The Impact of Tourism Marketing Mix Elements on the Satisfaction of Inbound Tourists to Jordan

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Abstract

The purpose of this paper is to study the impact of tourism marketing mix and how it affects tourism in Jordan, and to determine which element of the marketing mix has the strongest impact on Jordanian tourism and how it will be used to better satisfy tourists. The paper will focus on foreign tourists coming to Jordan; a field survey will be used by using questionnaires to collect data. Three hundred questionnaires will be collected from actual tourists who visited Jordan, the data will be collected from selected tourism sites like (Petra, Jarash,…. etc.) and classified from one to five stars hotels in Jordan. The questionnaire will be designed in different languages (English, French and Arabic) to meet all tourists from different countries. The study established that from all the marketing mix elements, the researcher studied, product & promotion had the strongest effect on foreign tourist's satisfaction, where price and distribution were also effective significant factors. The research recommends suitable marketing strategies for all elements especially product & promotion.

Preface

The tourism industry is considered as one of the largest industries in the global economy from the aspect of invested capital and the revenues of foreign currencies. That is due to the major role that tourism plays in the development of societies and countries socially and economically and due to the various advantages and benefits that it has achieved for society through various investments directed towards the tourism sector. Thus, most countries focus on tourism, especially developing countries, due to its role in developing and supporting the national economy. Jordan is considered one of these countries whose economy depends on the sector of tourism, because it is characterized by its great diversity of tourism products, despite its small area. Jordan's temperate climate, its nature, its deep-rooted heritage, its archaeological sites and its therapeutic sites gave Jordan a competitive feature in the sector of tourism. In the aim of developing this sector, we must concentrate on the activation of the tourism marketing process through studying the tourism marketing mix elements because they have great importance in achieving success for the tourism sector. Jordan has witnessed great developments in the tourism sector in the last decade due to government attention to this sector. As the government directed great investments towards this vital sector, which participated helped spread tourism facilities in all the various parts of the Jordan. These developments require continuous marketing efforts to increase the efficiency and the effectiveness of this sector.

The Problem of the Study

This study aims to identify the impact of the tourism marketing mix elements on the satisfaction of the inbound tourists coming to Jordan, leading to satisfying their needs and desires in a way that will correspond to their expectations or even exceed expectations. This study also aims to identify the gaps that prevent that from happening, and that will help us to improve and develop the sector of tourism in Jordan and raise itsprofile, leading to a balance between tourism supply and tourism demand. From this approach, this study came to identify the extent of satisfaction of the inbound tourists coming to Jordan on tourism marketing mix elements, and the effect on this sector.

From this general question, a group of subsidiary question emerges:

1. Does the tourism product affect the satisfaction of the inbound tourists coming to Jordan?
2. Does price affect the satisfaction of the inbound tourists coming to Jordan?
3. Does tourism promotion affect the satisfaction of the inbound tourists coming to Jordan?
4. Does tourism distribution affect the satisfaction of the inbound tourists coming to Jordan?

The Importance of the study:

This importance of this study comes from the need:

1- To identify the role of tourism marketing mix and its impact on the level of tourist demand leading to the tourist satisfaction.
2- To identify the level of the tourism marketing in Jordan in the current period, also the
Efficiency of the tourism services and the extent of tourist satisfaction with these services.
3- To compare tourism supply and demand on what Jordan provides regarding Tourism services and the extent of the satisfaction of tourists.
4- To direct the decision makers in the tourism sector towards the role of each element of the tourism marketing mix, also to direct them towards the necessity of each element and its Impact on the satisfaction of tourists.
5- To provide recommendations to the decision makes to develop and improve tourism in Jordan.

Objectives of the study:

This study aims to achieve the following objectives:

1. To identify the nature of inbound tourists coming to Jordan through studying the demographic profiles.
2. To identify the impact of tourism marketing mix elements on the satisfaction of inbound tourists.
3. To identify the characteristics and components of the Jordanian tourism product to establish a competitive tourism product that can satisfy inbound tourists, with concentration on the identity of the Jordanian tourist product.
4. To identify the extent of satisfaction of the inbound tourists about prices of Tourism Products.
5. To identify the promotional activities used in marketing Jordan as a tourist destination, and to identify the extent of their effectiveness in markets that export tourism to Jordan, and to identify how convenient they are to the tourism demand and to select the best promotional mix to be used from the tourist point of view.
6. To identify the importance of distribution of the tourism product and the extent of inbound Tourist's Satisfaction with it.
7. To select the most effective tourism marketing mix elements that will lead to the satisfaction of tourists.
8. To direct the decision makers of the tourism marketing strategies in Jordan and how they can use them to develop and improve tourism.
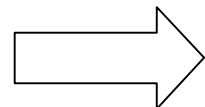
Research Model:

INDEPENDENT VARIABLES

The impact of the tourism marketing mix
elements:
1- Product
2- Price
3- Promotion
4- Place(distribution)

DEPENDENT VARIABLES

Satisfaction of foreign tourists to Jordan

By" Kotler & Armstrong-2010-P50"

Hypotheses

Based on the literature review and the theoretical frame of the study, the following hypotheses were formulated:

***General Hypothesis:**

(**Ho**): There is no statistical relationship between the tourism marketing mix elements and the satisfaction of the inbound tourists coming to Jordan.

(**Ha**): There is a statistical relationship between the tourism marketing mix elements and the satisfaction of the inbound tourists in Jordan.

The general hypothesis emerges from the following subsidiary hypotheses:

• The first subsidiary hypothesis:

(Ho) : there is no relationship between the product and the satisfaction of the inbound tourists   coming to Jordan

(Ha) : there is a relationship between the product and the satisfaction of the inbound tourists coming to Jordan

• The second subsidiary hypothesis:

(Ho) There is no relationship between the price and the satisfaction of the inbound tourists coming to Jordan

(Ha) There is a relationship between the price and the satisfaction of the inbound tourists coming to Jordan

• The third subsidiary hypothesis:

(Ho): There is no relationship between promotion and the satisfaction of the inbound tourists coming to Jordan

(Ha): There is a relationship between promotion and the satisfaction of the inbound tourists coming to Jordan

• The fourth subsidiary hypothesis:

(Ho): There is no relationship between distribution and the satisfaction of the inbound tourists coming to Jordan

(Ha): There is a relationship between distribution and the satisfaction of the inbound tourists coming to Jordan

Literature Review

Review of some Arab and foreign studies related to the search topic:

1. TheStudy **(Hameed Abdulnabi Al Debi and Ashraf Mustafa, 2014)**

The aim of this study is to investigate the extent of the impact of services marketing 7Ps in achieving competitive advantage in five star hotels.

The results:

*There is considerable interest in the security and safety.
*Hotel trademark very important to the guest.
*Rooms furniture and equipment attract the guest more than the green environment.
*Hotel guests perceive competition which exists in hotel industry in Jordan.

2. The aim of this study **(Mohammad Amzad Hossan Sarker, Dr. wang Aiman and Sumayya Begum, 2012)** is to investigate the impact of marketing mix elements on tourist's satisfaction and to know the relationships between marketing mix elements and tourists satisfaction and to give some recommendations for policy makers for future development.

The study results: Product and tourist satisfaction are positively related to each other.

3. The study **(Ayed Al Muala and Majed Al Qurneh, 2012)** explores the relationship between three key variables, namely Marketing Mix satisfaction and loyalty in curative tourism industry in Jordan and 7 dimensions of the marketing Mix.

The study results:

Show that product and place were significant on destination loyalty. While price, personnel and process were not significant on destination loyalty and show that the tourist satisfaction mediates the relationship between Marketing Mix and loyalty.

4. The study **(Ahmad Zamil, 2011)** focused at the role of Jordanian local community in developing tourism in Jordan through collaborative efforts and encouraging the government agencies to attract tourism from around the world knowledge about tourism sites is very important in this aspect and managing tourism marketing must be shared between the government and the local communities. The results of this study focused on the fact that People have good knowledge about historical and religious sites, but they have weak knowledge about recreation sites. And taxi drivers were the best respondents.

5. This study (**Alan Pomeringa and Gray Noblea and Lester w Johnsonb, 2011**) outlines how tourism marketing and sustainability during marketing elements product, price, promotion, place, participants, process, physical evidence, partnership, packaging and programming could potentially play a role in implementing sustainable tourism. This study concluded to strengthen marketing mix for organizational role to maintain sustainability in tourism and development.

6." The study (**Khadija Sumeye ben Hadu, 2011**) was conducted on 500 inbound tourists - aimed to identify the factors that affect the perceived image of Petra through the natural and archeological characteristics and through the provided services and through the infrastructure.

The study reached the conclusion that the perceived image of Petra from the inbound tourist's point of view was positive, attractive and that Petra is considered as a fabulous tourism site. However, the quality of the provided hotel services was notthat good, nor the transportation means inside Petra. Also, the tourists were happy (or satisfied) with the advertising promotions.

7. The study aims of (**Lisa Beichl,2009**) the market demand assessment frame work and application include effective assessment of the medical tourism niche markets and effective analysis of the market and competitive analysis as well as specific health marketing and promotional strategies for both Jordan as well as individual hospitals. This study result that the marketing Jordan as a safe quality destination depends on effective distribution channel and the impact of selected marketing techniques.

8. This study (**Iyad Abed Alfatah Alnsour, 2007**) aimed towards:

- Analyzing the role which promotion leads in activating the therapeutic tourism in Jordan
- Identifying the promotional mix elements that are used by the therapeutic tourism institutions and hospitals
- Identifying the difficulties that faces the promotion of therapeutic tourism sector in Jordan

Some of the results which this study concluded are:

-There is a strong statistical relationship between the promotion programs that are in the institutions that work in the therapeutic tourism sector and between the groups of dependent variables in the study.
- There are essential differences in the promotion programs according to the agencies that finance these programs
- The study showed a group of obstacles facing the promotion of therapeutic tourism. An example ofthese obstacles is: the lack of financial allocations for promotion and the lack of qualified staff to work in this sector.

9. "The study (**Hani hamed Aldmour, Huda Mahdi Ayesh , 2005**)aimed to analyze the impact of the service marketing mix elements of the five star hotel on the perceived image by Arab tourists and non-Arab tourists. It also aimed to identify the impact of some demographical characteristics on that image.

An example of the results that this study concluded:-

- The satisfaction of the study's population in the five star hotel.
- There is a relationship between the service marketing mix elements and the perceived image   by tourists
- There is no relationship in the perceived image that can be attributed to the factors of gender, educational level, income and profession. However, there were differences found that are attributed to the factors of age and nationality for the individuals of study's population.

Determinants of the Study

The study was conducted withthe aim of identifying the impact of tourism marketing mix elements on the satisfaction of inbound tourists coming to Jordan. Four elements have been chosen, which are (product, price, distribution and promotion). These four elements were chosen among all the tourism marketing mix elements, which are (tourism product, price, tourism distribution, tourism promotion, human element, procedures and process to serve tourism services, and the physical evidence which can be called the physical environment that surrounds providing services). Four elements were chosen from them because of the difficulty of studying all the elements due to the lack of time and the need for great efforts and significant financial allocations.
To achieve the best results, it will be enough to study the elements that are mentioned in this study.

Operational Definitions

1- Product: Anything that can be offered to a market for attention,acquisition,use,or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas. (**Kotler & Bowen-2013-P881**)

Will be measured by the questionnaire in part (2) from question (1) to question (16)

2- Price: Is the amount of money charged for goods or services, or is the sum of the values consumers exchange for the benefits of having or using the product or service**.**

(Kotler & Bowen & Makens-2013-P445)

Will be measured by the questionnaire in part (2) from question (17) to the question (27).

3-Promotion: Is the descriptive term for the mix of communication activities that tourism organizations or tourist boards carry out in order to influence those publics on whom their sales depend. **(Cooper, and others -2008-P403)**

Will be measured by the questionnaire in part (2) from question (28) to the question (35).

4- Place: Place refers to the various activities the company undertakes to make the product accessible and available to target customers. It generally stands for location and accessibility. **(Bisht, and others-2010-P33)**

Will be measured by the questionnaire in part (2) from question (36) to the question (45).

5-Tourist Satisfaction: Depends on a product's perceived performance in delivering value relative to buyers' expectations. If performance matches expectations, the buyer is satisfied**.(Kotler, others-2006-P16)**

Will be measured by the questionnaire in part (2) from question (46) to the question (54).

Theoretical Framework

Preface

Tourism marketing has earned great value which we can depend on in activating an economy. Thus, tourism economy become the subject of interest by marketers , as they direct all the examined activities and efforts towards tourism marketing mix elements for the inbound tourists , leading to the satisfaction of the tourist. From the point of view of marketing researchers who specialize in tourism marketing, the satisfaction of the tourist is one of the most indicators that indicate the success and the continuation of the tourism sector and achieving its strategic objectives, which will result in investments and economic development for the country. That is what the country aim through preparing the marketing efforts in tourism facilities and   institutions with what fits the needs and the desires of all the various tourism segments. That requires giving attention to studying the tourism marketing mix elements in Jordan intensively. The world tourism organization has developed a series of "Recommendations on Tourism Statistics" issued from the 1991 Ottawa Conference and which were officially adopted by the United Nations Statistical Commission in 1993.The important aspects of these definitions can be summarized as follows:

*Definitions of Tourism:

-Tourism: Astay of one or more nights away from home for holiday, visits to friends or relatives, business conference, or any other purpose, except such things as boarding, education, orsemi-permanent employment.**(Kotler & Bowen, 2013, P717).**

-Inbound tourism: Involves nonresidents travelling in the given country. **(W.T.O-2006-P17).**

-Outbound tourism: Involves residents travelling in another country. **(W.T.O-2006-P17).**

-International tourism: Consists of inbound and outbound tourism. **(W.T.O-2006-P17).**

-Tourists: Are consumers who purchase a number of diverse travel and tourism services**. (Holly & Robenson-2004-P4).**

Tourism has become one of the major socio sectors in the world and one of the leading components of international trade. The domestic and international tourism both are expanding rapidly in developing countries as they develop their tourism sectors and become more prosperous, tourism has emerged as important.

The Importance of Tourism:

Tourism has a great influence on social levels, as it is a chance to exchange knowledge and build relationships and that is because of the mingling of tourists. Also tourism has a great influence on the cultural levels and that is through achieving intellectual development and the raising of the standard of living. Also, tourism has a great influence on the economic levels, and that is due to the effect it has on the national income because tourism is considered as an export industry that has a direct relationship with what concerns the country's income in its investment field.

The Objective of Tourism

The tourism organizations and agencies are working on achieving development and conduct studies and research in the field of marketing and tourism. They also aim to make arrangements increase the sector of tourism.

They also aim to create a competitive feature in making tourism active, whether in the field of transportation, aviation, or the field of restaurants and hotels and others to make the tourist comfortable and to meet desires to create a beautiful image for the tourist. Thus, that will result in attracting tourists and maximizing and enhancing the movement of tourism in the country and will achieve tourism development. In order to reach the aims of tourism in Jordan that will require a strong coherent marketing process that is represented in correlation and the integration of the tourism marketing mix elements as a whole 7P's, and it will also require compatibility and harmony for each elements.

The Tourism Marketing Mix

The tourism marketing mix means the elements which include product, price, promotion and distribution, the four-P framework calls upon markets to decide on the product and its characteristics, set the price, decide how to distribute their product and choose methods for promoting their product**. (Kotler&Bowen-2013-P9)**

1-**Product:** Quality- involves deciding on quality standards for the product and implementing a method of assurance on the performance level of staff and facilities. Tourism service providers are more likely to be successful if they can be depended upon to deliver higher-quality service levels than their competitors.

Range- it is necessary to decide how different individual products will fit into the overall range of the organizations products offered to the market place. Tourism enterprises have to decide on the range of offers and how each product fits into the product mix.

Brandname- that is well known and associated with high satisfaction levels provides an improved image and added value to a product.

Features and benefits-consumers buy products for the benefits they are expected to deliver. These features split into 2basic categories: Reduced risk, Value-added benefits, **(Cooper, others, 2008-P394, 395,396)**

Jordanian Product tourism is of excellence, and the presence of the factors that helped to excellence; such as climate and diversity of terrain nature, archaeological sites and historical site. In addition, the Jordanian tourist Product requires certain recourses and skills of marketing in order to attract more tourists to Jordan.

2- Price: Premium pricing-here the decision is taken to set prices above market price, either to reflect the image of quality or the unique status of the product.

Value for money pricing-here the intention is to charge medium prices for the product.

Cheap value pricing- the objective here is to undercut the competition, and price is used as a trigger to purchase immediately.

It is important that the price set for a product is right not only in itself, but also in relation to the other product marketed by the company. **(Holloway& Robinson-2004-P 90)** Pricing is one of the tourist activities in the task of tourism in Jordan, and an important element of the marketing mix elements of tourism cannot be compromised.

3- Promotion: Advertising-is any paid form of non-personal communication through the media which details product that has an identified sponsor. The media may include travel guides, newspapers, magazines, radio, tv, direct mail and billboards.

Sales promotion- involves any activity that offers an incentive to induce a desired result from potential customers, trade intermediaries or sales force.

Personal selling- is an attempt to gain benefit through face to face or telephone contact between the sellers representative and those people with whom the seller want to communicate.

Public relations- achieves coverage in mass medium and that is not paid for by the source, PR is important not only in obtaining editorial coverage but also in suppressing potential bad coverage. An organization that has good links with the media is more likely to have the opportunity to stop or moderate news that could be damaging to their organization prior to its release .PR can provide and enhance an organizations image**.(Cooper, Others,-2008-P405)**

In Jordan, efforts are being made for promotional campaigns by various means: media, telecommunication, audiovisual, newspapers, magazines and social media, to make Jordan visible as a tourist destination in the world map.

4- Distribution (place): Selecting the channels- new companies to the travel and tourism business must determine their strategy for distribution, usually tourisms distribution channels are often directly, (**Holloway & Robinson-2004-P130).**

5-People: Employees who are involved in service production. Many services will always require direct interaction between customers and contact personnel, the nature of these interactions strongly influences how customers perceive service quality**. (Lovelock & Wirtz-2007-P25-629).**

In Jordan, the tourism sector is depend on the efficiency of manpower and fully prepared to serve foreign tourists coming to Jordan because this sector requires direct contact between the worker and the tourist and is part of the success of the services provided

6-Physical Evidence: The appearance of buildings, landscaping, vehicles, interior furnishing, equipment, staff members, uniforms, signs, printed materials, and other visible cues all provide tangible evidence of a firm's service quality. Service firms need to manage physical evidence carefully, because it can have a profound impact on customer's impressions. (**Lovelock & Wirtz-2007-P25).**

7- Process: The process of performing the service is similar to the process of production of goods. However in service business the process is in operation at the time of its consumption by the customer thereby making him an essential part of the production process. The effective management of the service processes increases the satisfaction level of customers and leads to repeat purchases and favorable words of mouth.(**Bisht, others-2010-P35)**

Through all these elements, we can identify the reality of the tourism marketing mix in Jordan and we can identify the level of satisfaction of the inbound tourist coming to Jordan. One of the priorities of the tourism works is to measure the level of the tourist's satisfaction in meeting needs and desires However, measuring this is not easy, as the tourism sector is finding a difficulty in it because of its dependency on many factors, such as the psychological, economic, social and demographic factors. Thus, in this study we will need to know the quality of the inbound tourist coming to Jordan and thatis through studying demographic factors, which are:

Personal characteristics, such as age, gender, income, educational level, family size and other characteristics which can influence the tourists' decisions and can influence the benefits from the service, which requires preparing tourism facilities and hotels according to these regards. Reference**. (Abed Alsamee' - 2006- Page 90).**

*__Customer Satisfaction:__ A short term emotional reaction to a specific service performance.

(Lovelock & Wirtz-2007-P627), so satisfaction can be achieved when the actual performance of the product is bigger than or   equals the consumer's expectations. Thus, non-Satisfaction occurs when the actual performance of the product is less than or equals the Consumer's expectations . So, the consumer's satisfaction is considered as the Outcome for the evaluation he does for the alternative that is chosen for his consumption and it will lead to the fact that the actual performance of the product equals the expectations or overcomes them. However, non-satisfaction is the outcome of evaluation of the chosen alternative, which will lead to the fact that its actual performance is less than its expectations of it**. (Sulaiman -2004 – page 68)**

*How to measure satisfaction?

The satisfaction of the customer is an essential primary indicator that will encourage tourists to come. Every country aims to achieve tourist's satisfaction to achieve the desired goals. The measurement of satisfaction is linked with quality.

-Satisfaction: is the distinctive feeling for the acquirer as a result of comparing the achieved performance of the product with what the customer expected.

As for quality: It is providing the products or serving the services in the way they should be provided or served to the customer with what fits the customer's expectations .

Thus, the customer will judge them as they have high quality if it fits expectations or exceeds them.

- The scale (or measure) of customer satisfaction was determined through:

1. Measuring the quick response towards the changes in customers needs
2. Executing referential comparisons in a way that will make other people's experiences beneficial.
3. Supporting and reinforcing the organizational efforts through adopting the customer's opinions and point of views

From here, we can know the extent (or level) of satisfaction for the inbound tourist coming to Jordan and that is through the difference between his expectations and his satisfaction afterwards before the visit: (IbnHadu, Aldmour – 2011)

• Archeological characteristics
• Natural characteristics
• Good hospitality
• Expenses
• Promotional activities
• Safety and security
• Tourism services
• Transportation
• Facilities

*Tourism in Jordan

Jordan is working hard on the development of the tourism sector, through adopting national strategies that are represented in developing a partnership between the public and private sectors and encouraging investments. What helped that is the presence of multiple civilizations, major kingdoms in Jordan over the ages, a good climate and excellent geographical location…, causing it to possess all the essential elements of tourism. Thus, Jordan has become the face of the tourist that attracts foreign tourists coming to Jordan.

*The importance of tourism in Jordan:

Tourism plays a vital role in the Jordanian economy; it contributes to improving the economic and social welfare for the local population, and also it contributes to creating new job opportunities for them.

*Types of tourism in Jordan:

Since Jordan is considered the cradle of past civilizations and the headquarters of monotheistic religions, as well as since Jordan has an important strategic location that sets it apart from other neighboring countries, where it is a link connecting the states with each other, then, Jordan has strengths by which a competitive advantage could be created to attract foreign tourists to Jordan. So, there are several types of tourism in Jordan:

- Archaeological and historical tourism:

Traveling with a view to find the ancient civilizations and their locations and times, including:

1. Jerash: an ancient Roman city with many monuments.
2. Petra: one of the most famous landmarks in Jordan, where there are buildings carved in rock.
3. Karak: a city that has been known in its archaeological fortified citadel.

- Medical Tourism:

It is the travel with the aim of treatment and recuperation. In Jordan, there are several places in which treating body and soul together can be conducted. There is a tourist therapeutic destination that provides medical grid characterized by services which are in the advanced and specialized hospitals and with the doctors known at the higher and global level. Thus, there is a tourist therapeutic destination in natural areas, including:

• Dead Sea: it is located between the West Bank (Palestine) and Jordan. It is rich in salts and minerals and therapeutic mud. Also, its region is characterized by sunny weather, where non-harmful solar radiation and fresh air.
• Ma'in Spa: it is located north of Amman. There are waterfalls that come out of the rocks, it is also characterized by the warm springs which are with therapeutic properties.

- Educational Tourism

It is travel with a view to become educated. Jordan is known for its high level of education. So, in Jordan, there are many high level and well-known universities.

- Leisure Tourism:

It is enjoying the various activities such as shopping, enjoying the festivals, such as the Jerash Festival, and enjoying natural sceneries, mountains, trees and outstanding climate.

- Religious Tourism

Travel with a view to visit religious sites in Jordan, which is for Muslims and Christians, including:

1. Baptism (for Christians)
2. The site of the Prophet Lot (Muslims)
3. Hill of Mar Elias (for Christians)
4. Shrine of prophet Shuaib, the people of the cave.

(Al-Harbi, 2012 – from p. 29 to p.34)
In addition, Jordan has other types of tourism, such as sports, desert, marine tourism and landscape tourism.
The study's methodology:

• The study's population: The questionnaire is directed towards the foreign tourist coming to Jordan.
• The study's sample:300 questionnaires will be distributed in different tourist sites in Jordan.

Only recovered240questionnaire were collected, i.e. an average of 80%, 46were excluded for not identifying the suitability for analysis, and the remaining ones to identify194 only, i.e. equivalent to80.83% of the number of questionnaires recovered.

• The type of study: Casual study
• Resources for collecting information:

The study relied on two sources of data collection, primary and secondary:

1-Secondary data

It has been done through the review, study of previous studies, and different references related to the study published in books, journal so websites.

2-Primary data: The information was collected through the study's questionnaire, which was divided into three parts. The first part includes demographic questions such as: (gender, age, occupation, educational level, marital status, income, and native language), the second part includes information about the reason that foreign tourist visit Jordan for the visit and how he come to know about the tourist sites, and the third part questions that are related to independent and dependent variables. It has been adopted five-level Likert Scaleof1-5express the phrase agree degree with the opinion of the respondent, so I gave:

Strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1)

Limitations of the Study

- Location: The tourist sites and hotels in Jordan.

Statistical standard:

To explain the averages (Means) for the estimations of(Responses) of the study sample(tourists) for each paragraph of the questionnaire as well as for each dimension; it was used the following statistical standard which shown in Table(1):

Table (1): Statistical Standard for Interpreting Averages (Means) for the Estimations of (Responses) of the Study Sample (tourists) for each Paragraph of the tool, as well as for each Dimension of its Dimensions:

The average (Mean)	The degree of approval
From 1.00 - less than 1.80	Very low
From 1.80 - less than 2.60	Low
From 2.60 - less than 3.40	Medium
Form 3.40 - less than 4.20	High
From 4.20 – 5.00	Very high

Where length of class was calculated by dividing the greatest value minus the smallest value on the number of the classes equal 5 -1 on 5 = 0.80.

Statistical methods used in the study:

To answer the questions of the study and the test of validity of the hypotheses, we used an appropriate statistical methods and processers that have been made by using the Statistical Package for Social Sciences(SPSS),and as follows:

- Descriptive statistics (Descriptive Statistics): to describe the characteristics of the study sample, and answer its questions.
- Cronbach's alpha coefficient to estimate testability of the internal consistency of the instrument (Consistency Reliability).
- Test of normal distribution of data study (Normal Distribution): by using (D'Agostino Test).
- Test of Variance Inflation Factor (VIF): test of allowed variation (Tolerance) to make sure there is no high correlation (Multicollinearity) between the independent variables.
- Analysis of simple linear regression (Simple Linear Regression)to test the validity of study and moral models(Significant) and the effect of the independent variable (all tourism marketing mix elements)onthe dependent variable(All Satisfaction of foreign tourists to Jordan).
- Analysis of multiple linear regression (Multiple Linear Regression)to test the validity of study and moral models(Significant) and the impact of the independent variables(Product, Price, Promotion, Place)on the dependent variable(All Satisfaction of foreign tourists to Jordan).

First: The Description of the Study Sample:

The results showed that the most of the tourists are from the first age group ranging between (25-35) years, at58.8%, i.e. young people, for their desire to see the tourist attractions in Jordan, most of them are employed in the private sector category at35.1%, and having university degreesat49.5%, as the majority of tourists from non-married categoryat49.5%, and the middle-income, and they speak Arabic and English. The results also showed that most of the tourists were repeat on visits to Jordan, at61.3%, the number of visits was between 3 and5visitsat41.8%, and the duration of the residency exceed oneweek,at45.9%of them, the tourism purposes varied in Jordan, but most of them were concentrated in the identification of Jordan archeological and religious sites, therapeutic and other places at a rate of4-6 places visited by the tourist, the word of mouth and the Internet has won the highest rate in the identification of tourist places in Jordan.

Second: The average of the estimations of respondent son each paragraph of the questionnaire:

Results show that the degree of approval on all the paragraphs of a large questionnaire, with the exception of paragraph (34) was approved medium degree, as results also showed that the questions of each independent variable were approved by a high degree, suggesting that all the tourist questions of marketing mix receive da high degree of approval, and the same result of variable questions exhibited for the special consent of the foreign tourists coming to Jordan. Product component showed the highest correlation to the rest of the independent variables, and also achieved the highest correlation with the dependent variable of the satisfaction of foreign tourist coming to Jordan.

Third: The results of the study

This study aimed to know the tourism marketing mix elements effect in satisfaction of foreign tourists to Jordan, to achieve this, the researcher analyst he study questions according to a logical sequence, includes a question display and then hypotheses emanating from it, followed by the appropriate statistical style to answer the question and verify its hypotheses, followed by the appropriate tables, and are presented below in accordance with the sequence of its questions.

1-The results of the first question, which states: "What is the level of the tourism marketing mix elements from the standpoint of the tourists at them?". To answer this question; the averages (Means) calculated and standard deviations (Standard Deviations) of the estimations of the tourists (Responses)–the members of study sample– for each dimension of the tourism marketing mix elements (Product, Price, Promotion, Place),as shown in the table(2)as follows:

Table (2): Averages (Means) and Standard Deviations (Standard Deviations) of the Estimations of the Members of Study Sample (Responses) for Dimension of the Tourism Marketing mix Elements in Descending order According to Averages (Means)

No.	Dimension	Mean	Std. Deviation	Rank	Degree
1	Product	3.72	0.54	1	High
4	Place	3.67	0.63	2	High
2	Price	3.66	0.64	3	High
3	Promotion	3.59	0.67	4	High
The all tourism marketing mix elements		3.67	0.49		High

It is noted from table (2)that the level of the tourism marketing mix elements (High)with a mean of (3.67) located within the statistical criterion used in this study(from 3.40-less than4.20), where the estimations of the members of the study sample ranged on the dimensions of the tourism marketing mix elements between(3.59) and (3.72), as also can be seen from table 2that all dimensions came (High) level, where it came respectively (Product, then Place, and Price, and finally Promotion).

1- The results of the second question, which states: "What is the level of satisfaction of foreign tourists to Jordan from the standpoint of the tourists at them?"

To answer this question; by the average (Mean) and standard deviation (Standard Deviation) of the estimations of -the members of study sample (Responses)-the paragraphs of satisfaction of foreign tourists to Jordan which are respectively (3.56, 0.74) where the average (Mean)located within the statistical criterion used in this study denotes(from 3.40-less than4.20), on the tourism marketing mix elements a high-level (High).

2- The results of the third question, which states: "What is the tourism marketing mix elements effect (Effect) in satisfaction of foreign tourists to Jordan?"

To answer this question to verify the effect (Effect) of each dimension of the tourism marketing mix elements in all satisfaction of foreign tourists to Jordan, where zero following hypotheses have emerged:

1. First sub-null hypothesis which states: "No product effect (Effect) of the all satisfaction of foreign tourists to Jordan".
2. Sub-second null hypothesis which states: "No promotion effect (Effect) of the all satisfaction of foreign tourists to Jordan".
3. Sub-third null hypothesis which states: "No price effect (Effect)on all satisfaction of foreign tourists to Jordan".

4. Sub-seventh null hypothesis which states: "No place effect (Effect) on all satisfaction of foreign tourists to Jordan".

• Test of general hypothesis

1- "What is the all tourism marketing mix elements effect (Effect)on all satisfaction of foreign tourists to Jordan":where emerged the following zero hypothesis "there is no effect (Effect) for the all tourism marketing mix elements on all satisfaction of foreign tourists to Jordan ",and for that has been the use of simple linear regression analysis (Simple Linear Regression) to see if the effect (Effect) had a statistically significant of the independent variable (the all tourism marketing mix elements) on the dependent variable (all satisfaction of foreign tourists to Jordan) at the level of statistical significance (α = 0.05), which it requires verification of the appropriateness of the data assumptions of analysis simple linear regression, by making some pre-tests (linear relationship between the independent variable and dependent variable, test the natural of the independent variable and the dependent variable, test the moral force (Significant) and explanatory model of simple linear regression user analysis) before you start the application of simple linear regression to test the sub-hypotheses of the study.

The results showed that there is a linear relationship between the independent variable (the all tourism marketing mix elements) and the dependent variable (all satisfaction of foreign tourists to Jordan), through drawing spreading form (Scatter plot), which It indicates the verification of the first pre-test to use simple linear regression analysis. It also showed the use of graphic representation of the standard residual distribution of the independent variable with the starting values of the dependent variable verify of normal distribution of the relationship between the independent and dependent variables, as the value of average (Mean) almost (0.000) with a standard deviation of (0.997). The test showed moral strength (Significant) and explanatory of used analysis model of simple linear regression: through analysis of variance(ANOVA)the value of(F = 120.827)of the table(3) and a statistically significant (0.000) which is lower than the level of statistical significance(α=0.05); which indicates the presence of explanatory and moral power (Significant)to use analysis model a simple linear regression between the independent and dependent variables.

Table (3): The Results of Analysis of Variance (ANOVA) B to verify the Strength and Moral (Significant) of Analysis Model of Simple Linear Regression

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	40.664	1	40.664	120.827	.000[b]
Residual	64.617	192	.337		
Total	105.282	193			

a. Dependent Variable: Satisfaction of foreign tourists to Jordan
b. Predictors: (Constant), the all tourism marketing mix elements

It can be seen from Table 4that the value of the correlation coefficient between the independent variable(the all tourism marketing mix elements),and the dependent variable(all satisfaction of foreign tourists to Jordan)was (0.621), and the value of the coefficient of determination(R^2) (0.386), and value of the adjusted coefficient of determination(Adjusted R^2) (0.383), which indicates that the independent variable(The all tourism marketing mix elements)was able to explain(38.3%) of the changes happened in the dependent variable(all satisfaction of foreign tourists to Jordan)and the rest misattributed toot her factors.

Table (4): Summary of Model B (Model Summary) Simple Linear Regression Analysis, as well as the Regression Coefficients (Coefficients a[a])

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.141	.314		.449	.654
the all tourism marketing mix elements	.931	.085	.621	10.992	.000
R	.621				
R Square	.386				
Adjusted R Square	.383				
R Square Change	.386				

a. Dependent Variable: Satisfaction of foreign tourists to Jordan
b. Predictors: (Constant), the tourism marketing mix elements

Thus it can be said that there is at least an independent variable of the independent variables affect the dependent variable which can be a significant variable, this can be known through moral test (Significant) of coefficients (Coefficients) of standard simple linear regression equation (Standardized) and non-standard (Unstandardized), It was found from the table () there is statistically significant for the coefficient of standard simple linear regression equation of non-standard on the independent variable (the all tourism marketing mix elements), as the value of (t = 10.992) and a statistically significant (0.000) which is lower than the level of statistical significance (α = 0.05), indicating a rejection of the null hypothesis and accept the alternative, which states: "no effect (Effect) of the all tourism marketing mix elements on all satisfaction of foreign tourists to Jordan"; and so there is significant (Significant) for the coefficient of standard simple linear regression equation which it value
Amounted to (0.085), and non-standard (0.931).

* Test of Sub-Hypotheses

2- Is there an effect (Effect) has a statistically significant of the independent variables(Product, Price, Promotion, Place)on the dependent variable(all satisfaction of foreign tourists to Jordan)at the level of statistical significance(α = 0.05),which requires verification of suitable data for analysis the assumptions of multiple linear regression, by making some pre-tests(linear relationship between each independent and dependent variables, test the natural for each independent and dependent variables, test of moral strength(Significant)and explanatory analysis model of multiple linear regression used) before the application of multi-linear regression to test the sub-hypotheses of the study, the results showed that the relationship between each independent and dependent variables is a linear relationship, which indicates the achievement of the first pre-test to use the analysis multiple linear regression. As it turns out that there is a normal distribution of the relationship between all the independent variables and the dependent variable, as the value of the arithmetic mean(Mean)almost(0.000) with a standard deviation(0.986). The moral strength test (Significant) and explanatory model for multi-user linear regression analysis: This was done through:

• Test the independence of the independent variables: where person correlation coefficients matrix (Person) calculated between each two independent variables, in order to detect the presence of a linear correlation between the independent variables(Product, Price, Promotion, Place), and Table 5shows the that most connectivity relations between the positive and moral study dimensions (Significant)and has statistically significant at the level of statistical significance(α = 0.01),it was found that the strongest correlation was worth(0.588) between product and price dimensions, and this can be judged that there is no perfect correlation between the independent variables.

Table (5): Matrix Pearson or Relation Coefficients (Person Correlation) between all Independent Variables, of the Independent Variables (Product, Price, Promotion, Place)

		Product	Price	Promotion
Price	Pearson Correlation	.588**		
	Sig. (2-tailed)	.000		
	N	194	194	
Promotion	Pearson Correlation	.569**	.492**	
	Sig. (2-tailed)	.000	.000	
	N	194	194	194
Place	Pearson Correlation	.549**	.498**	.568**
	Sig. (2-tailed)	.000	.000	.000
	N	194	194	194

**. Correlation is significant at the 0.01 level (2-tailed).

• Test of linear correlation (Multicollinearity): test of linear correlation used in order to make sure that there is a high correlation between the independent variables, based on the test of coefficient of variation (VIF), test of allowed variation (Tolerance) for each variable of independent variables, table (6) shows that the test values of coefficient of variation inflation (VIF) for all the independent variables less than (10), where values ranged between (1.680) and (1.921), while that test value of allowed variation coefficient (Tolerance) for all the independent variables bigger than (0.05) and its value ranged between (0.520) and (0.595), and thus it can be said that there is no high correlation between the problem of independent variables, and this shows that there is a correlation with a statistical significance between the independent variables in the table (correlation), and this enhances the possibility of its use in the model.

Table (6): My Test Results: Inflation and Variation Coefficient of Variation Allowed for Independent Variables Coefficient (Product, Price, Promotion, Place)

	Collinearity Statistics	
	Tolerance	VIF
Product	.520	1.921
Place	.595	1.680
Price	.568	1.759
Promotion	.581	1.722

• Analysis of variance(ANOVA): After the entry of the independent variables(Product, Price, Promotion, Place), the analysis if variation of the entered independent variables calculated into the equation set forth in the table (7). The value of(F = 40.111) with a statistically significant (0.000) which is lower than the level of statistical significance($\alpha = 0.05$); which indicates the presence of explanatory and moral power (Significant)for the use of analysis model of multiple linear regression between the independent and dependent variables.

Table (7): The Results of Analysis of Variance (ANOVA) B to verify the Strength and Moral (Significant) of Analysis Model of Multiple Linear Regression

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	48.339	4	12.085	40.111	.000[b]
Residual	56.942	189	.301		
Total	105.282	193			

a. Dependent Variable: Satisfaction of foreign tourists to Jordan
b. Predictors: (Constant), Product, Price, Promotion, Place

*Based on the above, table (8) shows a summary of the model (model summary) of analysis of multiple linear regression,

Table (8): Summary of model (Model Summary) B of Analysis of Multiple Linear regression, As Well as The regression Coefficients (Coefficientsaa)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.005	.300		-.016	.987
Product	*.760*	*.102*	*.555*	*7.482*	*.000*
Price	-.089	.080	-.077	-1.113	.267
Promotion	*.181*	*.079*	*.164*	*2.305*	*.022*
Place	.113	.083	.096	1.367	.173

R	.678
R Square	.459
Adjusted R Square	.448
R Square Change	.459

A. Dependent Variable: Satisfaction of Foreign Tourists to Jordan
B. Predictors: (Constant), Product, Price, Promotion, Place

It can be seen from Table(8)that the value of the correlation coefficient between independent variables(Product, Price, Promotion, Place),and the dependent variable(all satisfaction of foreign tourists to Jordan)was (0.678), and the value of the adjusted coefficient of determination(R^2) (0.459),and the value of the adjusted coefficient of determination(Adjusted R^2) (0.448)which shows that the combined independent variables(Product, Price, Promotion, Place)has been able to explain(45.9%) of the happened changes in the dependent variable(all satisfaction of foreign tourists to Jordan)and the remainder is attributed to other factors.

Thus it can be said that there is at least one independent variable of the independent variables affect the dependent variable which can be a significant variable, this can be known through moral test (Significant) of coefficients (Coefficients) of standard simple linear regression equation(Standardized)and non-standard (Unstandardized), it was found from the table(8)the presence of a trace of two variables (Product, Promotion).

- It was found from Table(8)the presence of a statistically significant standard and non-standard coefficient of linear regression equation on the independent variable(Product),as the value of(t = 7.482) with a statistically significant (0.000) which is lower than the level of statistical significance($\alpha = 0.05$),which shows the rejection of null hypothesis and accept the alternative, which states: "no effect (Effect) of the product on all satisfaction of foreign tourists to Jordan";and so there is a significant(Significant) of the standard coefficient of linear regression equation which its value amounted to(0.555), and non-standard(0.760).

- As it turns out from Table(8) the presence of statistically significant of standard and non-standard coefficient of linear regression equation on the independent variable (Promotion),as the value of(t = 2.305) with a statistically significant (0.022) which is lower than the level of statistical significance($\alpha = 0.05$), which indicates rejected the null hypothesis and accept the alternative, which states: "no effect (Effect)of the Promotion on all satisfaction of foreign tourists to Jordan";and so there is a significant(Significant) of standard coefficient of linear regression equation that worth(0.164), and non-standard (0.181).

- The rest of the variables (price, place) its trace was weak and the analysis has shown that it is not statistically significant.

Fourth: Recommendations

According to the findings of the study, we can propose the following recommendations:

1. The tourisms sector must bay attention in all tourism marketing mix elements that have been studied for their importance through the estimations of the members of the study sample for them, and because of its impact on the satisfaction of foreign tourists coming to Jordan.
2. Tourist sector should focus on the development and implementation of marketing strategies according to the marketing and tourist mix elements that will lead to the satisfaction of the tourists and their approach to the tourist places in Jordan.
3. Increase the attention to the tourist product as one marketing and tourist mix element of what an effective proved in influencing the satisfaction of foreign tourists coming to Jordan.
4. The need for diversification of the tourist product to attract a greater number of tourists and prolong the duration of their stay.
5. The need for attention to develop new promotional means that will provide information for foreign tourists and in form about the tourist places in Jordan, which enhances satisfaction.
6. The need to pay attention to the Internet and word of mouth as one of the most important means of communication used by foreign tourists to learn about the tourist places in Jordan.
7. The need to focus on holding exhibitionism the exported countries for tourism in Jordan and send delegates (liaison officers) in the field of tourism to embassies as promoters of tourism in Jordan.
8. Increase the attention in tourism in Jordan because of its importance and prestige in the region and increase the appetite of foreign tourists in the prevailing political circumstances in the region, for high security of Jordan.
9. Communication with the travel and tourism offices (Tour operator, travel agents)and provide them with all the necessary promotional means to know tourist places in Jordan, and invite them to visit Jordan free to see all the places and promote them.
10. Try to connect Jordanian tourist products with tourist products in neighboring countries to ensure visit more than one country with the same flight.
11. The need to focus on the youth of tourists and prepare tourist programs for them to achieve their satisfaction when they visit tourist sites in Jordan.

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Part I: Please tick (X) in the place where it deems appropriate.

1. Gender: ( ) Male   ( ) Female

2. Age: ( ) 25-35   ( ) 36-45   ( ) 46-55   ( ) 56-65
               ( ) 66 - and more

3. Occupation: ( ) student   ( ) government employee
               ( ) employee in the private sector   ( ) self-employment

4. Educational Level: ( ) High School and below   ( ) Diploma)
                    ( ) Bachelor's   ( ) Graduate Studies

5. Marital Status: ( ) Married   ( ) Single   ( ) Widowed   ( ) Divorced

6. Income: ( ) $ 1,000 or less   ( ) 1001 - 2000 $ ( ) 2001-3000 $
               ( ) 3001- $ 400 ( ) $ 4001-5000)   ( ) $ 5,000 or more

7. Native language: ( ) Arabic   ( ) English   ( ) French
                    ( ) German   ( ) Spanish   ( ) other

Part II:

Information about the reasons for the visit and how to get to the tourist sites:

1. Is this your first visit to Jordan? (   ) Yes   ( ) No

2. If the answer to the previous question is (No), what is the number of your visits to Jordan?
 ( ) Less than 3 visits   ( ) 3-5 visits   ( ) more than 5 visits

3. What is the duration of your stay when you visit Jordan?
( ) Less than 3 days   ( ) 3-6 days   ( ) 7 days or more

4. The Reason for visiting Jordan?
(   ) visit friends or relatives   (   ) Business   (   ) Tourism
        (   ) Medication   (   ) Religious   (   ) Other
5. How did you know about the tourist sites in Jordan?
(   ) Newspapers   (   ) magazines   (   ) Brochures   (   ) word-of-mouth
 (   ) T.V   (   ) Books   (   ) Internet   (   ) Exhibitions
 (   ) Other
6. What is the number of sites you've visited in Jordan?
        (   ) 3 sites and less   (   ) 4-6 sites   (   ) 7 sits and more

Part III:

To what extent do you agree with the following statements, tick (V) in the appropriate place only for the questions that are related to touristic marketing combination elements:

	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Product:					
1	There is diversity of tourist sites in Jordan					
2	I see that tourist sites in Jordan are attractive					
3	The beauty of natural sites in Jordan attracts tourists					
4	Archaeological sites in Jordan are clean					
5	Archaeological sites in Jordan need more maintenance and care					
6	there is historical documentation at each archaeological monument and site					
7	There are sufficient guiding signboards which easily take you into the archaeological sites					
8	There is a concern about security of foreign tourists coming to Jordan					
9	There is a tour guide for all historical monuments					
10	Attractive museums are available within tourist sites					
11	Adequate sanitation facilities are available within the tourist site					
12	the tourist sites lack many services that tourists may need					
13	Many souvenirs are available at tourist sites					
14	There is diversity in the entertainment places in Jordan					
15	I enjoyed the entertainments venues which I have visited during my stay in Jordan					
16	There is diversity in the food and beverage offered in Jordan					
	Prices:					
17	I found tour prices to Jordan suit me					
18	Prices reflect the quality of services provided					
19	I think tour prices to Jordan are suitable compared to neighboring countries					
20	hotel rates commensurate with my financial capabilities					
21	Prices of services offered at tourist sites are affordable					
22	Rewarding offers are available on tourist trips to Jordan					
23	I am willing to pay the offered price for my visit to the tourist sites in Jordan					
24	I believe that the price of antiques and souvenir suits me					
25	Entry prices to archaeological sites are high					
26	I think that transportation prices in Jordan are reasonable					
27	Food and beverage prices in Jordan are high					
	Distribution:					
28	Guidance material provided for tourists by travel agencies is sufficient for the tourists to access tourist sites.					
29	Booking systems at travel agencies are easy and convenient.					

30	Tour guides meet tourist's needs completely.					
31	Adequate means of transport are available to serve tourists heading to tourist sites.					
32	There is adequate transportation network to move from one place to another easily					
33	Access to tourist sites is easy and convenient.					
34	It is difficult to navigate between the tourist sites in Jordan.					
35	Means of transport used between tourist sites are modern and comfortable for tourists.					
	Promotion:					
36	Tourist' information provided by travel agencies is easily accessed.					
37	Sufficient online information about the tourist sites isprovided					
38	Jordanian embassy in my homeland offers enough information about tourist sites in Jordan					
39	Jordan lacks pamphlets/ brochures on tourist sites in Jordan.					
40	Tourist information providesby the media enrich my knowledge of Jordan.					
41	There issufficient information about tourism in Jordan in my home land.					
42	I knew tourist sites in Jordan before my arrival.					
43	I receivedsufficient information about archaeological sites in Jordan during my visit to several exhibitions in my country					
44	It is easy to access information about tourism in Jordan					
45	Information is available in different languages commensurate with the language of the tourist coming to Jordan					
	Satisfaction:					
46	Tourist services provided in the archaeological sites meet my needs					
47	My visit to tourist sites in Jordan exceeded my expectations					
48	Services provided in the tourist sites were not atthe required level.					
49	Archaeological sites in Jordan are distinguished compared to other tourist sites.					
50	Diversity of services provided at tourist sites in Jordan during my visit make me stay in Jordan longer					
51	My visit to tourist sites in Jordan increased my delight to these sites.					
52	I have a desire to repeat my visit to Jordan					
53	I would advise my friends to visit Jordan.					
54	I am satisfied with my visit to Jordan as a tourist destination					