

# Tourism Potential of China and Its Relevance for Jordan's Economic Openness

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## Abstract

The article dwells on the analysis of the international tourism industry in China and directions of implementation of its positive innovations in the tourism industry in Jordan. The paper analysis data, characterizes the current state and examines the strategic directions of the development of the tourism industry in China. The tourism sector in Jordan is considered as one of the most promising. The aim is to turn tourism in Jordan from a seasonal into a year-round activity. Jordan is a small economy compared to China. Nevertheless, common features of economic recovery after pandemic and great counts on tourism as a source of continuous revenues make positive Chinese experience relevant for Jordanian economy. Additionally, Jordan has become an up-and-coming destination for Chinese tourists. We expect that improvements in Jordanian tourism sector will serve the same “accelerator button” as it worked for China.

The practical significance of the study is to determine the directions for improving the international tourism industry in Jordan, namely the development of ecotourism and tourism for the elderly (medical tourism, historical and cultural tourism, social tourism, relaxation tourism); introduction of innovations and digital technologies (digital platforms and online booking, virtual tours and augmented reality, face recognition and other security technologies, artificial intelligence and data analytics, interactive multimedia technologies, smart tourism and the Internet of Things); development of business tourism; improvement of the quality of tourist services (staff training, strengthening control monitoring the quality of services and updating the infrastructure of tourist facilities); development of new forms of tourism (individual and thematic tours, virtual reality tours and tours related to cultural and educational experience); development of individual programs for tourists; improvement of public services and management systems in the field of tourism.

**Keywords:** tourism, economic recovery, dynamics, improvement, China, Jordan, comparative analysis

## 1. Introduction

One of the branches of the Chinese economy, which is currently experiencing rapid development, is tourism. The Chinese tourism industry is one of the most developed in the world and is becoming one of the main industries of the country.

Over the past ten years, under the guidance of the new development concept “Innovation, coordination, environmental friendliness, openness, sharing” (Tang, 2020) tourism in China has become synonymous with social well-being and quality of life (UNWTO looks to “Re-write tourism history” at official re-opening of China, 2023; Andreu, 2010). In the transformation of society and economy, China's tourism is keeping pace with the times, and the focus of development is changing from “traditional inbound tourism/foreign exchange earnings” to “explosive domestic tourism and booming outbound tourism” (Chien-Ming, 2022). Through industrial integration and product renewal, China's tourism continues to use the natural environment, natural landscapes, cultural heritage and modern communication and information technologies, such as modern transport and Internet+, to achieve sustainable development.

Although the tourism industry is still suffering from the covid-2019 epidemic, from the point of view of its future development, many favorable factors, such as support for national policy, stable economic development, implementation of industrial planning, widespread use of technology and modernization of the consumption structure, have jointly created good prerequisites for the future development of the tourism industry (Guang, 2023; Covid, 2023; Dai Bin, 2023; Ce Li, 2022). After covid-19, the development of tourism is focused mainly

around metropolises (Haijian, 2022; Hengyun, 2016).

In January 2022, the State Council of China published the “14th Five-Year Tourism Development Plan” (2021-2025) (China sets out 5-year path for tourism, 2022; Footer, 2022), according to which it is necessary to focus on the new era of Xi Jinping's socialism with Chinese specifics and adhere to the search for progress while maintaining stability. The main line of reform is to focus on demand management, with reform and innovation as the main driving force, and to meet the growing needs of people for a better life as the main goal (Haibo, 2020).

During the period of the "Plan", if the tourism industry is to play a more important role in consolidating achievements in the fight against poverty, implementing comprehensive rural regeneration, promoting regional balanced development and promoting the construction of a healthy China, it is necessary to create a scientific and reasonable model of tourism development, as well as a fair and effective model of tourism development, the mechanism of joint construction and joint use. Under these conditions, the study of the development strategy of the tourism industry of China and the development of the basic conceptual mechanisms of its formation and functioning is an urgent task.

The *purpose* of the study is to characterize the current state and examine the strategic directions and innovative approaches of the development of the tourism industry in China and to use positive Chinese experience to turn Jordanian tourism industry from a seasonal to a year-round source of revenues.

Comparative analysis technique as a methodology of the research has been used. Current research contributes to the literature by conducting the study on the current state of tourism industry in China, having common features with the Jordanian tourism sector in terms of recovery from the covid-19, and suggests wide specter of improvements for the Jordanian tourism sector.

The structure of the paper is as follows. In the first paragraph characteristics of the tourism potential of China have been analyzed. In the second paragraph the author conducts the analysis of the current state, dynamics, challenges and potential for development of inbound and outbound tourism in China. In the third paragraph directions for improvement the tourism industry in China are observed. Then the author pays a large attention to the possibility of implementation of positive Chinese experience in Jordanian tourism industry; ways to improve international tourism industry in Jordan are suggested.

## **2. Analysis of the Current State and Development of International Tourism in China**

China is one of the largest tourist markets in the world. The country covers an area of 9.6 million square kilometers and has an ancient history. Famous historical and cultural sites, beautiful natural landscapes and interesting folk customs attract millions of tourists. The list of UNESCO World Heritage Sites in China includes 56 items (WHL, 2023), which is 3.2 % of the total number (1703 for 2023). China has created a good tourism environment with large investments in tourism infrastructure, a more favorable visa policy and safe environment. You can get to China by planes, ships and trains from all over the world. There are many convenient ways to travel between cities, for example, by plane, high-speed train, ship and intercity bus on smooth expressways. There are also many options for intra-city transport: metro trains, bus, taxi or rental bike. Rides are divided into five levels, which are rated according to their quality, with the highest level being AAAAA (5A). The picturesque place 5A should have excellent parking spaces and a convenient entrance, clean and tidy tourist Western-style toilets, professional guides and an orderly management system. Since tourism is one of the fastest growing industries in China, hotels are rapidly improving their facilities by Western standards. In 2022, China became the 4<sup>th</sup> destination for international tourism (Most visited countries in the world in 2022, 2022).

As China becomes more and more popular as a tourist destination. The rules of entry and travel are being relaxed, in particular: 24, 72 and 144-hour visa-free transit; visa-free entry policy in Hong Kong, Macau and Hainan; Shanghai 15-day visa-free policy for cruise groups (China, 2023).

From 2010 to the present online services in China are growing and mobile booking prevails. This is the period that produces the rapid development of online travel services. In 2022, Chinese company has appeared among top leading online travel companies (3<sup>rd</sup> place) (Market cap of leading online travel companies worldwide as of December 2022, 2023). The largest domestic and outbound tourism markets are being formed in China, and inbound tourism is also showing steady growth. By the end of 2021, the total number of travel agencies amounted to 42432 (Blazyte, 2022a), and the annual revenue from tourism amounted to 2.92 trillion yuan (Blazyte, 2022b). The direct and total contribution of travel and tourism's industry in China's GDP in 2021 is 4.6 %, compared to pre-covid-19 value 11.6 % in 2019. Modern technologies such as artificial intelligence, virtual reality and cloud data will greatly affect the service mode of travel agencies and the travel experience in China. On balance, China is one of the most popular tourist countries in the world which is constantly

developing and improving its touristic infrastructure.

### 2.1 Status, Dynamics and Main Problems of Inbound Tourism

Due to the covid-2019 epidemic, China remained closed to tourism from the end of 2019 until the beginning of 2023. Figure 1 represents the dynamics of tourism industry as a share of GDP of China.

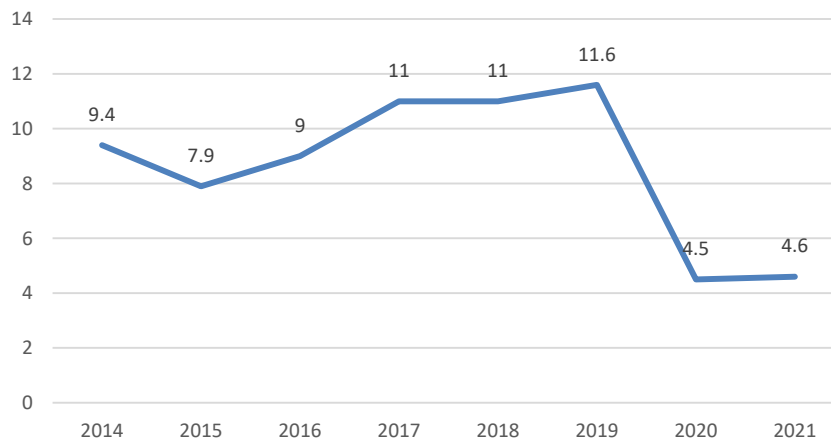


Figure 1. Travel and tourism industry share of GDP in China from 2014 to 2021, by total contribution (%)

*Note.* Compiled by the author based on data (Blazyte, 2023)

We may observe that China's tourism sector experienced significant growth, interrupted by epidemic that has made a dramatic impact on the global tourism in general, and heavily affected the inbound tourism sector, slowly recovering. Currently the country tries to recover from epidemic's economic consequences and implements policies to attract tourists to visit China.

According to the latest statistics from the Chinese Academy of Tourism (the data processing center of the Ministry of Culture and Tourism), in the first half of 2020, China received 14.54 million incoming tourists, which is 80.1% less than in the previous year. Among them, the number of tourists arriving overnight and foreign tourists arriving also decreased by more than 80%.

The impact of the epidemic on the behavior of incoming tourists change the source market and destination structure of inbound tourism in China. After the epidemic, potential inbound tourists have shortened their travel distances for security reasons. We expect that since 2023 the structure of the inbound tourism market will be adjusted to the fact that people prefer natural ecotourism destinations that are less affected by the epidemic, most of which are located in the western region, such as Tibet, Qinghai, Ningxia, Huizhou, Gansu, etc.

During the epidemic, Chinese government took active steps to lay a solid foundation for the recovery of inbound tourism after the epidemic and did a good job with the public. During the epidemic, governments at all levels, on the one hand, worked hard to create a solid foundation. Departments of Culture and Tourism at all levels organize various online trainings for tourism practitioners to accelerate the progress of cultural and tourist integration; in terms of equipment, they guarantee the progress of the construction of cultural and tourism projects and ensure the steady improvement of the culture and tourism industry. On the other hand, culture and tourism departments at all levels conduct foreign advertising and marketing activities using new media as the main channel. The forms of promotion are rich and varied, and "cloud" has become a new favorite. For example, during the epidemic, local governments continued to export local features abroad through new methods, such as live online broadcasts, which increased their popularity and notoriety abroad.

As far as status of inbound tourism, a large number of ethnic Chinese visiting the mainland mainly come from Asian countries. They have large communities of ethnic Chinese, for example, in Indonesia, Thailand, Malaysia and Singapore. Their share in the total mass of tourists compared to visitors from special administrative regions and Taiwan is not large. However, they still form a separate group and differ from foreign tourists coming from the same countries.

In past decades there has been a noticeable increase in the number of *visiting women*. There is an explanation for this. First, the country is becoming more open. Secondly, the level of service and development of tourist infrastructure is increasing. Thirdly, there are more opportunities for shopping, and finally, in China there is a

global trend of increasing the activity of the female population, which, among other things, manifests itself in the desire to travel.

Seasonality for inbound tourism is also present. However, given the large area of the country, the concentration of many attractions in large cities in which the infrastructure operates throughout the year, in general, seasonality does not seriously interfere with tourism to China. Exceptions may exist for ski and beach resorts.

Foreign tourists tend to predominate in cities such as Beijing and Shanghai. Although the share of foreign tourists in Guangdong Province is also high, in this province they represent a small part of international tourists, and compatriots completely predominate (The most developed cities in China's tourism industry in 2021, 2021). The concentration of inbound tourism along the coast of China is the result of favorable conditions, both on the demand and supply side. Factors such as large international business ties on the coast; strong family ties with Chinese emigrants and compatriots in coastal provinces; the predominance of international ports, as well as the location of many major tourist attractions can explain the existing structure of tourism. Foreign tourists are the *main source of foreign currency*, and most of the tourism infrastructure serves this group.

Nevertheless, the importance of compatriots for China should not be overlooked. They spend less than foreign tourists, but they account for the majority of international arrivals to China. They are not so dependent on the impact of large international fluctuations in demand. They have an important trait: they always come back. In addition, in some cities, the expenses of compatriots sometimes exceed the expenses of foreigners.

Nowadays, when China has become an open country for tourists again, the tourism industry has broad prospects and many opportunities, but the competition will definitely become more acute. In order to use the main opportunities in the development of the industry, attract more attention and attract more tourists, it is necessary to have a long-term and clear plan, and it is also necessary to integrate resources from all sides, especially for the full use of media channels for the wide dissemination and promotion of tourist destinations. In 2023, Hebei Province, Hubei Province, Henan Province, Wuxi City in Jiangsu Province, Dongying City in Shandong Province and other regions launched the project "Beautiful Tour of China".

Thus, the state of inbound tourism in China can be assessed as quite good, since the country is one of the most popular tourist destinations in the world. However, the dynamics of inbound tourism in China may be uneven. In 2020, covid-19 and international travel restrictions had a strong impact on tourism, which led to a reduction in the number of foreign tourists. In addition, political and economic tensions between China and some countries may also have a negative impact on tourism.

On balance, the main *problems of inbound tourism* in China include:

**Language barrier:** Most Chinese only speak Chinese, which makes it difficult to communicate with foreign tourists.

**High prices:** China can be a relatively expensive country for tourists, especially in large cities.

**Limited Internet Access:** China has strict internet censorship, which can be a problem for foreign tourists who need access to social networks and other websites.

**Environmental problems:** A number of tourist destinations in China suffer from pollution and environmental problems, which can alienate foreign tourists.

In general, China has great potential in the field of inbound tourism, but improvements are needed in various aspects to increase the number of foreign tourists and improve their overall experience in the country. The General Office of the State Council of China incorporated inbound tourism into the national development strategy (China inbound tourism development report, 2022).

## 2.2 *The State, Dynamics and Main Problems of Outbound Tourism*

In 2020, China's tourism industry, which was developing rapidly, abruptly ceased to exist due to the strong impact of the epidemic: the inbound and outbound tourism business completely stopped, and domestic travel was difficult. Thanks to the resolute preventive and control measures taken by the Chinese government in response to the epidemic, domestic travel has resumed, and part of the demand for outbound travel has shifted to domestic travel. The domestic tourism market is very active, and in some regions even experienced a tourist boom higher than before the epidemic.

In the period before the pandemic, China was one of the driving forces in the global outbound tourism industry. According to the Ministry of culture and tourism, the number of outbound tourists from China increased from 57.39 million in 2010 to 154.63 million in 2019. At the same time, the cumulative annual growth rate was 11.64 %, which is slightly lower than the average annual growth rate of domestic tourists over the same period

(12.37 %). China has become the world's largest source of outbound tourists and tourist consumption expenditures (Table).

Table. Number of outbound tourists (2010– 2019)

	Number of tourists		Number of days	
	Organized tours	Independent tours	Organized tours	Independent tours
Compatriots from Hong Kong	52583	104233	166258	321167
Compatriots from Macau	49599	82076	134844	232375
Compatriots from Taiwan	50345	77817	215490	311289
Foreign citizens	260546	397415	1043880	1295135

Note. Compiled by the author based on China’s tourism statistics (China tourism, 2022)

Since 2020, due to the epidemic, the number of Chinese outbound tourists has decreased significantly. The tourism industry should gradually focus on improving the quality of the industry from the initial development in order to create a more suitable travel environment for tourists.

The top outbound tourism destinations include Macau, China, Hong Kong, Vietnam, South Korea, Japan, Thailand, Cambodia, USA, Singapore, Taiwan, Malaysia, Great Britain, Australia, Canada and Indonesia, with a drop of 66 % and 98 % (Figure 2).

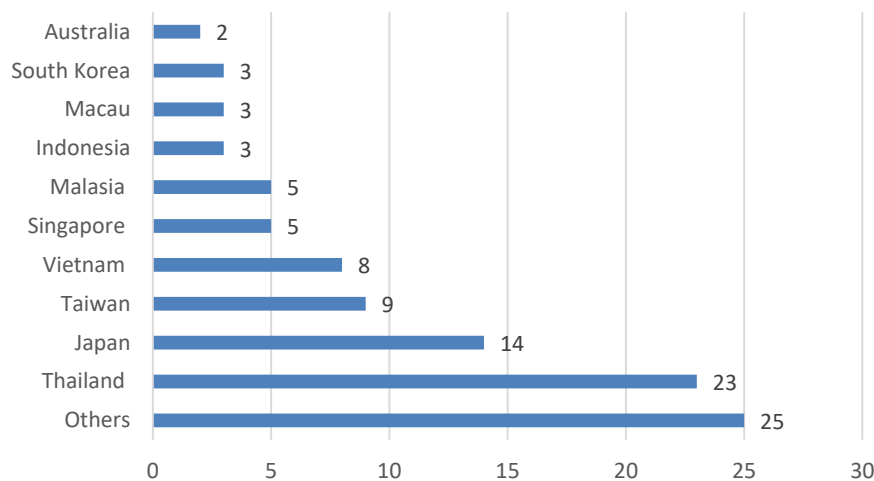


Figure 2. Top-10 destinations for outbound tourism, 2019

Note. Compiled by the author based on data (China tourism, 2022)

The mainland tourist market in Macau, China, is showing clear signs of recovery (see Figure 2).

As for the destinations of departure, Chinese tourists prefer Hong Kong, Macau, Taiwan and neighboring countries. Hong Kong and Macau remain the main destinations. Currently, China's outbound tourism is still dominated by short-distance travel. The number of tourists visiting Hong Kong, Macau and Taiwan was more than 50%. Chinese tourists tend to travel abroad. China has become the largest source of tourists for Thailand, Japan, South Korea, Vietnam, Russia, the Maldives and the UK.

Outbound tourism continues to be under pressure from the ever-changing global situation with the prevention and control of epidemics. The current global situation with epidemic prevention and control remains serious and complex. Overseas epidemics arise one after another, and domestic ones are scattered from time to time. China is still in the process of dynamically eliminating the epidemic situation. The occurrence of cases of importation from abroad has not stopped, and strict prevention and control measures are still required in various places. This introduces uncertainty into the recovery of outbound tourism in the future.

In real conditions, when outbound tourism is difficult, the initial demand for outbound tourism often shifts

towards long-distance domestic tourism or short-distance tourism.

### **3. Improving the International Tourism Industry in China and Its Positive Experience for Jordan**

#### *3.1 Directions for Improvement the Tourism Industry in China*

The most important and comprehensive regulatory legal act regulating tourism operations, relationships and development is the Law of the People's Republic of China on Tourism, adopted at the second session of the Standing Committee of the Twelfth National Congress of People's Representatives of China on April 25, 2013, which entered into force on October 1, 2013. In accordance with the law, the country develops the tourism industry, improves public services in the field of tourism, protects the rights of tourists in tourism activities. Tourism development is carried out on the principle of unity of social, economic and environmental benefits.

The country encourages various market participants to make rational use of tourist resources in accordance with the law on the basis of effective protection of tourist resources. The Chinese government promotes healthy, civilized and environmentally friendly forms of tourism; supports and encourages various social institutions to carry out public advertising of tourism; awards organizations and individuals who have made an outstanding contribution to the promotion of tourism, the tourism industry; establishes and improves the standards of tourist services and the rules of the market prohibiting industrial and regional monopoly.

The State Council creates and improves the mechanisms of integrated coordination of tourism for the comprehensive development of the tourism industry. Local self-government bodies at the county level or higher organize the management of tourism work, as well as determine the relevant departments or institutions for the overall coordination of tourism development in their respective administrative regions. Tourist and industrial organizations established in accordance with the law are subject to self-regulation. The government establishes a warning system about the security risks of tourist facilities.

The distribution of warning levels about the security risks of tourist facilities and the procedure for implementation are formed by the Administrative Department for Tourism under the State Council together with the relevant departments. When the Administrative Department of Tourism and the relevant department carry out supervision and inspection in accordance with the law, there must be at least two employees of supervision and inspection who provide their legal certificates. If the number of supervisory and inspection personnel is less than two or legal certificates are not provided, the person being checked has the right to refuse supervision and verification. Supervisory and inspection personnel are obliged to keep secret, in accordance with the legislation, commercial secrets and personal information about the audited entities known to them during supervision and inspection. Regarding supervision and verification carried out in accordance with the legislation, the relevant legal entities and individuals ensure cooperation, truthfully explain the situation and provide documents and materials, cannot refuse or hinder supervision and verification or conceal information. If the administrative departments of tourism discover actions that violate the law, they must promptly review violations according to the law; and if the cases do not fall within the competence, they refer the cases to the departments for consideration with timely written notification. The administrative departments of tourism and the relevant departments, in accordance with their duties, timely inform the public about the supervision and verification.

Local self-government bodies at the county level or higher establish a mechanism for exchanging information on the investigation and review of violations in the tourism sector, as well as monitor the consideration of violations subject to interdepartmental or interregional joint investigation and review.

Tourism industry organizations develop industry rules of activity and service standards, carry out self-regulation of economic activity and service quality of their members, organize vocational education and training to improve the quality of tourism workers.

Improving the regulation of tourism in China can be developed in the following directions:

1. *Strengthening the legislative framework*: China should develop and improve laws and regulations related to tourism to ensure clear and effective regulation. It is important to introduce mechanisms for monitoring and punishing violations in the field of tourism, as well as to establish standards and requirements for tourism enterprises.
2. *Improving the licensing and certification system*: China should strengthen the licensing and certification system for tourism enterprises, including hotels, travel agencies and guides. This will improve the quality and safety of tourist services, as well as ensure the trust of tourists.
3. *Development of mechanisms for managing the tourist load*: It is important to introduce mechanisms for managing the flow of tourists in popular tourist destinations, especially during the peak season. This may include

the introduction of quotas for visits, the distribution of visits by time, the introduction of pre-booking systems and other measures that will help to cope with congestion and maintain the sustainability of tourist resources.

4. *Development of monitoring and statistics system*: China should develop an effective system for monitoring and collecting data on the tourism industry. This will provide up-to-date information about tourist flows, preferences and behavior of tourists, which will help in making informed decisions and strategies for tourism development.

5. *Promoting tourism in the regions*: China should actively support the development of tourism in underdeveloped regions in order to reduce the unevenness of development and attract tourists to less well-known but unique places. This can be done by providing financial incentives, organizing marketing campaigns, conducting educational programs and trainings for local residents to develop their skills and offer high-quality tourist services.

6. *Improving information accessibility*: China should develop and improve information portals, including websites and mobile applications, to provide tourists with easy access to information about attractions, routes, services and events. It is also important to develop communication channels for feedback from tourists and promptly respond to their needs and requests.

7. *Cooperation with the international community*: China should actively cooperate with other countries and international organizations in the field of tourism. The exchange of experience, joint events and the development of common standards will improve the quality and efficiency of the tourism industry, as well as attract more foreign tourists.

8. *Promoting innovation in tourism*: China should encourage innovation and the use of new technologies in tourism. This may include the development of virtual and augmented reality, the use of artificial intelligence to personalize services, the development of smart technologies in the hotel industry and other innovative solutions that will improve the experience of tourists.

Examples of successful implementation of these directions can be such areas of China as the Southern Yunnan Province, where ecotourism is developing, the city of Shenzhen, which has become one of the centers of innovation in tourism, as well as the capital of the country, Beijing, where individual tours and business tourism are actively promoted.

The development of tourism in China has been supported by various areas of improving regulation in the industry. Strengthening the legislative framework, developing mechanisms for managing the tourist load and promoting the development of tourism in underdeveloped regions contribute to the creation of a sustainable and balanced tourism industry. An important aspect is also the improvement of the licensing and certification system, which improves the quality and safety of tourist services.

China is also focusing on information accessibility and cooperation with the international community, which contributes to attracting more foreign tourists and developing international cooperation in the field of tourism. Promoting innovations in tourism can improve the experience of tourists and create new opportunities for the development of the industry. In general, the improvement of tourism regulation in China contributes to the development of a sustainable and high-quality tourism industry, which helps attract more tourists and contributes to the economic development of the country.

### *3.2 Implementation of Positive Experience of China in Jordanian Tourism Industry*

On February 24, 2023, the Chinese Academy of Tourism published an analysis of the functioning of the tourism economy in 2022 and pointed out pathways for the future (Dai Bin, 2023)). The report notes that in 2023, the restoration of tourism will press the “accelerator button”, and the tourist market will be mainly represented by four *characteristics*:

1) As social life improves and wariness after covid-19 goes away, tourism has become the first choice for “healing” the economy. With the passing of the peak of infection and the introduction of a new policy on outbound travel, the tourist market continues to send positive signals.

2) The impact of the epidemic on tourism preferences will radically change the methods of investment and the behavior of suppliers in the tourism industry. On the supply side, the epidemic has forced most startups and market players involved in tourism investments to change their traditional investment models, business forms and business segments, and market participants will strengthen integration and innovation in market segments. On the demand side, the epidemic has increased people's demands for vacation spots.

3) The incoming and outgoing market has entered the channel of accelerated recovery. The demand for entry has

increased significantly. With the resumption of business activity, business trips will become the main support for the restoration of inbound passenger traffic in the near future. As for outbound tourism, outbound group tours have resumed in 20 countries as an experiment, and prices for outbound tourism products continue to rise.

4) The tourism industry continues to reconstruct the concept of development. In 2023, focusing on offering assistance to the “great rejuvenation of the Chinese nation” with Chinese-style modernization, promoting the creation of public services and management systems in the tourism sector will be one of the key points of the industry's development (UNWTO looks to “Re-write tourism history” at official re-opening of China, 2023).

Jordan is a small economy compared to China. Nevertheless, common features of economic recovery after pandemic and great counts on tourism as a source of continuous revenues make positive Chinese experience relevant for Jordanian economy. Additionally, Jordan has become an up-and-coming destination for Chinese tourists (Parvliis-Cook, 2017). The tourism sector in Jordan is considered as one of the most promising (Degenhard, 2023a, 2023b). Computations show that every visitor spend on average US\$1262 during their vacation in Jordan (Development of the tourism sector in Jordan from 1995 to 2020, 2022). In 2022, the tourism sector provided a total of JD 4.1 billion making in large contribution to the country's GDP (Al Muheisen, 2023). Remarkably, due to the great diplomatic relations of Jordan with other countries, most nationalities don't require visa, or visa-on-arrival is available. The aim is to turn tourism in Jordan from a seasonal into a year-round activity. Thus, the improvements in Jordanian tourism sector will serve the same “accelerator button” as it worked for China.

According to the information from the 49th meeting of the United Nations World Tourism organization (UNWTO) Regional Commission for the Middle East (June 7-9, 2023), the Middle East is the first region in the world that exceeded pre-pandemic numbers of international tourist arrivals in 2023. According to UNWTO data, number of international tourists to Jordan in 2022 was 4.6 million compared to 4.8 million in pre-pandemic 2019 (UNWTO's Middle East members meet in Jordan, 2023).

In the light of this positive trend, and taking into account Chinese innovative experience in tourism sector, it is necessary to consider *ways to improve the international tourism industry in Jordan*:

***I. Development of ecotourism and tourism for the elderly.*** Taking into account the increasing environmental awareness and the growing number of elderly people in the world, it is worth actively developing ecotourism and tourism for the elderly, which can lead to a more sustainable and diverse development of the tourism industry. Ecotourism and tourism for the elderly are two promising areas for the development of the tourism industry in Jordan.

The development of *ecotourism* can be advanced in the following areas:

- *Nature protection*: The development of ecotourism can be accompanied by the protection of nature and biodiversity. Ecotourism organizations should show concern for nature and ensure that visitors do not disrupt ecosystems.
- *National Parks*: Jordan's national parks, such as Wadi Rum desert landscape, Dana Nature Reserve, Ajloun Forest Reserve, Jerash and Mujib Nature Reserve, can become the basis for the development of ecotourism in Jordan.
- *Alternative types of tourism*: The development of ecotourism may be associated with the development of alternative types of tourism, such as cycling, geo-tourism and agro tourism. For example, eco tourists can visit local farms, participate in harvesting and making local products. Here we recommend for local governments to launch Best Tourism Villages initiatives.

***Tourism for the elderly***: Due to the aging of the population and the increase in the number of elderly people in the world, tourism for this population group can also be a promising area for the development of the tourism industry. Areas of tourism development for the elderly include:

- *Medical Tourism*: Tourism for the elderly may include medical services such as wellness treatments, massage, yoga and other treatments. For example, Tour Medical conducts wellness programs for the elderly as part of its tourism industry.
- *Historical and Cultural Tourism*: Jordan is rich in historical and cultural attractions, such as the Karak Castle, Mount Nebo, Madaba Map, Dead Sea and many others. Older people may be more interested in these attractions and therefore, the development of tourism for older people may be associated with these historical and cultural attractions.
- *Social tourism*: The development of social tourism, such as tours for the elderly with low income, may be



another way to develop tourism for the elderly. As part of social tourism, groups of older people can access attractions and activities that they may not be able to visit due to financial constraints.

- *Relaxation tourism*: The development of relaxation tourism, including visits to spa centers, thermal springs and other places associated with rest and relaxation, may also be promising for the development of tourism for the elderly.

All these areas of development can be in demand both in large cities and in provinces and remote areas of Jordan. For example, the Dead Sea area is known for its wellness treatments, and Aqaba Governorate has beautiful mountain ranges and landscapes that can attract tourists of any age.

**II. Innovations and digital technologies.** As noted above, the epidemic has forced many market participants to change their traditional investment models and business segments. In this regard, it is important to actively introduce new technologies and innovations into the tourism business, which can increase the efficiency and competitiveness of enterprises in this area. International tourism can greatly benefit from innovation and digital technologies. There are several areas where the introduction of new technologies can increase the competitiveness of enterprises in the field of international tourism in Jordan:

- *Digital platforms and online booking*: With the growing number of tourists who use the internet to search and book tours, it is important to develop digital platforms and online booking to provide convenience and comfort for international tourists. Jordanian travel companies have already begun to actively develop online platforms for booking tours and organizing excursions for foreign tourists.
- *Virtual tours and augmented reality* can be effective tools to attract international tourists to Jordan. For example, the Jordan museum, the Petra museum already offer virtual tours for foreign tourists, which allows them to learn more about Jordan's cultural heritage and attract more visitors.
- *Face recognition and other security technologies* can be used to ensure the safety of international tourists in Jordan. For example, facial recognition technology can be used at tourist sites, airports and hotels to quickly and securely identify visitors.
- *Artificial intelligence and data analytics* can help to improve the quality of service for international tourists, as well as to optimize the operations of enterprises in the tourism sector. For example, the use of data analytics can help travel companies in forecasting the demand for tours and in optimizing pricing policy.
- *Interactive multimedia technologies*, such as interactive maps, multimedia guides, etc., can provide international tourists with a deeper immersion in the culture and history of Jordan. For example, cities of Amman and Aqaba use interactive maps that allow tourists to quickly find attractions and get additional information about them.
- *Smart tourism and the Internet of Things* can be used to create a more comfortable and safe environment for international tourists. For example, smart hotel rooms with automatic temperature and lighting control, as well as the Internet of Things that can warn about possible dangers in the vicinity of tourist sites.

An example of the successful introduction of new technologies in the field of international tourism in Jordan can be the smartphone application "Explore Jordan". It provides international tourists with convenience and comfort while traveling in Jordan, providing detailed information about tourist sites, cultural heritage, routes and local services.

In general, the use of new technologies and innovations in Jordan's international tourism sector can increase the competitiveness of enterprises, improve the travel experience for international tourists and contribute to the sustainable development of the tourism industry as a whole.

**III. Development of business tourism.** The demand for entry has grown significantly, and business trips can become the main support for the restoration of inbound passenger traffic. It is important to actively attract foreign tourists to Jordan, develop infrastructure and promote the country's culture.

One of the possible examples of the development of business tourism can be the promotion of international conferences and exhibitions in various cities of Jordan. For example, the city of Amman is known for its international exhibition center, which is a venue for many major exhibitions and conferences. Different events can attract a large number of business tourists and contribute to the development of economic relations between Jordan and other countries.

In addition, it is important to develop infrastructure for business travelers, such as conference halls, business centers and facilities for business meetings and negotiations. For example, there are many conference halls and business centers that provide comfortable conditions for business events in the Aqaba or Dead Sea area.

In general, the development of business tourism can become one of the key areas for the development of

international tourism in Jordan, which in turn can contribute to the development of the country's economy and strengthen economic ties with other countries. However, for the successful development of business tourism, it is necessary to continue working on creating a favorable investment climate and improving the conditions for foreign tourists to enter the country, including simplifying visa procedures and improving transport accessibility. In addition, it is important to develop new forms of business tourism, such as virtual conferences and online exhibitions, which can attract more foreign business tourists and ensure their safety.

Finally, for the successful development of international business tourism, it is important to continue working to attract investment in tourism infrastructure and support tourism companies so that they can effectively use new technologies and innovations in their activities.

Thus, the development of business tourism can become an important factor in the development of Jordan's international tourism industry, which can help strengthen economic ties with other countries and increase the competitiveness of the Jordanian tourism industry.

**IV. Improving the quality of tourist services.** Taking into account the growing demands of people for vacation destinations, it is important to improve the quality of tourist services provided in Jordan. This can be achieved through professional development of personnel, strengthening control over the quality of services and updating the infrastructure of tourist facilities.

Improving the quality of tourist services can significantly increase the attractiveness of Jordan for foreign tourists, which, in turn, can contribute to the development of international tourism in the country.

One of the ways to improve the quality of tourist services is *staff training*. For example, the program launched by the Ministry of Tourism and Antiquities, the Sector Skills Council for Hospitality and Tourism, the European Bank for Reconstruction and Development, which includes teaching local residents English, Arabic, culture and customs of the region and tourist services. This allows the staff to interact more effectively with foreign tourists and provide them with high-quality service.

Finally, updating the *infrastructure of tourist facilities* can also contribute to improving the quality of tourist services. For example, the infrastructure may include bridges, paths and fountains, which made it more attractive for tourists. Improving the quality of tourist services is an important factor in the development of Jordan's international tourism industry and can help attract more foreign tourists to the country.

**V. Development of new forms of tourism.** It is worth considering to actively develop tourism using new formats, such as individual and thematic tours, tours using virtual reality and tours related to cultural and educational experience.

*Individual tourism* is a format of tourism that allows tourists to independently plan their journey. In the context of increasing requirements for places of recreation and increasing competition in the tourism market, it is important to offer individual programs for tourists that take into account their interests and preferences. This can be achieved through increased marketing and promotion of individual tours, as well as cooperation with various travel agencies and companies. The development of individual programs for tourists may be in demand in many areas of Jordan that may be of interest to foreign tourists. For example, in cities with rich cultural and historical heritage, such as Tafila, Karak, Dead Sea area, individual tours can be created, covering visits to famous sights. In addition, Jordan can offer individual tours for nature lovers, for example, in the national parks of Dana and Ajloun, where one can enjoy beautiful landscapes and rich biodiversity.

*Thematic tourism* is a format of tourism that is focused on meeting certain needs and interests of tourists. For example, there are many thematic routes that may well be developed in Jordan. For example, culinary tours, tours on the topic of Arabic medicine and health, tours on the topic of Jordanian culture and art, Bedouin culture, which may be of interest to foreign tourists. There are many places in Jordan that are famous for their traditional crafts, such as Hebron and Amman with its glassblowing products, Madaba with mosaics, Tafila with weaving, and Petra with its pottery products.

Another example of a new form of tourism is tours using *virtual reality*. This format of tourism allows tourists to immerse themselves in the virtual world and visit attractions that are physically inaccessible. There are already projects in Jordan, such as the "Jordan virtual tours", which use virtual reality to create a unique tourist experience.

In addition, tours related to *cultural and educational experiences* can also attract foreign tourists to Jordan. For example, many tourists may be interested in learning Arabic culture and language, as well as visiting universities and other educational institutions.

Thus, the development of new forms of tourism can contribute to the development of international tourism in Jordan. Individual and thematic tours, virtual reality tours and tours related to cultural and educational experiences are just some of the possible formats that can attract foreign tourists to Jordan. It is also important to take into account local peculiarities and preferences of tourists from different countries and regions.

For example, tourists from Europe and North America may be interested in cultural tourism related to the study of Bedouin history and culture, as well as visiting museums and art galleries. At the same time, tourists from South Korea and Japan may find tourism for the elderly more attractive, for example, tours to resorts and sanatoriums. However, for the successful development of new forms of tourism, it is necessary to take into account not only the interests and preferences of tourists, but also to ensure the high quality of tourist services. The qualification of personnel, the renewal of the infrastructure of tourist facilities, as well as quality control of services play an important role in this.

**VI. Improvement of public services and management systems in the field of tourism.** Promoting the creation of public services and management systems in the tourism sector will be one of the key points of the industry's development. In this regard, it is important to improve public services and management systems in the field of tourism, simplify procedures for tourists and increase their convenience and comfort.

The improvement of public services and management systems in the field of tourism can significantly increase the convenience and comfort for foreign tourists visiting Jordan. It is important to simplify procedures for obtaining visas and other necessary documents, as well as to ensure a high level of service at airports. Jordan may work on introducing a cashless payment system in the buses, which can significantly simplify travel for foreign tourists.

Improving public services and management systems in the tourism sector can become an important factor in attracting foreign tourists to Jordan. It can also contribute to increasing the level of comfort and convenience for foreign tourists, which can become an attractive factor for choosing Jordan as a tourist destination.

Thus, in order to improve the international tourism industry in Jordan, it is necessary to actively develop ecotourism and tourism for the elderly, introduce new technologies and innovations, continue to actively attract foreign tourists, improve the quality of tourist services, develop new forms of tourism, improve public services and management systems in the tourism sector, as well as offer individual programs for tourists.

#### **4. Conclusion**

The covid-19 pandemic has seriously affected outbound tourism in China, as well as around the world. Before the epidemic, China was the world's largest outbound tourism market for many years in a row. The resumption of outbound tourism in China has encouraged global tourism operators, who have been severely affected by the epidemic over the past three years. Many countries expect that the "return" of Chinese tourists will accelerate the development of their tourism industry and contribute to the recovery of the global economy. As the situation with covid-19 in China has stabilized, the government has begun to gradually lift restrictions and introduce new measures to stimulate outbound tourism. Special travel packages and offers for tourists were launched, prices for flights and hotels were reduced, and the visa procedure for some countries was simplified. After almost three years of tightly closed borders, people who have a work or study visa, as well as those who want to visit family, are able to come to China. Travel abroad for Chinese citizens also becomes easier. In addition, restrictions on the number of international flights have been lifted. Nevertheless, many tourists still remain cautious and are afraid to risk their health in a pandemic. In addition, a number of countries still have restrictions on entry from abroad, which also affects the dynamics of outbound tourism in China.

The development of tourism in China has been supported by various areas of improving regulation in the industry. Strengthening the legislative framework, developing mechanisms for managing the tourist load and promoting the development of tourism in underdeveloped regions contribute to the creation of a sustainable and balanced tourism industry. An important aspect is also the improvement of the licensing and certification system, which improves the quality and safety of tourist services. The development of the monitoring and statistics system makes it possible to obtain up-to-date information about tourist flows and make informed decisions for the development of tourism.

Jordan is also focusing on information accessibility and cooperation with the international community, which contributes to attracting more foreign tourists and developing international cooperation in the field of tourism. Promoting innovations in tourism, such as the use of new technologies and the development of virtual and augmented realities, can improve the experience of tourists and create new opportunities for the development of the industry.

The practical significance of the study is to implement determined directions for improving the international tourism industry in Jordan, namely the development of ecotourism and tourism for the elderly (medical tourism, historical and cultural tourism, social tourism, relaxation tourism); introduction of innovations and digital technologies (digital platforms and online booking, virtual tours and augmented reality, face recognition and other security technologies, artificial intelligence and data analytics, interactive multimedia technologies, smart tourism and the Internet of Things); development of business tourism; improvement of the quality of tourist services (staff training, strengthening control monitoring the quality of services and updating the infrastructure of tourist facilities); development of new forms of tourism (individual and thematic tours, virtual reality tours and tours related to cultural and educational experience); development of individual programs for tourists; improvement of public services and management systems in the field of tourism.

The international tourism industry in Jordan and in China has significant potential for further development, which can lead to sustainable and multifaceted development of countries' economies.

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