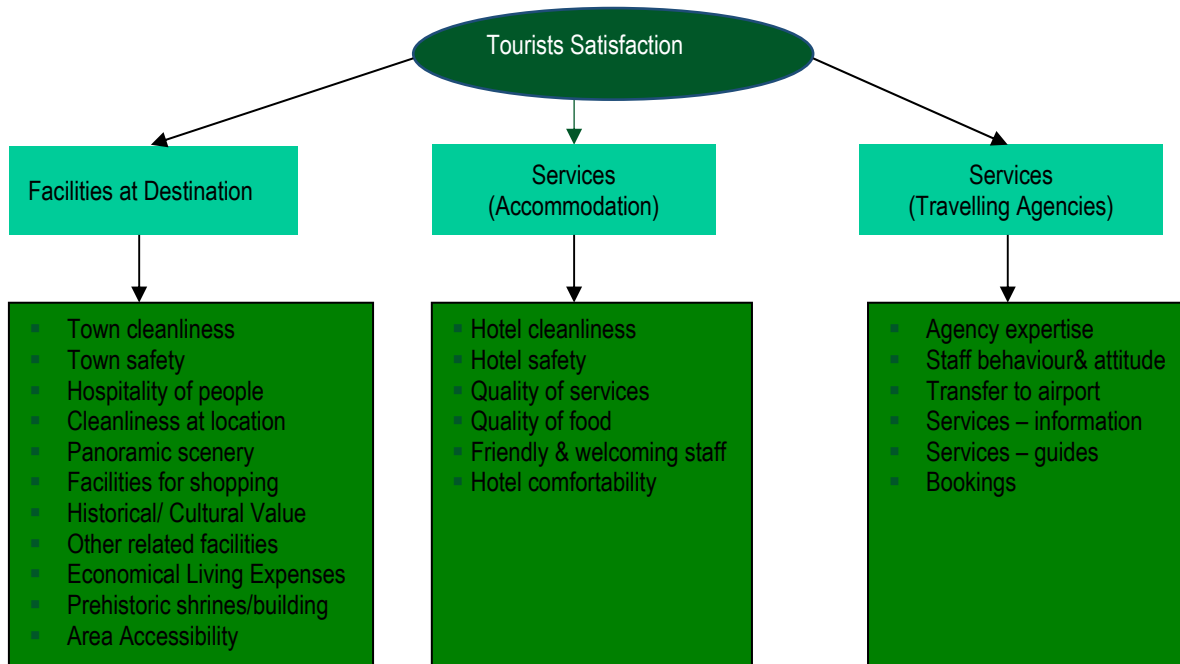
Figure 2. Model of Link between Satisfaction and Value



Both models serve to emphasize the importance of customer satisfaction. While Sheth (2001) showed that customer satisfaction will lead to the company enjoying several competitive edges, Oliver (1999) highlighted the link between customer satisfaction and value. Both models are important to explain how high levels of customer satisfaction will encourage customers to revisit the same destination and to even encourage their friends and family to visit too. With the popularity of social apps, the satisfied customer will surely help to promote the positive services they have experienced.

Based on adaptations of Figure 1 and 2, the following model depicting the factors for tourist satisfaction is derived. Tourist satisfaction is linked to three main factors, namely facilities provided at the specific location, services related to accommodation and services related to the travelling agencies hosting the tourists.

Figure 3. Factors for Tourists Satisfaction



Each of the three main factors has its own lists of sub-factors that may influence the level of satisfaction of the respective tourists. However, some of the common factors like town cleanliness, town safety, hospitality of people, facilities for shopping and area accessibility, hotel cleanliness and safety, agency expertise, services for seeking of information and guides, bookings and agency expertise are often used in studies on tourist satisfaction

level (Ramzi *et al.* 2018, Ozimek *et al.* 2017, Aktas *et al.* 2009, Deng *et al.* 2009; Hui and Ho 2007; Yuksel and Yuksel 2007; Wang and Qu 2006; Gustafsson and Roos 2005, Kozak 2001; Sheth 2001, and Anderson and Fornell 1994; Parasuraman *et al.* 1990). Since both tourist destinations chosen for this study are well known for cultural and historical significances, other factors like historical and cultural values, prehistoric shrines or buildings and panoramic scenery are added to the list of possible factors resulting in tourist satisfaction (Truong and King 2006, Gundersen *et al.* 1996, Rose 1993).

3. Research Methodology

This study uses a survey method to gather data by distributing questionnaires among respondents who consist of American tourists to either Petra or Mount Nebo. Subsequently, interviews are conducted with the tourist guides and drivers who are responsible for distributing and gathering the questionnaires. The interviews serve as a cross-checking tool for the results of the questionnaires. The questions in the questionnaire were adapted from a study carried out by Ramzi *et al.* (2018) regarding visitors to the Dead Sea of Jordan.

The first section of the questionnaire contains the demographic information of the respondents and the second section comprises a total of 20 questions related to the tourist perception and their satisfaction level in their visit to either Petra or Mount Nebo in Jordan. The questionnaire employs a Likert-type scale with five points starting from totally agree (scale 1) to totally disagree (scale 5) level. The respondents targeted for this study are American tourists to either Petra or Mount Nebo. Both destinations were chosen due to their similar historical and cultural- tourism aspects. These aspects have been found to be of interest to older and higher-income tourists (Yavuz 1994). The questionnaires are distributed solely to American tourists by hotel staff, tourist guides and coach drivers. After that all those involved in distributing and collecting of the questionnaires are interviewed to provide cross-checking for the data.

The methodology includes sampling, collection of data and analysis of data. The data used is collected from the Ministry of Tourism and Antiquities 2019. The research survey was carried out between October and November 2019, which is the peak tourist season. In October and November, the warm weather is suitable for tourists to visit Petra and Mount Nebo. A total of ten travel agencies helped to distribute and collect the questionnaire from the tourists. Finally, approximately 1000 questionnaires were collected from the American tourists. After the data was gathered, SPSS was employed to analyse the raw data. The analysis process included distributions of frequency, analysis of regression, factor evaluation, t-test and descriptive figures.

4. Findings

4.1. Demographic Analysis of Tourists

According to Yavuz (1994) and Theobald (1998), the demographic aspects of tourists such as gender, age, education level, marital status, income level, lifestyle and profession are likely to have an influence over the satisfaction level of the customers. The influence of demographic aspects is further corroborated by Anderson and Fornell (1994) and Hui and Ho (2007) who explained that demographic aspects will likely influence the level of satisfaction and preference for certain components of tourism. Usually, tourists with higher education may have a higher preference for facilities with esthetical or even historical values (Kozak 2001). An analysis of American tourists visiting Petra and Mount Nebo is employed to illustrate how the demographic aspects may influence their satisfaction level.

Table 1 show that there are slightly more male tourists (51.2% to Petra and 50.9% to Mount Nebo) than female tourists. This suggested that both male and female American tourists are similarly inclined to visit tourist destinations with historical and cultural components. Generally, tourists with higher incomes are more prone to visit both destinations since almost more than 70% of them are from the above USD\$50,000 income bracket for both destinations. This is probably because only those who can afford it will spend their money to appreciate esthetical values including history and cultural values (Kozak 2001).

Table 1. Demographic Aspects of American Tourists Visiting Petra and Mount Nebo

Features	Petra (Demographic Aspects Result)- (n=500)	Mount Nebo (Demographic Aspects Result)- (n=500)
Gender (%)		
Male	51.2	50.9
Female	48.8	49.1
Age (%)		

Features	Petra (Demographic Aspects Result)- (n=500)	Mount Nebo (Demographic Aspects Result)- (n=500)
14-17	2.2	0.8
18-25	11.7	1.1
26-35	21.7	12.3
36-49	26.8	41.6
50-65+	37.6	45.2
Marital Status (%)		
Single	53.2	40.7
Married	41.6	52.8
Divorced	5.2	6.5
Education Level (%)		
Uneducated	0.3	0
Primary School	1.0	0
Secondary School	3.1	0.8
Passed High Secondary School	3.2	1.2
Graduated	48.5	41.4
Post Graduated	42.9	51.4
Others (did specific courses)	1.0	5.2
Profession (%)		
Government Employee	37.8	16.5
Private company employee	47.4	32.3
Housewife	2.8	18.6
Student	0.7	12.4
Others (Business owner and etc.)	11.3	20.2
Income (US \$) (%)		
<10,000	2.2	2.1
10,000-30,000	3.4	3.4
30001-50,000	22.3	21.7
50001-80,000	65.9	65.2
>80,000	6.2	7.6

4.2 Analysis of Primary Components

The following factor analyses help to identify the leading factors for the satisfaction level of American visitors to Petra and Mount Nebo respectively. Factor analysis is used to explore and verify patterns in a set of correlation coefficients in the form of three main groups of factors which can provide a certain level of satisfaction for American tourists. The American tourists were asked to state their perceived level of satisfaction through a Likert scale given in the questionnaire. For this study, the alpha value is set at 0.05 where $p \leq 0.05$ as this is the acceptable value for factors analysis using multiple regressions (Tabachnick and Fidell 1996). Table 2 shows that the model for satisfaction (Figure 3) is applicable when all three groups of predictors are regressed with tourist satisfaction, the criterion variables (Tabachnick and Fidell 1996).

The sub-factors resulting in tourist satisfaction are adapted from Ramzi *et al.* (2018) and modified to suit the attractions at the two chosen tourist destinations, namely Petra and Mount Nebo. The sub-factors or rather criterion variables are highly capable of encompassing most of the demands and desire of American tourists to both destinations. Their responses are highly reflective of the perceived needs or satisfaction levels of American tourists visiting either Petra or Mount Nebo. According to O'zdemir and Yolal (2016), the preference of American tourists include socializing with other tourists, like shopping, buying souvenirs, looking at original artefact, love novelty, are adventurous, know about destination, like to try local food and taking photographs. While Reisinger and Turner (2003) reported that Americans are big spenders in relation to other nation's tourists, but they often prefer novelty and variety seeking (Legoharel *et al.* 2015).

The results in Table 2 confirmed that all the sub-factors are important in determining the satisfaction level of American tourists visiting both tourist destinations. All the scores of the p-values firmly validate the suitability of all the three groups of factors in identifying the level of satisfaction. All the Cronbach's alpha value of all three main groups of factors are very near to 1, thus indicating a very high internal consistency reliability (Sekaran and Bougie 2013). The results are consistent with the American tourists' preference for novelty and variety seeking (Legoharel *et al.* 2015) where the American tourists love to observe historical and cultural values as they visit the historical locations at Petra and Mount Nebo.

Table 2. Results of Analysis of Tourist Satisfaction Factors (P=Petra. MH=Mount Nebo)

Items	Loading of factor		Eigenvalue		% of explained Variance		Value of F		A		P	
	P	MH	P	MJ	P	MH	P	MH	P	MH	P	MH
Facilities at Destination			6.5	6.3	26.3	24.7	12.121	11.762	0.92	0.88	0.0001	0.0001
Town Cleanliness	.59	.57										
Town safety	.77	.77										
Hospitality of people	.72	.69										
Cleanliness at Location	.65	.62										
Panoramic scenery	.79	.81										
Facilities for shopping	.51	.47										
Historical/ Cultural Value	.82	.87										
Economical living expenses	.79	.75										
Prehistoric shrines/building	.81	.83										
Area Accessibility	.75	.69										
Services (accommodation)			5.1	5.3	21.0	22.3	33.9	34.2	0.91	0.81	0.0001	0.0001
Hotel safety	.77	.79										
Hotel cleanliness	.77	.72										
Quality of services	.82	.79										
Quality of food	.75	.72										
Friendly & welcoming staff	.85	.82										
Hotel comfortability	.77	.72										
Other related facilities	.72	.72										
Services of traveling agency			4.6	4.8	21.7	22.4	19.1	18.5	0.91	0.84	0.0001	0.0001
Agency expertise	.82	.79										
Staff behavior & attitude	.86	.82										
Transfer to airport	.76	.72										
Services in terms of providing information	.82	.79										
Services of guides	.82	.84										
Bookings	.72	.77										

4.3. Analysis and Discussion

All the groups of main factors influencing tourist satisfaction were analysed using multiple regression analysis and the results are tabulated in Table 3. This is to model the relationship between the response variable (tourist satisfaction level) with the explanatory variables (the three groups of main factors) in order to fit into a linear equation of observed data (Tabachnick and Fidell 1996). Generally, the American tourists were quite satisfied with all three groups of factors for tourism purposes. However, the levels of satisfaction for several sub-factors of facilities at the destination were reserved and lower than with other sub-factors.

Table 3. Influence of three main groups of factors on the satisfaction level of American tourist visiting Petra (P) and Mount Nebo (MH).

Factors	Beta		Value of T		Significance	
	P	MH	P	MH	P	MH
Constant			13.457	12.837	000	001
Facilities at destination	1.335	1.212	11.312	11.916	031	012
Services related to accommodation	418	319	8.236	7.946	000	002
Services of External traveling agency	310	20the3	3.096	3.112	021	019
$R^2=0.26$						

4.4. Means Analysis

All the sub-factors for each group of the three main factors were further analysed using means analysis to obtain the T-value so as to determine the significance of each sub-factor. In the first group of factors, that is the Facilities of Destination. All the sub-factors returned significant mean scores as shown in Table 4. However, three sub-factors registered lower mean score and they include town cleanliness, cleanliness at the location and facilities for shopping. This may translate into lower level of satisfaction experienced by the American tourists.

Table 4. Results of 'T-test' for the Sub-factors in Facilities of Destination

Elements	Mean		T value and significance	
	P	MH	P	MH
Town Cleanliness	2.35	2.21	-1.39	-1.17
Town safety	3.71	3.62	-0.29	-0,24
Hospitality of people	3.79	3.70	-1.72	-1.66
Cleanliness at the Location	2.44	2.39	2.96	2.83
Panoramic scenery	4.12	4.08	-2.20	-2,15
Prehistoric shrines/building	4.10	4.11	3.25	3.18
Facilities for shopping	2.53	2.47	3.24	3.21
Historical/Cultural Value	3.97	3.69	3.29	3.29
Area Accessibility	3.66	3.45	-0.83	-0.56
Economical living expenses	3.80	3.54	2.19	2.08

Next, Table 5 shows the results for the sub-factors for the group of Services for Accommodation. All the sub-factors showed significant mean scores that signify a high level of satisfaction among the American tourists. Two of the sub-factors that signified very high level of satisfaction were environmental friendly/ other related facilities and staff friendliness.

Table 5. Results of 'T-Test' for Sub-factors in Services for Accommodation

Elements	Mean		T-Value and Significance	
	P	MH	P	MH
Hotel cleanliness	3.83	3.88	1.107	1.716
Hotel safety	3.79	3.82	1.110	0.872
Quality of food	3.65	3.72	5.063	4.148
Quality of service	3.85	3.57	3.219	2.462
Hotel comfortability	3.98	3.44	1.676	1.012
Environmental Friendly/Other related facilities	4.92	3.12	0.734	0.335
Staff friendliness	4.89	3.41	1.026	-0.959

The third group or sub-factors for Services of Travelling Agencies also registered significant means that translated into high level of satisfaction enjoyed by the American tourist. The findings are tabled in Table 6. It is noted that staff behaviour and attitude and bookings were regarded as highly satisfactory by the American tourists.

Table 6. Results of T-test for Sub-factors in Services of Travelling Agencies

Elements	Mean		T-Value and Significance	
	P	MH	P	MH
Agency expertise	4.05	4.11	-3.82	-3.112
Staff behaviour & attitude	5.66	5.75	-3.002	-2.019
Transfers to airport	4.49	4.57	-2.906	-2.917
Services related to providing information	4.12	3.84	-0.873	-0.982
Services provided by guides	3.87	3.91	-0.985	-1.201
Bookings	5.38	5.55	-3.887	-3.030

Conclusion and Recommendation

According to Lu and Chen (2014), people from different countries may have different preferences due to their respective demographic aspects. This paper focuses on American tourists who are smart tourists and are often big spenders. The tourist guides and tourist bus drivers attested to this in their interviews. Both groups of tourism service providers agreed that Americans wanted the best and would not accept or settle for lesser quality of services in lieu of economy or rather to pay at a discount. However, the Americans are also known for their money for value demand and they are often frank and outspoken for what sort of services that may possibly be more satisfying for them. Besides, the Americans are not only interested in the during-phase of their visit to a particular tourist site, but they are also adamant of receiving quality service after their participation in the visit of the location (Truong and King 2006). Since the tourism product is heavily reliant on tourist satisfaction (Deng *et al.* 2009), this study serves to provide a deeper understanding of the preferences of the American tourists in particular in order for all stakeholders to continue improving their services. As such, this study aims to provide the guidelines to enable the best tourism services to be provided to not only attract more tourists but also to retain loyal customers or to encourage repeat visits to all the tourist sites in Jordan.

Both Petra and Mount Nebo were selected specifically for this study as they share many similar traits, namely historical and cultural legacies as well as some religious significance. The better educated and higher income Americans are known to be fond of admiring artefacts with historical and cultural values (Reisinger and Turner 2003). Here, some of the tourist guides admitted that the Americans probably have more regards and interests in such artefacts than the local people. They added that American tourists are smart tourists where they often seem to know a lot of the historical and cultural facts of the locations of their visit. In addition, it is not uncommon for American tourists to visit tourist sites multiple times with regard to appreciating cultural and historical values uniquely available at the particular sites (Deng *et al.* 2009; Truong and King 2006, Kozak 2001; Hennig-Thurau and Klee 1997).

Other than that, the two tourist destinations are also famous for their unique scenery that are often the amazement and interests of tourist looking for novelty. The tourist guides attested that the Americans would spend more time than tourists from other countries in appreciating the splendid scenery. Besides, the Americans did not like to be given limited time for a visit to any location. They were not interested in seeing or doing as many things as possible within a stipulated time frame. The drivers added that American tourists prefer a free and easy schedule where they could spend their time based on their own discretion. In contrast, the drivers noted that Chinese and many South East Asian tourists were more demanding to visit and do as many activities as possible within a short time frame. Hence, it is important to maintain the beauty of the scenery and to ensure that cleanliness is given stricter enforcement to ensure visitors will enjoy the facilities at their utmost pleasure so as to result in optimal satisfaction. Furthermore, tourists should be given a choice of choosing their own time frame to visit a particular location.

In conclusion, this paper has only managed to investigate the preferences of American tourists at two specific locations. Ideally an in-depth study can be conducted by comparing all the different locations which are famous for tourism. Since different locations may offer different attractions, future studies may unravel which

attractions are preferred by which category of tourists. This will allow service providers to focus on both the specific and general needs of tourists to ensure high levels of customer satisfaction and retention. Another all-important criterion is not only to ensure tourists are satisfied but will also go on to encourage others to visit the preferred locations. An alternative study can also be conducted on tourists from China since the country is prospering and the Chinese have been spending lots of tourism dollar in many countries. The pilot study may consider the factors that may attract Chinese tourists to visit Jordan.

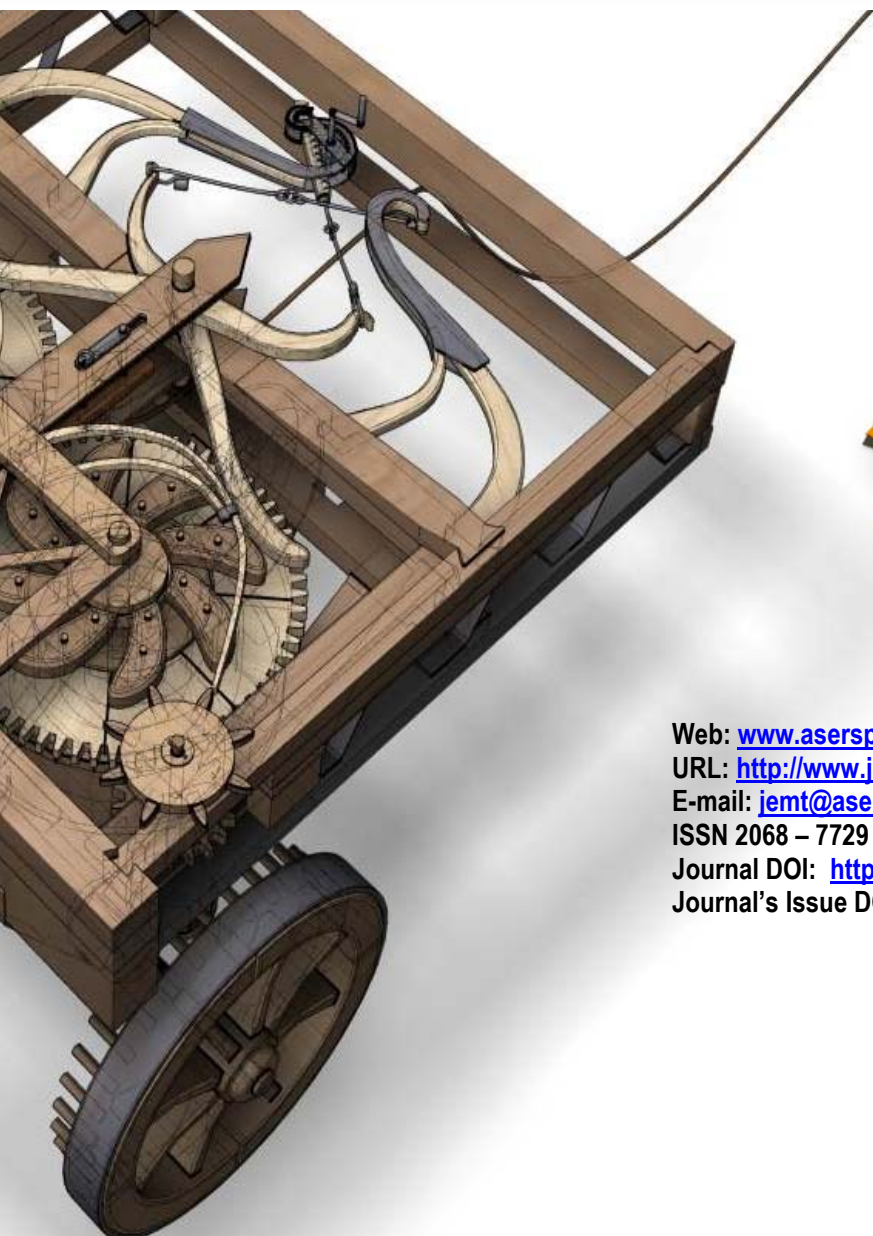
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