DEFINING A MARKETING STRATEGY AND IDENTIFYING ITS IMPACT
ON THE FUTURE OF THE TOURISM INDUSTRY IN JORDAN

by

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ABSTRACT OF THE THESIS

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The author's thesis argues that the tourism industry of the Hashemite Kingdom of Jordan could achieve impressive economical and social results that would have a significant impact on the economic and social development plan. The thesis further purposes to emphasize Jordan's urgent need for adopting a modern marketing approach and a suitable tourist marketing strategy that would qualify and enable the Jordanian tourism industry to achieve the desirable results.

The author tested this hypothesis by reviewing and analyzing all the marketing activities so far conducted separately or jointly by both the public and private sectors of this fast-growing industry in Jordan. The significant role played by the tourism industry in Jordan was thoroughly examined and evaluated. The most recent available
data and information on tourist traffic, tourism receipts, tourism expenditures and tourism projects cited in this work were collected from official sources and governmental documents. The hypothesis was further tested by this thesis' attempt to adequately and scientifically describe marketing in its modern concept and also define all the elements involved in the comprehensive marketing operation and determine too if a national marketing strategy is needed. In order to ensure that the description and definitions applied are indisputable, the author reviewed recent and reliable marketing studies, placing special emphasis on tourist marketing and drawing heavily from the reports of certain important studies conducted by U.N. specialized organizations for the benefit of the developing countries.

The reviewed material yielded the reliable marketing information needed, and further emphasized the most essential role played by marketing in bringing the supplier of any goods and/or services into contact with the consumer in all economies and societies, perhaps with rare exceptions.

The author conducted this research by fully utilizing the study methodology of library research, critical analysis and personal in-depth selective interviews representing, to the best knowledge of the author, the public and private sectors of the tourism industry in Jordan mainly concerned in promoting tourism. The information on the tourism industry and the marketing
activities carried out by the public and private sectors was extracted directly from the official records and/or publications issued by the Ministry of Tourism & Antiquities, the national carrier and the Association of Tourism & Travel Agencies in Jordan.

The results of the author's study, which were also supported and supplemented by the findings and conclusions of other researchers, confirmed that any appropriate and effective development of the tourist products, to adequately meet and satisfy the needs and wishes of identified actual and potential tourists, necessitates the full employment and efficient creative application of the modern marketing concept in its comprehensive approach. The results of the study also verified that, in Jordan's case, the adoption of a comprehensive marketing approach calls for a complete reorientation of the Tourism Authority to enable it to function dynamically and independently from the existing governmental bureaucratic restraints and disadvantages, in addition to granting the Authority sufficient legal, financial and human resources.

The author concludes that a national tourist marketing strategy, accommodating Jordan's tourist capacities, the economic and social conditions of the country, and the modern trends of international tourism, is needed. The author also concludes that the implementation of a sound national tourist marketing strategy with clearly-defined objectives will further increase Jordan's
share of international tourism earnings, enhance national income, create more business, provide additional opportunities of local employment, encourage investments in tourism projects and lead to better understanding between Jordan and other nations.