FACTORS AFFECTING TOURISTS SATISFACTION OF JORDAN AS A TOURISM DESTINATION

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ABSTRACT

This study aimed to examine the factors affecting tourist's satisfaction of Jordan as a tourism destination. A Convenience sample of 500 tourists was selected from those who visited different Jordanian places. They asked to answer a set-scale questionnaire that measure tourist expectation and his/her perception toward destination image, emotional involvement, perceived outcome, self image and his satisfaction. Findings of the study indicated that Perceived outcomes, Jordan image and the emotional involvement had a significant impact on the tourists' satisfaction/ dissatisfaction. While self image, and perceived expectations had no influence. Furthermore, findings indicated that tourist's satisfaction levels do not change according to gender, martial status, and education levels. But with different nationalities, ages, and monthly income the tourists had different level of satisfaction. Finally, many recommendations were recommended as follows:

1- Giving more attention to the Gulf of Aqaba and Dead Sea beaches and work on developing suitable protection and maintenance programs.
2 - Focusing on the development of promotional programs which aim to inform tourist about different festivals in Jordan. Also, spreading the festivals to all seasons of the year.
3- Increasing co-operation between tourism organizations in Jordan and other Arab countries in order to develop a good package of tourism programs at competitive prices.
4- Focusing on exploring new Foreign and Arab markets to attract tourists to visit Jordan.

Keywords: Tourism, self image, tourist destination image, Jordan

I . INTRODUCTION

The sequent changes on the transportation and telecommunication technologies, in addition to socio-economic and cultural transformations enabled a huge number of people to travel around the world. Statistics show that 842 million tourists traveled around the world in 2006 (World Tourism Organization Statistics 2006). Such fact makes it valuable to consider tourism as a profitable business sector.

To be successful, tourism organization must know the followings: how travelers realize their needs and meet them; how they build

their ideas, impressions, thoughts towards Jordan as a tourism country; the resources from which tourists get their information about Jordan in order to form their thoughts and impressions; impact of personal values and traditions on the travelers' selection of Jordan as a targeted country.

Study Problem:

This study focuses on the importance of Jordan as a country of tourism destination Previous studies concerning tourism in Jordan did little in explaining the relationship between the individual tourist's vacation buying behavior and his/ her satisfaction with the destination area. This study intends to fill this gap by proposing and testing a model of travelers' satisfaction towards Jordan as a tourism destination.

To reach this end, this study seeks to answer the following questions:

1 - Does the tourists self image of Jordan affect his / her satisfaction?

2 - Does Jordan image as tourism country affect tourists' satisfaction?

3 - Does the perceived outcome of Jordan affect tourists' satisfaction?

4 - What is the role of consumer emotional involvement in the consumer satisfaction process in tourism purchase decision?

II. THEORETICAL BACKGROUND

The tourism sector became one of the most important economical phenomenons in the 21st century. The World Tourism Organization (2007) defined tourism as the travel for entertainment, and offering all services relating to this activity. The British Tourism Association defined tourism as the

activities related to short term travel of the individuals outside their home place, and their activities through the trip. (Lumsdon, 1992).

A tourist is the person who travels for entertainment purposes for more than 80 KM away from his home (World Tourism Organization, 2007). or he is the visitor who travels for 24 hours or more to a country other than his home country in order to spend leisure time, business, family affairs, visit friends or meeting missions (Al Hammad, 2000).

Consumer Satisfaction:

Schiffman and Kanuk (2006) defined consumer satisfaction as the individual's perception of the performance of a product or service in relation to his or her expectations. According to this perspective the concept of consumer satisfaction is a function of consumer expectations. A consumer whose perception falls below expectations will be dissatisfied, those whose perceptions match expectations will be satisfied, while consumers whose expectations are exceeded will be very satisfied or delighted.

Kotler and Keller (2003) have defined four types of measuring satisfaction: first, periodic surveys (ask consumers about their purchase preferences and consumption experience). Second, customer loss rate (Company can contact consumers who have stopped buying or who have switched to another supplier to learn why this behavior happened)., Third, mystery shoppers (are professional observers who pose as customers in order to interact with and provide unbiased evaluations of the Company's service personnel in order to identify opportunities

for improving productivity and efficiency). and Fourth, monitor competitive performance (companies need to Monitor their competitors' performance).

Consumer Satisfaction in Tourism

The main thrust of consumer behavior studies in tourism has been focused on the topic of tourist expectations of a travel destination as related to the tourists' destination choice behavior (Chon, 1990, Woodside and Ronkainen, 1989, Hunt, 1977). The central assumption of these studies is that attitude that a tourist holds toward a destination plays a crucial role in an individuals travel purchase. It is theorized that this occurs because the consumer often has very limited personal experiences concerning the destination he/she is considering and, as a result, the tourist as a decision maker acts upon his/ her image of the destination rather than objective reality (Chon, 1990).

The tourists will tend to assimilate any discrepancy between expected service and Perceived outcome. So, tourists will reduce the psychological conflict after their experiences, and therefore, they will reinforce tourism organization choice. Similarly a large number of studies considered there is a positive and direct relationship between expectation and satisfaction of the consumer in different situation. (e.g. Churchill and Surprenant, 1982; Tse and Wilton, 1988; Oliver, 1997; and Feijoo, Caro, Gill, and Quintana, 2000)

Many studies dealing with tourist attitude and decision making have their theoretical basis on the tourist decision making model conceptualized by Clawson and knetch (1981). They identified a five-phased process in their recreational behavior model:

1. Anticipation: planning and thinking about the trip
2. Travel to the site: getting to the destination
3. On-site behavior: behavior at the site or destination country.
4. Return travel: traveling home
5. Recollection: recall, reflection and memory of the trip.

The anticipation stage in this travel decision process incorporates the activities undertaken prior to travel, including need recognition and information search. Behavior on the site incorporates the actual travel experience and is influenced by a wide number of service providers including the accommodation facility, recreation outlets, retails services and interaction with other travelers. Recollection and recall of the trip includes the post-purchase evaluation phase of the decision model that will have a major impact on the next purchase decision.

Definition of Self Image

Sirgy (1992), Hawkins and Coney (2001) have defined self image concept as the totality of an individual's thoughts and feeling about him or herself, and It is the sum part of past decisions and future plans. The individuals build their self image through interactions with other people-firstly their parents in home, and then other individuals or groups such as friends, neighbors, religious, professional, and trade-union groups (Kotler and Keller, 2003).

Schiffman and Kanuk (2006) have identified the following types of self image: actual self image (how consumers in fact see themselves), ideal self image (how consumers would like to see themselves), social self image (how consumers feel

others see them), and ideal social self image (how consumers would like others to see them). Also, they saw two other types of self images: expected self and ought to self. The expected self image (how consumers expects to see themselves at some specified future time) is somewhere between the actual and ideal self images. It is a future oriented combination of what the actual self image is and what a consumer would like to be. The second type of self image (the ought to self) consists of characteristics that an individual believes it is his or her obligation to possess.

Definition of Destination Image

It is difficult to define what «destination image «exactly is, as this term has been defined and used differently in a variety of contexts and disciplines. Crompton (1979) defined it as the «sum of beliefs, ideas, and impressions that a person has of a destination. A more integrative definition was given by Echtner and Ritchie (2003) as «the individual traits or qualities and the total impression an entity makes on the minds of others». Kim and Richardson (2003) summarized the destination image as a totality of impressions, beliefs, ideas, expectations , and feelings accumulated towards a place over time**.**

Components of Destination Image

Early studies like Mayo and Jarves (1981) found that there are three basic dimensions of holiday's destination images: scenery, congestion and climate. Such classification is focused only on physical or functional characteristics. Dichter (1985) study supported the multi- component nature of destination image; an image is not only individual traits or qualities but also the total impression an entity makes on the

minds of others, and each image of this type should be based on the functional and the psychological characteristics of the products.

Table 1 presents a summary of the attributes of destination image used in the previous studies employing structured methodologies Echtner, and Ritchie (2003). The master list of attributes has also been arranged within the Functional / psychological continuum. Certain items (such as costs/price levels) are quite functional, others are distinctly psychological (for example, friendliness), while some could be argued to be either and, therefore, lie near the middle of the continuum (cleanliness).

The Link Between Perceived Outcomes and Consumer Satisfaction

Tse and Wilton (1988) argued that under certain conditions the disconfirmation construct alone may fail to explain consumer satisfaction/ dissatisfaction formation. For example, consumers forced to buy convenience good (frequently, immediately and with minimum of effort the customer purchase it) may not necessarily experience disconfirmation of a pre-experience comparison standard, but may be dissatisfied because of its low performance. Users of new brands who experience unfavorable disconfirmation of a high pre- experience standard (producer, say, through advertising) may still be satisfied with the brand if it has more of the desired attributes than do competing brands.

One model that explains consumer satisfaction that including perceived performance is Hunt model (Chon, 1990). He argued that consumer satisfaction /dissatisfaction is an emotional response to an evaluation of a

Table 1

Attributes Used by Researchers to Measure Destination Image

Functional (physical, measurable)	
1- Scenery/Natural Attractions	18- Personal Safety
2- Costs/Price Levels	19-Economic Development/Affluence
3- Climate	20-Accessibility
4- Tourist Sites/Activities	21- Degree of Urbanization
5- Nightlife and Entertainment	22- Extent of Comers canalization
6- Sports Facilities/Activities	23- Political Stability
7- National Parks/Wilderness Activities	24-Hospitality/friendliness/receptiveness
8- Local Infrastructure/Transportation	25- Different Customs/Culture
9- Architecture/Buildings	26- Different Cuisine/Food and Drink
10-Historic Sites/Museums	27- Restful/Relaxing
11-Shopping Facilities	28- Atmosphere (Familiar versus Exotic)
12-Accommodation Facilities	29- Opportunity for Adventure
13-Cities	30- Opportunity to Increase Knowledge
14- Fairs, Exhibits, Festivals	31- Family or Adult Oriented
15- Facilities for Information and Tours	32- Quality of Service
16- Crowdedness	33-Fame/Reputation
17- Cleanliness	18- Personal Safety

Source: (Echtner, and Ritchie, 2003: 45)

product or service consumption experience. Oliver (1993) viewed consumer satisfaction as a function of prepurchase expectations and disconfirmation. Prepurchase expectations are confirmed when the product performs as expected and are disconfirmed when it does not.

Tourist Emotional Involvement

When a review of the literature about involvement is done, the first thing which calls ones attention is the great diversity of definitions which have been proposed about it. Most literature include three approaches: the state, cognitive and response oriented definitions of involvement. for examples Costly (1988) who took the cognitive approach, defined involvement as a permanent relationship between the consumer's values and the Object. Akhter etal. (1990) saw involvement as a motivational mental state at a particular point in time. The response

approach takes the consequent position, defines and measures involvement in terms of cognitive and behavioral response patterns (Netemeyer, and Bearden, 1992). In the modern literature, Kotler and Keller (2003) defined emotional involvement as the level of engagement and active processing undertaken by the consumer in responding to a marketing stimulus (example: from viewing an ad. or evaluating a product or service).

Smith (2007) mentioned that the emotional involvement is one way to understand the psychology and behavior of the tourists. It refers to how much time, thought, energy and other resources people devote to the travel purchase process.

Previous Studies:

Table (2) summarizes a list of related previous studies.

Table 2
Summary of Previous Studies

Author (Year)	Study title	Description of the study
Chengcheng (2006)	New Zealand Destination image and the Chinese outbound market: A comparative study between the Beijing and Guangdong markets	The purpose of this study was to achieve a better understanding of the Chinese outbound market as well as the heterogeneous market characteristics in order to provide insight for the New Zealand tourism industry. Research finding showed that destination image is influenced by both the information source and the cultural factors for Chinese tourists. Further, it was found that the pre- visitation image is having significant influence on the way people perceive New Zealand. The researcher also found cultural factors do have an impact on tourists' information search behavior.
Leary and Deegan (2005)	Ireland image as a tourism destination in France: attitude importance and performance	This study investigated the influence of image of Ireland as a tourism destination on French tourists' perceptions. The results showed Ireland destination image is formulated by the travel experience of French visitors. Also, it was found there is significant effect of Ireland image as a tourism destination on visitors' satisfaction and their loyalty.
Ignacio et al. (2004)	The role of expectations in the consumer satisfaction formation process: Empirical evidence in the travel agency sector.	The purpose of this study was to provide empirical evidence about the formation of expectations, and the relation between expectations, satisfaction and loyalty. The results showed the importance of image in the expectations formation process, there is direct relationship between expectations and consumer satisfaction, and a close association between satisfaction and consumer loyalty.
Dimara et al. (2002)	Consumers appreciation of regional image and the perceived quality of rural tourism	This study aimed to measure the tourists' perceptions toward regional image across analysis of the tourists' satisfaction evaluations toward cognitive and affective components for regional image. Research finding showed regional image is acknowledged to entail elements of the socio-cultural, environmental and historical heritage of a region, and the latter (historical heritage of a region) affect the tourists' satisfaction toward Kalavryta and Evrytania more than other components.
Feijoo et al. (2000)	Consumer Satisfaction: Explanatory Models	This study reviewed the models that explained customers' satisfaction, and investigated the degree of tourists' satisfaction who visit the Tenerife region. The results of study indicated that the best model which describes the tourists' satisfaction is the model that includes expectations and perceptions together, and that the most important factors affecting tourists' satisfaction were the quality of beaches and food, and the prices of services offered by tourism organizations

Table (2) Continued

Al- Hammad (2000)	Factors influencingng Tourism Marketing of of Jordan Badia (North and Middle)	This study aimed to examine the factors affecting tourism marketing of Jordan Badia by determining the relationship between the elements of marketing mix and the tourists' satisfaction. The Main important results of this study were: a. There is a relationship between the elements of marketing mix and the tourists' satisfaction. b. The promotion mix provided little information to the tourists with regard tourism places in Jordan Badia, and didn't inroduce the Badia well. c. c. The number of tourists from Arab countries, USA, and Canada were very little. d. The religious tourism in Jordan Badia was very weak
Al-Hamoud (1996)	Tourism and its effects on maintaining the architectural and cultural heritage in Petra Area	This study discussed the advantages and risks associated with tourism development and their ability to maintain the national and cultural heritage; in addition to exploring the awareness level of tourism effects in Jordan. The study underlined the weak coordination and cooperation between tourism organizations in Petra, whether public or private.
Al-Rabadi (1996)	Tourism and Leisure Movement in Madaba Governorate and promoting it	This study aimed to identify the tourism reality in Madaba governorate; its economical results, and factors effecting its promotional activities. The findings indicated that most of incoming persons were visitors who stayed for one day. This stay is limited to Ma'en Baths only due to services availability at this site
Al- Hajj Deeb (1990)	Tourism marketing in Jordan (incoming tourism; reality and development	This study focused on the marketing aspect for incoming tourism, and on tourism marketing strategies that helps to marketing Jordan as a tourism destination. The main results were: a. There is a weak relation between nationality and the following variables: occupation, age, Inland transportation, Means used by the tourist, staying period and tourist opinion on the tourism and archeological services. b. Tourists from all nationalities are negatively affected by the military events in the area, but at different ratios.

What Distinguishes this Study from the Previous Studies

The previous studies attempted to identify factors associated with consumer satisfaction (For example perceived expectations, perceived performance, perceived quality, the revised intention, disconfirmation of expectations, and consumption experience) or focused on the role of perceived image about country on visitors attitudes formation toward this country (e.g., Chengcheng Zhao, 2006; Leary and Deggan, 2005).

In Jordan, the previous studies were given little attention to the impact of Jordan image and the traveler self image on tourists> satisfaction. Therefore, this study aims to consider the impact of Jordan image and the traveler self image on the travelers satisfaction with Jordan as tourism destination.

Paper Framework and Hypotheses:

Figure 1 presents the paper's proposed framework. Having appreciating the empirically sound relationships of the model, the framework proposes the following null hypotheses:

H01: There is no significant statistical impact of the individual emotional involvement on the tourists' satisfaction/ dissatisfaction.

H02: tourists' perceived expectations of Jordan's functional characteristics have no significant statistical impact on their satisfaction /dissatisfaction.

H03: tourists' perceived outcome of Jordan's functional characteristics have no significant statistical impact on their satisfaction / dissatisfaction.

H04: There is no significant statistical impact of the tourists' self-image on the tourists' satisfaction/ dissatisfaction

H05: There is no significant statistical impact of ' the image of Jordan on the tourists satisfaction/ dissatisfaction.

H06: There is no significant statistical difference in tourists' satisfaction / dissatisfaction levels according to demographic variables.

Independent Variables

Dependent Variable
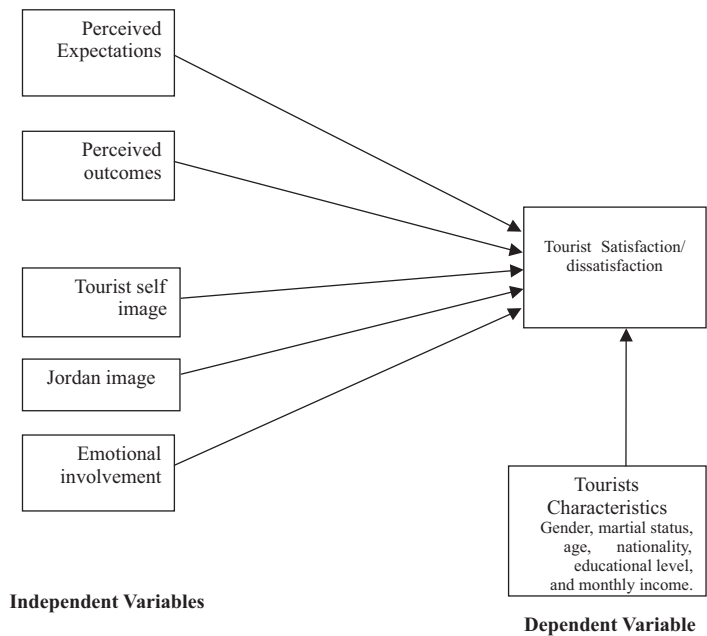
Figure 1
Model of the Study

Definitions of Variables

Variables of the study are categorized in Table (3) as follows:

Table 3

The constructs operational definitions and measurement items

Variables	Conceptual definition	Operational definition	Sources
Perceived expectations	The consumers' prior beliefs about the future performance or attributes of a product	The availability of historical and religious places. Festivals in Jordan, The Climate moderation, Beauty of natural regions in Jordan, Beauty of beaches in Aqaba Gulf and the Dead Sea, The availability of good shopping places, degree of political stability, Availability of accommodation facilities for tourists to Jordan.	*Nogbo (1997)*
Perceived outcomes	The difference between the prospective customer's evaluation of all benefits and all the costs of an offering and the perceived alternatives	The availability of historical and religious places. Festivals in Jordan, The Climate moderation, Beauty of natural regions in Jordan, Beauty of beaches in Aqaba Gulf and the Dead Sea, The availability of good shopping places, degree of political stability, Availability of accommodation facilities for tourists to Jordan	*Kotler and Keller, (2003)*
Tourist self image	The totality of an individual's thoughts and feeling about him or herself	A family-oriented type person. Likeness to be a family-oriented type person. Being a conservative-type person. Likeness to be a conservative-type person. A practical -type person. Likeness to be a practical -type person. A Friendly-type person. Likeness to be a friendly-type person. The types of visitors who visit Jordan are family-oriented people. The types of visitors who visit Jordan are conservative people. The types of visitors who visit Jordan are practical people. The types of visitors who visit Jordan are friendly people.	*Hawkins and Coney (2001)*
Jordan image	A totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time	The places of historical and religious interests in Jordan are authentic and inveterate, Festivals in Jordan are various, The climate is moderate in Jordan, The natural regions in Jordan are beautiful, The beaches in Aqaba Gulf and the Dead Sea are beautiful, There are many shopping places in Jordan, the degree of political stability in Jordan is high, Accommodation facilities in Jordan are available for all tourists.	*Kim and Richardson (2003)*

| Emotional involvement | Is the individual internal state of arousal, activation and preparedness to engage in specific information processing or goal-directed behaviors towards a stimulus | I would read travel brochures about Jordan as a tourism destination.
 I have compared Jordan attributes with other countries.
I usually talk about Jordan as tourism destination with friends and relatives.
 I usually pay attention to ads for Jordan.
 I usually Seek advice from friends and relatives prior to purchasing travel to Jordan.
 I usually spend a lot of time choosing what country to buy.
 I usually take many factors into account before purchasing travel to Jordan. | *Hawkins and Coney (2001)* |
| Consumer satisfaction | The individuals' perception of the performance of product or service in relation to his or her expectations | how satisfied are you with your visit to Jordan.
I like to visit Jordan again in the future.
I always offer suggestions to improve the received services from tourism organization.
 I always receive positive response regarding my complaints.
 Prices of services provided by hotels and restaurants are high. | *Schiffman and Kaunk (2006)* |

III. RESEARCH METHODOLOGY:

1- Questionnaire Structure and Format:
A questionnaire was derived from previous studies (e.g., Chon, 1990) and a set of scale models to test consumer expectations and his/ her perception toward destination image, emotional involvement and consumer satisfaction/ dissatisfaction.   Previously developed measurement scales were applied to measure the constructs examined in the questionnaire.

The questionnaire method was used to collect data. To have a high level of accurate and reliable data, the study questions were worded carefully in a manner   reflecting the actual requirements of researchers as well as enabling the sample population at understanding the questions and answering them correctly**.**

The questionnaire is consisted of two sections. The first section asks about the demographic variables of tourists. The second section is consisted of two parts: the first part included questions that measure the average number of visit frequencies. These questions were followed by a global measure of tourist satisfaction/ Dissatisfaction in the form of a five point Likert scale. Throughout the questionnaire, two other global measures of satisfaction/ dissatisfaction were included to measure the dependent variable. One of these was Andrews and Witheys (1976).

The two global measures of satisfaction/ dissatisfaction (Delighted-Terrible scale and Likert scale) were selected because they were recommended by previous studies. The second part consisted of dimensions of the independent variables, including: perceived expectations, perceived outcome, self image, Jordan Image and emotional involvement.

For the purpose of collecting data regarding

those variables, a five point scale with anchor points (1= strongly disagree, 5 =strongly agree) was used to measure the tourists' expectations and perceived outcomes in relation to the eight-item functional attributes of Jordan tourism features.

The third dimension is consisted of five items of statement designed to measure the self image of tourist (Sirgy, 1985). The measurement was implemented using a five-point Likert scale with anchor points related to the actual self-image and ideal self image of the traveler to Jordan.

The fourth dimension had considered Jordan image, a five-point Likert scale was used, since it is the most commonly used and the most appropriate for this type of questions. The last dimension has considered the emotional involvement. The involvement scale used in this study is the personal involvement inventory scale developed to measure a consumer's involvement with Jordan as a tourism destination.

2- Sample Design and Data Collection Methods:

The target population of this study is consisted of tourists who actually visited Jordan in the period between October (2007) and January (2008) and participated in recreation and vacation activities during their visit to Jordan.

Convenience sample from Foreign and Arab tourists was selected. A total of 700 ques-tionnaires were distributed personally, to the tourists in four areas of Jordan: in Karak castle, Roman Theater in Amman, Petera and Aqaba respectively. 650 questionnaires were received of which 150 were neglected because of mistakes either in filling or un

answered questions. Five-hundreds usable questionnaires (71% response rate) were deemed suitable for analysis.

IV. FINDINGS OF THE STUDY

1- Sample Characteristics

This section describes the sample characteristics (Table 4) showing the frequencies and percentages of respondents according to their demographic variables: (gender, martial status, nationality, age, level of monthly income).

Validity and Reliability:

Face validity was checked through a pre- test of the instrument by a number of academic lecturers, and through a pilot study on (50) tourists. Participants were asked to comment on the format and appropriateness of questions. In view of their suggestions, several amendments were incorporated into some questions. Reliability of the scales was established by utilizing Cronbach's alpha (Table 5). Considering the present study as a whole, Cronbach's alpha varied from 0.718 to 0.814 which is considered acceptable for this type of research.

Hypotheses Testing

A multiple regression model was used to test the study's hypotheses. To use multiple regression models, it is necessary to assess whether the collected data violate some key assumptions of regression models because any assumptions violations can result in distorted and biased research results (Hair, Tatham, and Black, 1998).

These assumptions include; multicollinearity, linearity, and normality.

Table 4

Frequencies and Percentages of respondents according to their demographic variables

Demographic variables		Frequency	Percent	Valid Percent
Gender	Male	247	49.4	49.4
	Female	253	50.6	50.6
Martial Status	Single	260	52	52
	Married	240	48	48
Nationality	Arabian	201	40.2	40.2
	European	217	43.4	43.4
	American	34	6.8	6.8
	From East Asia	8	1.6	1.6
	Others	40	8	8
Age	25 or less	46	9.2	9.2
	26-30	100	20	20
	31-35	128	25.6	25.6
	36-40	63	12.6	12.6
	41 or more	163	32.6	32.6
Educational level	High School	67	13.4	13.4
	Bachelor	232	64.4	64.4
	Master	169	33.8	33.8
	Doctorate	32	6.4	6.4
Level of Monthly Income	1000 or less	105	21	21
	1001-1500	89	17.8	17.8
	1501-2000	83	16.6	16.6
	2001-2500	78	15.6	15.6
	More than 2500	145	29	29
Visited Jordan before	Yes	160	32	32
	No	340	68	68
Purpose	Pleasure	231	46.2	46.2
	Transit	22	4.4	50.6
	Business	78	15.6	66.2
	visit Friends or relatives.	128	25.6	91.8
	Other.	41	8.2	100

Table 5

Cronbach's Alpha for the Scales

Independent Variables	Cronbach's Alpha
Perceived expectations	0.718
Perceived outcomes	0.845
Self image	0.895
Jordan image	0.930
Emotional involvement	0.789
Consumer satisfaction	0.814

Sample size: 500

1- Multicollinearity can be controlled by two ways: tolerance values and values of variance inflation factor –VIF. Any variable with a tolerance value below 0.1 or with a value above 10.0 of VIF would have a correlation of more than 0.90 with other variables , indicating multicollinearity problem. Results in Table (6) show that Tolerance values for all independent variables is more than 0.10 and variance inflation factor- VIF for the independent variables is less than the limited valued 10.0, indicating no multicollinearity between the independent variables.

Table 6
Tolerance and Variance Inflation Factor-VIF

Variables	Tolerance	VIF
Emotion	0.904	1.107
Expect	0.679	1.473
Perceive	0.435	2.299
Self	0.871	1.148
Jordan	0.430	2.328

2- Fitness of the model: the linear regression analysis of the original model reveals that R-square of the model is 0.614 and this means that the model explains 61.4 % of the variance in the dependent variable (Table 7).

The model is statistically significant, as the p-value for the model is 0.000. meaning the fitness of the model in explaining the adoption process is high (Table 7).

zero. In the current study, skewness ranged from 0.323 to 0.131 as showed in Table 8. Following the definition, skewness scores of the current data indicate an approximately normal distribution.

Table 8
Skewness coefficients

Variables	Skewness
Jordan image	0.323
Perceived outcomes	0.289
Emotional involvement	0.131

Regression Analysis Results:

The main objective of this study is to find the impact of independent variables on the dependent one. To find this impact, multiple regression analysis was used. Results are shown in Table 9.

It is clear from the statistical findings that

Table 7
Fitness of the Model for Regression Analysis
Model Summary

Model	R	R square	Adjusted R Square	Std.Error of the Estimate	Durbin Watson	F	Sig
1	O.788a	0.621	0.614	0.456	1.744	46.62	0.00

a. Predictor :(constant), Jordan image, emotional involvement, self image, tourists expectations, and perceived outcomes.

b. Dependent variable: Consumer satisfaction.

3- Normality: normality occurs when the shape of the data distribution for the variables varies considerably from the normal distribution. This violation may lead in achieving invalid statistical results (Hair, Tatham, and Black, 1998). In accurate definition of a normal distribution, the Skewness of the data would equal zero (Hair, Tatham, and Black, 1998). In a particular sense, normality is defined as a range of scores that span either side of

the independent variables (emotional involvement, perceived outcome, and Jordan image) have significant statistical impact on the dependent variable. Values of t and Beta in Table 9 showed that the most important factors in explaining the variance in tourist satisfaction were in the following orders: Image of Jordan, perceived performance outcome of functional attributes then thirdly the tourists emotional involvement. On the other hand, Results showed that there is no

statistically significant impact for variables (expectations, and self image) on the dependent variable.

The hypotheses were tested following the decision rule that says: accept null

Jordan's functional characteristics have no significant statistical impact on their satisfaction /dissatisfaction.

5. There is no significant impact of the tourists' self-image on the tourists' satisfaction/dissatisfaction.

Table 9

The Results of Multiple Regression analysis

Model	Unstandardized Coefficients		standardized Coefficients	t	sig
	B	Std.Error	Beta		
1 (Constant)	0.395	0.242		1.633	0.103
Emotional involvement	0.131	0.037	0.138	3.527	0.000
Expectations	0.076	0.049	0.070	1.556	0.120
Perceived outcomes	0.289	0.072	0.227	4.039	0.000
Self image	0.049	0.044	0.044	1.107	0.269
Jordan image	0.323	0.070	0.262	4.633	0.000

a. **Dependent Variable: consumer satisfaction.**

hypothesis (Ho) if the significance level (α) of the question is greater than (0.05) significance level, and reject (Ho) if the significance (α) level equals or less than (0.05) (Sekaran, 2004).

As a result for this decision rule, the researcher has tested statistically the proposed hypotheses and found the following results:

1. There is a significant statistical impact of the individual emotional involvement on the tourists' satisfaction/ dissatisfaction.
2. Tourists' perceived outcome of Jordan's functional characteristics have significant statistical impact on their satisfaction level.
3. There is a significant statistical impact of the image of Jordan on the tourists satisfaction/ dissatisfaction.
4. Tourists' perceived expectations of

6. Tourist satisfaction levels do not change according to gender, marital status, and education levels. While tourists with different nationalities, ages, and monthly income had different levels of satisfaction (as shown in Table 10).

Table 10

Level of Significance of Demographic variables and Consumer Satisfaction

Demographic Variables	F	Sig
Gender	3.075	0.080
Martial Status	0.025	0.875
Nationality	8.064	0.000
Age	2.791	0.026
Education Level	2.175	0.071
Monthly income level	3.942	0.008

Dependent variable: Consumer Satisfaction

V. DISCUSSION

In light of the study's objectives and hypotheses testing results, the researchers reached the following:

1- It was found that there is no significant statistical impact of the tourists' perceived expectations of functional attributes of Jordan on their satisfaction /dissatisfaction. This finding contradicts Ignacio, Hector, and Collado (2004) results when they found that there is a direct relationship between expectation level and consumer satisfaction. Also, it contradicts with William and Jesse (1983) results in their study of users of automobile repair service outlets confirmed that consumer satisfaction was related to their expectation before use. On the other hand, this finding is similar with what Eugene and Mary (1993) found in their study of American consumers which indicated that expectations did not have direct impact on consumer satisfaction.

2- The perceived performance outcome of Jordan was found to have a significant statistical impact on consumer satisfaction. This finding appeared to support what Tse and Wilton (1988) have found. They found that perceived performance outcome is a direct determinant of consumer satisfaction/ dissatisfaction. Also, Feijoo et al, (2000) in their study of foreign tourists visiting Tenerife confirmed that the best model which describe the tourists' satisfaction is that includes expectation and perception together.

3- It was found that there is no significant statistical impact of the individuals' self Image on the tourists ' satisfaction/ dissatisfaction. This finding is unexpected and inconsistent with previous findings; because most previous findings have found that there is significant statistical impact of the individuals' self image on the tourists ' satisfaction/ dissatisfaction. (e.g. Chon, 1990; Sirgy 1992) .

4- It was found that Jordan image has significant statistical impact on the tourists' satisfaction/ dissatisfaction. This finding is similar with what Chengcheng, (2006) results when he found that that New Zealand image has a significant positive influence on tourists satisfaction and visiting country again. This is consistent with what Leary and Deegan (2005) found that the most important factor in encouraging traveling to destination is destination image. This is very important for tourism organization to take country image in considering when developing its global marketing strategy.

5- It was found that there is no significant statistical difference in tourists' satisfaction / dissatisfaction levels according to some demographic variables. These findings indicated that tourist satisfaction levels did not change according to gender, martial status, and education levels. While tourists with different nationalities, ages, and monthly income had different levels of satisfaction. This should motivate them to focus more on tourists from such nationalities, ages and income levels who showed more satisfaction levels. Meanwhile, it is important to look thoroughly on why foreign tourists showed such low levels of satisfaction and how to handle this issue properly.

Marketing Implications

The concept of market segmentation can be used by tourism organizations or the Ministry of Tourism. The tourism market can be divided into two sectors: 1- Arab Tourists Sector. 2- Foreign Tourists Sector. Therefore, an appropriate marketing strategies can be implemented:

1. Marketing Penetration Strategy

This strategy aims to provide the same tourism programs for the tourists, where these programs contain the visits of historical and religious places such as Petra, Roman Theaters, and castles in Karak, Shawbak, and Ajloun. Also, these programs cover visiting the national festivals (e.g., Jarash festivals), the Gulf of Aqaba and the Dead Sea, the natural regions (e.g. Wadi Rum and Dana gardens), and give the tourists a chance to meet local citizens to be familiar with Jordanian customs and traditions. To make this strategy successful, the organization must focus on the promotional mix, particularly television advertisements to define the tourist places in Jordan (especially festivals and shopping places), and using discount pricing strategy on transportation tools and on Jordanian product prices to form positive image towards Jordan in the tourism markets.

2. Product Development Strategy

To increase the numbers of tourists to Jordan; this strategy aims at developing the performance of the tourist sites (for example, provide high-quality restaurants on the beaches of Aqaba Gulf and the Dead Sea, protecting and maintening it, appropriate maintenance of historical castles (especially Karak Castle), building Duty Free Shops and good shopping places in Petra, Jarash, and Karak and train the staff on speaking English language (especially in Karak Castle). Also, development of new tourism programs to attract foreign and Arab tourists such as exhibition tourism, businessmen tourism, where companies organize recreational trips for the delegations which participated in the conference to visit Petra, Wadi Rum, Roman Theaters, the beaches of the Dead Sea and Aqaba Gulf.

3. Diversification Strategy

When the organization uses this strategy, it must develop new tourism programs to the new tourists. For example, organizing the religious programmes which include visiting different Islamic and Christian places in Jordan (such as Tombos, and the Christian Churches). Also, these programmes can be linked with pilgrimage trips to Mecca, Medina, Jerusalem, Karbala and Alnajaf (for Muslims Tourists). Or with the holy pilgrimage trips to Jerusalem, Bethlehem, Nazareth (for Christian tourists).

Recommendations Related to the Findings of the Study:

In the light of the tourists' notes, the researcher tends to recommend the following suggestions in order to develop and improve tourism movement in Jordan:

1- In the Gulf of Aqaba and Dead Sea; there is a need to give more attention to beaches and work on developing suitable protection and maintenance programs, providing high-quality restaurants and toilets on the beaches, and keeping beaches clean and tidy.

2- Focus on the development of promotional programs which aim to inform tourist about the festivals in Jordan; because the

results of this study showed that tourists do not have a clear idea about such festivals. Also, there are limited numbers of festivals in Jordan, so it is necessary to increase them to cover all seasons of the year. This will help to provide tourists with different aspects of Jordanian lifestyle, habits and traditions.

3- It is necessary to educate Jordanian citizens about the importance of tourism for their economy, and how to welcome tourists and treat them properly while they visit different sites in order to generate a good image about Jordan.

4- There is a need to increase co-operation between tourism organizations in Jordan and in other Arab countries in order to prepare a good tourism programs and packages at competitive prices.

5- There is a need to develop new types of tourism in Jordan, such as: Desert tourism, Religious tourism; Sports tourism, Exhibitions tourism and Conferences tourism. More over concentrate more on education and health sectors to attract more Arabs to come to Jordan.

6- Maintain security and stability in Jordan is an important issue, because of the sensitivity of the tourism sector, to the military and political actions.

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