

Historical and Religious Archeological Sites and Their Role in the Process of Touristic Attraction in Jordan (Madaba as a Case Study)

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Abstract

This study seeks to identify the current situation of historical and religious archeological tourism and their role in the process of touristic attraction (Madaba case study), and investigate the different kinds of hindrances and difficulties that face this form of tourism, and how their consequences affect the development this form of tourism.

The objective of this study is capturing results that help in identifying and understanding the historical and religious archeological tourism and their role in the process of touristic attraction (Madaba case study) in Jordan, moreover how to develop and to expand historical and religious archeological tourism in addition to and publish more touristic information about Jordan.

This study belongs to exploratory analytical studies and it approaches the method of data collection and analysis to reach results. It applies a carefully designed survey form to collect data and information to see the trends and views of the study sample, which respond to the questions, posed by the study, and reflect its objectives. A questionnaire of 120 copies was distributed to a number of tourists in Madaba governorate, 110 copies returned and 10 copies were excluded, so the study relied on the 100 copies from returned from the tourists whose data were collected through the questionnaire and represent the population and the sample of the study.

The results of the study showed that there is a positive relationship between the existence of historical and religious archeological sites in Madaba and its role in the process of touristic attraction, and there is a negative relationship between the existence of touristic companies specialized in performing programs of historical and religious archeological tourism and their role in the process of touristic attraction in Jordan, which means that there is no touristic companies specialized in performing programs of historical and religious archeological tourism in Jordan. On the other hand there is a negative relationship between the governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction, which means that the government has no future planning procedures for historical and religious archeological tourism in Jordan.

Keywords: Tourism, Historical, Religious, Archeological, Touristic attraction

1. Introduction

Madaba is located almost 30 km south the capital city Amman and it is the capital of Madaba governorate of Jordan. It rises approximately 774 meters above sea level, the population of the governorate of Madaba is 140711 inhabitants, 50.5% of the total population of the governorate is male and 49.5 % are female. And the city of Madaba is characterized by fertile soil and in spite of the antiquities that have been discovered, but many still buried in below. This city dates back to the Iron Age (1200-1160) BC and the prove that the city's history dates back to the Iron Age is the discovered tomb near the Hill which is reliably dated to that era. The most prominent

landmarks of the city: Alsiaghgh, monastery, Mount Nebo, Mukawir, Umm al-Rasas, Ma'in Hot Springs, Baptism site.

Madaba is Best known for its spectacular Byzantine and Umayyad mosaics, Madaba is home to the famous 6th century Mosaic Map which represents Jerusalem and the Holy Land. The map is rich of enormous local stones with vivid colors, and it shows pictures for the hills, valleys, villages, and cities up to the Nile Delta. Other pieces of art found in the Church of the Virgin and the Church of Apostles and in Madaba Archaeological Park depict a rampant profusion of flowers and plants, birds and fish, animals and exotic beasts, as well as scenes from mythology and the everyday pursuits of hunting, fishing and farming. Literally, hundreds of other mosaics from the 5th through the 7th centuries are scattered throughout Madaba's churches and homes. In line with Jordan's commitment to restoring and preserving its mosaic masterpieces, Madaba's extensive Archaeological Park and Museum complex encompasses the remains of several Byzantine churches, including the outstanding mosaics of the Church of the Virgin and the Hyppolytus Hall, part of a 6th century mansion.

2. Literature review

Mary Lee Nolan., & Sidney Nolan(1992). Religious sites as tourism attractions in Europe. Europe's religious tourism system is described with emphasis on the fulfillment of the expectations of visitors ranging from devout pilgrims to secular tourists at three types of attractions. These are pilgrimage shrines with strong emphasis on religious devotions, but with few characteristics to attract secular tourists; shrines that function as devotional centers and religious tourism attractions because of various combinations of historical, artistic, and scenic site characteristics; and places where religious festivals are the principal attractions. Problems related to conflicting interests of pilgrims and tourists are discussed along with some examples of management strategies designed to minimize these conflicts.

Gisbert, Rinschede.(1992). Forms of religious tourism, Religious tourism is that form that is exclusively or strongly motivated for religious reasons. One of the oldest types of tourism and a worldwide phenomenon of religious history, it can be differentiated into various forms. The short-term religious tourism is distinguished by excursions to nearby pilgrimage centers or religious conferences. The long-term describes visits of several days or weeks to national and international pilgrimage sites or conferences. Organizational forms of religious tourism can be distinguished by definitive characteristics such as number of participants, choice of transport, seasonal travel, and social structure.

Yeh (Sam) Shih Shuo & Chris Ryan & Ge (Maggie) Liu. (2009). Taoism, temples and tourists: The case of Mazu pilgrimage tourism, This paper examines the proposal that pilgrimage sites are like other tourism destinations because they are multi-faceted products meeting the needs of both religious believers and more general holiday makers. The data are derived from a sample of 427 pilgrims to the temple of Da-Lin, a site of worship of the goddess, Mazu. Cluster analysis accords closely with self-professed levels of devotion to the goddess. One-quarter of the sample indicated profound levels of belief, and 40 percent expressed low self-assessed levels of devotion. Factor analysis showed that 'having a holiday' accounted for most of the discrimination on a scale related to motivation and satisfaction gained.

Anne Louise Zahra (2010) A historical analysis of tourism policy implementation by local government, Local government is critical to tourism policy delivery. This paper examines the failure of the public and private tourism sectors to educate local government policy-makers in understanding tourism and related policy issues, leading to poor tourism policy implementation at the local level. The paper presents a historical and descriptive analysis of policy development and documents how local government tourism policy and its associated processes came into being in New Zealand. There is little academic historical research examining institutional and political frameworks of local government and how they impact on tourism policy implementation. Both primary and secondary data sources such as interviews and administrative and archived documents have been used. This finding illustrates a lack of understanding of tourism by central and local government bureaucrats and local government. Due to the lack of historical policy knowledge there is an inability to measure whether progress

Dianne Dredge. (2001). Local Government Tourism Planning and Policy-making in New South Wales: Institutional Development and Historical Legacies, Local government has an important role in tourism planning and development but has been criticised for not being more proactive. Impediments to local government involvement in tourism planning and policy-making include lack of community interest; lack of resources; lack of appropriate research and information; lack of commitment to implementation; lack of co-ordination and communication; and lack of technical expertise. This paper argues that these impediments can be more accurately viewed as consequences of deeply embedded values, beliefs, ideas and perceptions about local government roles and responsibilities. The paper reviews the historical development of local government in New

South Wales, Australia, with respect to tourism, and discusses the influence of institutional history on how tourism is dealt with in that state.

Author: Kobi Cohen-Hattab (2004) *Historical Research and Tourism Analysis: The Case of the Tourist-Historic City of Jerusalem*, Studies of tourist-historic cities often rely upon evolutionary models, which chart the development of tourism in historical towns. Prominent among these models are: Ashworth and Tunbridge's model of the tourist-historic city; models outlining the development of the Central Tourist District; The Tourist Town's Functional Spaces Model; and the Accommodation Service Model. The article seeks to prove that using such models without, at the same time, examining the roots and evolution of tourism in these towns from an historical perspective, will provide only a partial and, occasionally, inaccurate picture of the birth, development and unique character the tourist-historic city. Moreover, given the fact that tourism is a widespread and dynamic phenomenon that touches upon many aspects of the human urban experience-social and political, environmental, economic and so on-probing into the roots and rise of tourism in historical towns may also shed light on various features which, idiosyncratic to historical towns, encouraged their eventual transformation into tourist-historic cities. The article will do all this by tracing the origins and flowering of tourism in Jerusalem-one of the world's most famous tourist-historic cities-during the time of the British mandate (1917-1948).

3. The problem of the study

This study seeks to determine the current situation of the touristic attraction in Jordan using historical and religious archeological sites and their role in touristic attraction (Madaba case study), and examine the types of hindrances and difficulties facing this form of tourism and how its consequences affect the evolution of this form of tourism.

4. Study questions

As this study is an analytical one, it tries to answer the following questions:

What are the opportunities to develop this form of tourism?

What are the difficulties and obstacles facing this type of tourism?

What is the vision and proposals to improve this type of tourism

5. The objectives of the study

This study aims to capture results that help in identifying and understanding the historical and religious archeological tourism which is considered one of the most important forms of tourism in Jordan, moreover how to develop and to expand historical and religious archeological tourism in Jordan and to publish more touristic information about Jordan.

From the foregoing it is clear that the study seeks to examine the reality of historical and archaeological religious tourism in Jordan taken Madaba as a case study, with a future plan to develop this type of tourism based on the needs of the country. This study will seek to achieve these goals through the followings:

identify the concept of historical and archaeological religious tourism

Identify the importance of historical and religious archaeological tourism in tourism development in Jordan.

Identify the modern techniques used in this type of tourism programs.

Identify action mechanisms of programs of historical and archaeological religious tourism.

Review of successful experiments and applications in the programs of historical and religious archaeological tourism.

6. The importance of the study

This study was designed to determine the role of historical and archaeological religious tourism in Jordan and the obstacles facing this form of tourism, and factors influencing the development of this type of tourism. The study findings and recommendations will be set before the decision-makers in the tourism sector to be considered in tourism planning.

The importance of the study springs from the importance of the tourism sector that plays a vital role in the economic and social development of the Kingdom, this study presents important indicators and a database on one of the ways of the touristic programs in Jordan.

7. Type of study and its methodology

This study belongs to exploratory analytical studies and it approaches the method of data collection and analysis to reach results. It applies a carefully designed survey form to collect data and information to see the trends and views of the study sample, which respond to the questions posed by the study, and reflect its objectives. A questionnaire of 120 copies was distributed to a number of tourists in Madaba governorate, 110 copies returned and 10 copies were excluded, so the study relied on the 100 copies from returned from the tourists whose data were collected through the questionnaire and represent the population and the sample of the study.

8. The data collection tool and procedure for validity and reliability

This study adopted a carefully designed survey form to collect data and information, and to see the trends and views of the study sample, which respond to the questions posed by the study, and reflect its objectives.

The validity of the survey form has been confirmed and has been verified that it measures what should be measured, and questions form reflect the aims of the study and its questions, by consulting a group of arbitrators specializing in a subject of study, to bring honesty and objectivity to the questionnaire in order to ensure its validity, henceforth the amendments proposed by the arbitrators on the form have been added.

9. Hypotheses

- 1). There is no statistically significant relationship between historical and archaeological religious sites in Madaba and the process of touristic attraction.
- 2). There is no statistically significant relationship between touristic companies specialized in performing historical and archaeological religious touristic programs including a variety of segments in Jordan and their role in touristic attraction.
- 3). There is no statistically significant relationship between governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction.
- 4). There is no statistically significant relationship between cognizing, informative and educational programs about historical and religious archaeological tourism inside and outside Jordan and their role in touristic attraction.
- 5). There is no statistically significant relationship between variable priced touristic programs as requested by the customer in Jordan and their role in touristic attraction.
- 6). There is no statistically significant relationship between the existence of the maintenance and restoration of historical and religious archaeological sites in Madaba and their role in touristic attraction.

10. Analysis and hypotheses testing

This chapter aims mainly to analyze the data of the study and to test its hypotheses using SPSS package.

10.1 The characteristics of the study sample members

In this part, characteristics of the study sample will be discussed as shown in Table (1).

It has shown from table (1) with regard to sex, at (57.0%) are Males and that (43.0%) are Females. With regard to age, it has been shown that (31.0%) their age are between 30 and 34; also (26.0%) their age are between 26 and 29, and by (22.0%) Aged 35 or more, finally (21.0%) of the sample aged between 20 and 25. According to the average monthly income, it have been found that (48.0%) their incomes lies between (200-500), and (38.0%) their incomes lies between (501-1000), and (14.0%) their incomes are more than 1000.

As regards the degree of approval of the study sample members on areas of historical and religious archaeological sites and their role in revitalization touristic process, were as follows:

The existence of historical and archaeological religious sites in Madaba and the process of touristic attraction.

Arithmetic averages and standard deviations were calculated for the degree of study sample members' approval on the items of the existence of historical and religious archaeological sites in Madaba and their role in the process of touristic attraction, as shown in table (2).

With respect to the degree of study sample members' approval on the items of the existence of historical and religious archaeological sites in Madaba and their role in the process of touristic attraction, it has shown from table (2) that this side has an Arithmetic average of 4.20 with standard deviation of 0.59, which means that historical and archaeological religious sites in Madaba work on touristic attraction with a high degree. But for items, the values of Arithmetic average ranged between 4.58 for item 29 " Madaba governorate has good religious historical sites" where the standard deviation was 0.64 with a high degree and 3.25 for item 1 "

Components of religious tourism in Madaba governorate are available" where the standard deviation was 1.57 with an average degree.

The existence of touristic companies specialized in performing historical and archaeological religious touristic programs in Jordan.

Arithmetic averages and standard deviations were calculated for the degree of study sample members' approval on the items of the existence of touristic companies specialized in performing historical and archaeological religious touristic programs in Jordan, as shown in table (3).

With respect to degree of study sample members' approval on the items of the existence of touristic companies specialized in performing historical and archaeological religious touristic programs in Jordan, it has been shown from table (3) that this side has an Arithmetic average of 2.65 with standard deviation of 0.91, which means that there exist touristic companies specialized in performing historical and archaeological religious touristic programs in Jordan in an average degree. But for items, the values of Arithmetic average ranged between 3.20 for item 20 " Touristic programs are addressed primarily to religious places only, " where the standard deviation was 1.48 with an average degree and 1.42 for item 26 " Participants in various segments of religious tourism include the elderly, families, youth, students and other " where the standard deviation was 0.64 with a low degree.

The existence of governmental future planning procedures for historical and religious archaeological tourism in Jordan.

Arithmetic averages and standard deviations were calculated for the degree of study sample members' approval on the items of the existence of governmental future planning procedures for historical and religious archaeological tourism in Jordan, as shown in table (4).

With respect to degree of study sample members' approval on the items of governmental future planning procedures for historical and religious archaeological tourism in Jordan, it has been shown from table (4) that this side has an Arithmetic average of 2.58 with standard deviation of 0.93, which means that there exist governmental future planning procedures for historical and religious archaeological tourism in Jordan in an average degree. But for items, the values of Arithmetic average ranged between 3.25 for item 4 " The procedures adopted by the government for this form of tourism help to activate the touristic movement, " where the standard deviation was 1.53 with an average degree and 1.52 for item 24 " The religious festivals in tourist places encourage me to visit these places more than once, " where the standard deviation was 0.56 with a low degree.

The existence of awareness-raising, educational and informative programs on historical and religious archaeological tourism inside and outside Jordan.

Arithmetic averages and standard deviations were calculated for the degree of study sample members' approval on the items of the existence of awareness-raising, educational and informative programs on historical and religious archaeological tourism inside and outside Jordan, as shown in table (5).

With respect to degree of study sample members' approval on the items of governmental future planning procedures for historical and religious archaeological tourism in Jordan, it has been shown from table (5) that this side has an Arithmetic average of 2.39 with standard deviation of 0.95, which means that there exist awareness-raising, educational and informative programs on historical and religious archaeological tourism inside and outside Jordan in an average degree. But for items, the values of Arithmetic average ranged between 3.34 for item 18 " There are educational programs on religious tourism in Jordan promoted abroad, " where the standard deviation was 1.49 with an average degree and 1.52 for item 15 " There is shortage in the information about the visited religious touristic areas, " where the standard deviation was 0.85 with a low degree.

The existence of variable priced touristic programs as requested by the customer.

Arithmetic averages and standard deviations were calculated for the degree of study sample members' approval on the items of the existence of variable priced touristic programs as requested by the customer, as shown in table (6).

With respect to degree of study sample members' approval on the items of variable priced touristic programs as requested by the customer, it has been shown from table (6) that this side has an Arithmetic average of 2.78 with standard deviation of 1.03, which means that there exist variable priced touristic programs as requested by the customer in an average degree. But for items, the values of Arithmetic average ranged between 3.26 for item 28 "There are disparities in rates of tourist services for all social classes in terms of price, " where the standard

deviation was 1.45 with an average degree and 1.64 for item 23 " There is a rise in prices of tourism products relating to religious tourism more than other types of tourism, " where the standard deviation was 1.03 with a low degree.

The existence of maintenance and restoration of historical and religious archaeological sites in Madaba.

Arithmetic averages and standard deviations were calculated for the degree of study sample members' approval on the items of the existence of the maintenance and restoration of historical and religious archaeological sites in Madaba, as shown in table (7).

With respect to degree of study sample members' approval on the items of the existence of maintenance and restoration of historical and religious archaeological sites in Madaba, it has been shown from table (7) that this side has an Arithmetic average of 3.19 with standard deviation of 1.40, which means that there exists maintenance and restoration of historical and religious archaeological sites in Madaba in an average degree. But for items, the values of Arithmetic average ranged between 3.20 for item 33 " Is there interest by the authorities concerned with the maintenance and restoration of sites, " where the standard deviation was 1.39 with an average degree and 3.02 for item 31 " There are maintenance and restoration of historic and archaeological sites in Madaba, " where the standard deviation was 1.40 with an average degree.

10.2 Hypotheses Testing

10.2.1 The First Hypothesis

There is no statistically significant relationship between historical and archaeological religious sites in Madaba and the process of touristic attraction.

To test this hypothesis the researcher calculated the arithmetic average and the standard deviation of the estimates of the sample study members on the items related to the first hypothesis, the t-test was used for one sample for testing the hypothesis to examine the existence of a difference between the sample estimates with respect to the impact of historical and archaeological religious sites on the process of touristic attraction, and the average extent of the answer of the questionnaire's items. Table (8) illustrates the results.

It is shown from table (8) that there exists a statistically significant difference in the arithmetic averages of the Estimates of the categories covered by the study with respect to the impact of historical and archaeological religious sites and their role on the process of touristic attraction, and the average extent of the answer, according to the calculated value of t which equals 20.356 and is statistically significant at 0.05 significance level or less. And the difference was for the advantage of the average estimates of the sample as it is greater hypothesis is rejected which means that there exists a positive relationship between the existence of historical and archaeological religious sites in Madaba and their role on the process of touristic attraction.

10.2.2 The Second Hypothesis

There is no statistically significant relationship between touristic companies specialized in performing historical and archaeological religious touristic programs including a variety of segments in Jordan and their role in touristic attraction.

To test this hypothesis the researcher calculated the arithmetic average and the standard deviation of the estimates of the sample study members on the items related to the second hypothesis, the t-test was used for one sample for testing the hypothesis to examine the existence of a difference between the sample estimates with respect to the existence of touristic companies specialized in performing historical and archaeological religious touristic programs and their role on the touristic attraction in Jordan, and the average extent of the answer of the questionnaire's items. Table (9) illustrates the results.

It is shown from table (9) that there exists a statistically significant difference in the arithmetic averages of the Estimates of the categories covered by the study with respect to the existence of touristic companies specialized in performing historical and archaeological religious touristic programs and their role on the touristic attraction in Jordan, and the average extent of the answer, according to the calculated value of t which equals (-3.881) and is statistically significant at 0.05 significance level or less. And the difference was for the advantage of the average extent of the answer as it is greater than the average sample estimates, from this result the hypothesis is accepted which means that there exists no relationship between the existence of historical and archaeological religious sites in Madaba and their role on the process of touristic attraction.

10.2.3 The Third Hypothesis

There is no statistically significant relationship between governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction.

To test this hypothesis the researcher calculated the arithmetic average and the standard deviation of the estimates of the sample study members on the items related to the third hypothesis, the t-test was used for one sample for testing the hypothesis to examine the existence of a difference between the sample estimates with respect to the existence of governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction, and the average extent of the answer of the questionnaire's items. Table (10) illustrates the results.

It is shown from table (10) that there exists a statistically significant difference in the arithmetic averages of the Estimates of the categories covered by the study with respect to governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction, and the average extent of the answer, according to the calculated value of t which equals (-4.505) and is statistically significant at 0.05 significance level or less. And the difference was for the advantage of the average extent of the answer as it is greater than the average sample estimates, from this result the hypothesis that states "There is no statistically significant relationship between governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction", is accepted which means that there is no governmental future planning procedures for historical and religious archeological tourism in Jordan.

10.2.4 The Fourth Hypothesis

There is no statistically significant relationship between cognizing, informative and educational programs about historical and religious archaeological tourism inside and outside Jordan and their role in touristic attraction.

To test this hypothesis the researcher calculated the arithmetic average and the standard deviation of the estimates of the sample study members on the items related to the fourth hypothesis, the t-test was used for one sample for testing the hypothesis to examine the existence of a difference between the sample estimates with respect to the existence of cognizing, informative and educational programs about historical and religious archaeological tourism inside and outside Jordan and their role in touristic attraction, and the average extent of the answer of the questionnaire's items. Table (11) illustrates the results.

It is shown from table (11) that there exists a statistically significant difference in the arithmetic averages of the Estimates of the categories covered by the study with respect to the existence of cognizing, informative and educational programs about historical and religious archaeological tourism inside and outside Jordan and their role in touristic attraction, and the average extent of the answer, according to the calculated value of t which equals (-6.433) and is statistically significant at 0.05 significance level or less. And the difference was for the advantage of the average extent of the answer as it is greater than the average sample estimates, from this result the hypothesis that states "There is no statistically significant relationship between cognizing, informative and educational programs about historical and religious archaeological tourism inside and outside Jordan and their role in touristic attraction," is accepted.

10.2.5 The Fifth Hypothesis

There is no statistically significant relationship between variable priced touristic programs as requested by the customer in Jordan and their role in touristic attraction.

To test this hypothesis the researcher calculated the arithmetic average and the standard deviation of the estimates of the sample study members on the items related to the fifth hypothesis, the t-test was used for one sample for testing the hypothesis to examine the existence of a difference between the sample estimates with respect to the existence of variable priced touristic programs as requested by the customer in Jordan and their role in touristic attraction, and the average extent of the answer of the questionnaire's items. Table (12) illustrates the results.

It is shown from table (12) that there exists a statistically significant difference in the arithmetic averages of the Estimates of the categories covered by the study with respect to variable priced touristic programs as requested by the customer in Jordan and their role in touristic attraction, and the average extent of the answer, according to the calculated value of t which equals (-2.142) and is statistically significant at 0.05 significance level or less. And the difference was for the advantage of the average extent of the answer as it is greater than the average sample estimates, from this result the hypothesis that states " There is no statistically significant relationship between variable priced touristic programs as requested by the customer in Jordan and their role in touristic

attraction ", is accepted which means that there is no variable priced touristic programs as requested by the customer.

10.2.6 The Sixth Hypothesis

There is no statistically significant relationship between the existence of the maintenance and restoration of historical and religious archaeological sites in Madaba and their role in touristic attraction.

To test this hypothesis the researcher calculated the arithmetic average and the standard deviation of the estimates of the sample study members on the items related to the sixth hypothesis, the t-test was used for one sample for testing the hypothesis to examine the existence of a difference between the sample estimates with respect to the existence of maintenance and restoration of historical and religious archaeological sites in Madaba and their role in touristic attraction, and the average extent of the answer of the questionnaire's items. Table (13) illustrates the results.

It is shown from table (13) that there exists a statistically significant difference in the arithmetic averages of the Estimates of the categories covered by the study with respect to variable priced touristic programs as requested by the customer in Jordan and their role in touristic attraction, and the average extent of the answer, according to the calculated value of t which equals (-1.386) and is statistically insignificant at 0.05 significance level or less. From this result the hypothesis that states "There is no statistically significant relationship between the existence of the maintenance and restoration of historical and religious archaeological sites in Madaba and their role in touristic attraction", is accepted.

11. Results

There is a positive relationship between the existence relationship between historical and archaeological religious sites in Madaba and the process of touristic attraction.

There is a negative relationship between the existence of touristic companies specialized in performing historical and archaeological religious touristic programs and their role on the touristic attraction in Jordan, which means that there are not any touristic companies specialized in performing historical and archaeological religious touristic programs in Jordan.

There is a negative relationship between the existence of governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction, which means that there is no governmental future planning procedures for historical and religious archeological tourism in Jordan.

There is a negative relationship between cognizing, informative and educational programs about historical and religious archaeological tourism inside and outside Jordan and their role in touristic attraction, which means that there are no awareness-raising, informative and educational, programs about historical and religious archaeological tourism inside and outside Jordan.

There is a negative relationship between variable priced touristic programs as requested by the customer in Jordan and their role in touristic attraction, which means that there are no variable priced touristic programs as requested by the customer.

There are not sufficiently maintenance and restoration works of historical and religious archaeological sites in Madaba.

12. Recommendations

Paying attention to maintenance and restoration works of historical and religious archaeological sites in Madaba sufficiently.

Promoting and taking care of the historical and religious archaeological sites in Madaba to play its role in the process of touristic attraction.

Supporting establishment of touristic companies specialized in performing historical and archaeological religious touristic programs to have a role in Jordan's touristic attraction.

Developing and modernizing governmental future planning procedures for historical and religious archeological tourism in Jordan to have a role in Jordan's touristic attraction.

Intensifying awareness-raising programs and education and information on historical and religious tourism archaeological inside and outside Jordan to have a role in Jordan's attractions.

Making variable priced touristic programs customized upon customer's request to promote the touristic attraction of Jordan.

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Table 1. Description of study sample members according to gender, age, monthly income

Variable	Category	Number	Percentage
Gender	Male	57	57.0%
	Female	43	43.0%
Age	20 – 25	21	21.0%
	26 – 29	26	26.0%
	30 – 34	31	31.0%
	35 and older	22	22.0%
Monthly Income	200 – 500	48	48.0%
	501 – 1000	38	38.0%
	More than 1000	14	14.0%

Table 2. Arithmetic averages, standard deviations and the degree of study sample members' approval on the items of the existence of historical and religious archaeological sites in Madaba and their role in the process of touristic attraction

No.	Item	Arithmetic average	Standard deviation	Importance level	Approval degree
29	Madaba governorate has a good religious historical sites	4.58	0.64	1	High
7	Historic religious facilities are an important part of the tourism process	4.42	0.82	2	High
11	Religious activity is the main reason for my touristic trip	4.38	0.89	3	High
12	Planning to visit Madaba again to participate in religious activities	4.38	0.87	3	High
1	Components of religious tourism in Madaba governorate are available	3.25	1.57	5	Average
Total degree		4.20	0.59		High

Table 3. Arithmetic averages, standard deviations and the degree of study sample members' approval on the items of the existence touristic companies specialized in performing historical and archaeological religious touristic programs in Jordan

No.	Item	Arithmetic average	Standard deviation	Importance level	Approval degree
20	Touristic programs are addressed primarily to religious places only.	3.20	1.48	1	Average
19	The proportion of male practitioners of religious tourism more than females practitioners through tourism programs	2.99	1.24	2	Average
6	There is diversity in activities within the program of religious tourism	2.86	1.56	3	Average
8	Religious tourism is less important than the rest of tourist activities because it was not included in major tourism programs	1.68	0.97	4	Low
9	There are touristic companies in Jordan specialized in organizing religious tourism programs	1.62	0.87	5	Low
21	Organizing a touristic program for religious purpose achieve financial and religious high benefits	1.57	0.64	6	Low
2	Tourist programs specialized in religious tourism are available in Jordan	1.52	0.66	7	Low
26	Participants in various segments of religious tourism include the elderly, families, youth, students and other	1.42	0.64	8	Low
Total degree		2.65	0.91		Average

Table 4. Arithmetic averages, standard deviations and the degree of study sample members' approval on the items of the existence of governmental future planning procedures for historical and religious archeological tourism in Jordan

No.	Item	Arithmetic average	Standard deviation	Importance level	Approval degree
4	The procedures adopted by the government for this form of tourism helps to activate the touristic movement	3.25	1.53	1	Average
5	Policy planning is available for the development of religious tourism in Jordan	3.20	1.56	2	Average
10	There are legislations or laws regarding facilities for religious tourism	3.17	1.50	3	Average
27	There are forward-looking and planning of tourism facilities in Madaba governorate	3.13	1.61	4	Average
13	Government support is one of the most important factors in promoting religious tourism	2.78	1.46	5	Average
14	There are difficulties in availability of means of transport during your trip	1.87	1.08	6	Low
25	I feel secure and safe when participating in religious tourism activities	1.72	0.75	7	Low
24	The religious festivals in tourist places encourages me to visit these places more than once	1.52	0.56	8	Low
Total degree		2.58	0.93		Average

Table 5. Arithmetic averages, standard deviations and the degree of study sample members' approval on the items of the existence of awareness-raising, educational and informative programs on historical and religious archaeological tourism inside and outside Jordan

No.	Item	Arithmetic average	Standard deviation	Importance level	Approval degree
18	There are educational programs on religious tourism in Jordan promoted abroad	3.34	1.49	1	Average
3	Necessary information about religious tourism in Jordan are sufficiently available abroad	3.20	1.46	2	Average
17	The weak role of the media in publicizing appropriately the touristic sights and being limited to give little information (superficial) and irregular	2.25	1.50	3	Low
16	There is a big impact of the weak awareness and knowledge of the usefulness of religious tourism and its importance as one of the forms of tourism	1.62	0.95	4	Low
15	There is shortage in the information about the visited religious touristic areas	1.52	0.85	5	Low
Total degree		2.39	0.95		Average

Table 6. Arithmetic averages, standard deviations and the degree of study sample members' approval on the items of the existence of variable priced touristic programs as requested by the customer

No.	Item	Arithmetic average	Standard deviation	Importance level	Approval degree
28	There are disparities in rates of tourist services for all social classes in terms of price	3.26	1.45	1	Average
30	There are specific pricing for tourism products in the governorate of Madaba under the regulations of the Ministry of tourism	3.19	1.45	2	Average
26	Participants in religious tourism are of various segments including the elderly, families, youth, students and other	3.03	1.33	3	Average
23	There is a rise in prices of tourism products relating to religious tourism more than other types of tourism	1.64	0.63	4	Low
Total degree		2.78	1.03		Average

Table 7. Arithmetic averages, standard deviations and the degree of study sample members' approval on the items of the existence of maintenance and restoration of historical and religious archaeological sites in Madaba

No.	Item	Arithmetic average	Standard deviation	Importance level	Approval degree
33	Is there interest by the authorities concerned with the maintenance and restoration of sites	3.36	1.39	1	Average
32	Do maintenance work and refurbishment you observed, are duly global	3.20	1.41	2	Average
31	There are maintenance and restoration of historic and archaeological sites in Madaba	3.02	1.54	3	Average
Total degree		3.19	1.40		Average

Table 8. t-test results of one sample for the difference between sample estimates with respect to the impact of historical and archaeological religious sites and their role on the process of touristic attraction, and the average extent of the answer

Description	No. of Individuals	Theoretical Average	Arithmetic Average	Standard Deviation	t calculated	Significance level
Sample estimates with respect to the impact of historical and archaeological religious sites and their role on the process of touristic attraction	100	3.00	4.20	0.59	20.356	0.00

Table 9. t-test results of one sample for the difference between sample estimates with respect to the existence of touristic companies specialized in performing historical and archaeological religious touristic programs in Jordan, and the average extent of the answer

Description	No. of Individuals	Theoretical Average	Arithmetic Average	Standard Deviation	t calculated	Significance level
Sample estimates with respect to the existence of touristic companies specialized in performing historical and archaeological religious touristic programs in Jordan	100	3.00	2.65	0.91	-3.881	0.001

Table 10. t-test results of one sample for the difference between sample estimates with respect to the existence of governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction, and the average extent of the answer

Description	No. of Individuals	Theoretical Average	Arithmetic Average	Standard Deviation	t calculated	Significance level
Sample estimates with respect to the existence of governmental future planning procedures for historical and religious archeological tourism in Jordan and their role in the process of touristic attraction	100	3.00	2.58	0.93	-4.505	0.000

Table 11. t-test results of one sample for the difference between sample estimates with respect to the existence of cognizing, informative and educational programs about historical and religious archaeological tourism inside and outside Jordan and their role in touristic attraction

Description	No. of Individuals	Theoretical Average	Arithmetic Average	Standard Deviation	t calculated	Significance level
Sample estimates with respect to the existence of cognizing, informative and educational programs about historical and religious archaeological tourism inside and outside Jordan and their role in touristic attraction	100	3.00	2.39	0.95	-6.433	0.000

Table 12. t-test results of one sample for the difference between sample estimates with respect to the existence of variable priced touristic programs as requested by the customer in Jordan and their role in touristic attraction, and the average extent of the answer of the questionnaire's items

Description	No. of Individuals	Theoretical Average	Arithmetic Average	Standard Deviation	t calculated	Significance level
Sample estimates with respect to the existence of the existence of variable priced touristic programs as requested by the customer	100	3.00	2.78	1.03	-2.142	0.035

Table 13. t-test results of one sample for the difference between sample estimates with respect to the existence of maintenance and restoration of historical and religious archaeological sites in Madaba, and the average extent of the answer of the questionnaire's items

Description	No. of Individuals	Theoretical Average	Arithmetic Average	Standard Deviation	t calculated	Significance level
Sample estimates with respect to the existence of maintenance and restoration of historical and religious archaeological sites in Madaba	100	3.00	3.19	1.40	-1.386	0.169