**The available services and their role in developing tourism in Jordan**

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Abstract:

The research focuses on the available services and their role in developing the tourism sector in Jordan, and what the future vision is towards investment that provides equal opportunities and reliance on efforts. The failure to benefit from infrastructure, such as the set of services provided by the state to its citizens and the services affiliated with the public sector in the country, organized by it, will lead to a loss for the Jordanian economy, and consequently, the negative impact on the national income of the state.

This study belongs to exploratory analytical studies and adopts a data collection and analysis approach to reach results. It is a study conducted on employees at tourist sites in Jordan. Therefore, we relied on a number of questionnaires that we were able to obtain, and the data was collected from them through the questionnaire, representing the research community and the study sample.

Key word: available services, tourism, investment

The introduction:

We can summarize the range of services available that the state provides to its citizens with those services belonging to the public sector in the state, and regulated by it, such as the electrical energy sector (street lighting, public squares, and delivering electrical energy to homes, public and private facilities), and water networks (building dams, water networks, water in all regions of the country, and digging artesian wells for the purpose of collecting rainwater to fill the shortage in dry seasons)

Previous studies:
Louay Fathi Muhammad Nasr (2008) The Role of the "Investment Promotion Agency" in Encouraging Local and Foreign Investment in Palestine (Case Study of the Gaza Strip).
The study aims to identify the role of the Palestinian Investment Promotion Agency in encouraging local and foreign investment in Palestine (Case Study of the Gaza Strip).
The study attempts to address the research problem, which indicates that the investment environment in Palestine is not entirely suitable for the current economic situation. On the other hand, there is a deficiency in the role of the General Investment Promotion Authority and the Investment Promotion Law in providing optimal support for investment.

Investment suffers from several obstacles, including the weakness of the legal framework for investment and the lack of supportive investment procedures. In addition to these internal factors, there are external factors that hinder the growth of local investment and the attraction of foreign investment to Palestine. These external factors are represented by aggressive Israeli policies and the constant and repeated closure of land and sea crossings and outlets.

The study revealed several important findings, including the weakness of the incentives and guarantees provided by the Palestinian Investment Encouragement Law No. 1 of 1998, as well as the poor services in the pre-investment and post-investment phases for investors by the General Investment Encouragement Authority, particularly the unified investment window tasked with facilitating investment and ensuring the swift completion of transactions for investors.

Hani Hiziya et al. (2015) Obstacles to Tourism Investment in Algeria: The Tourism Development Plan (2025) A Model Study for the Wilaya of Chlef

The Algerian government has sought to establish a new strategy for Algerian tourism extending until 2025, as outlined in the tourism development plan, which reflects the political will to develop and promote the tourism sector and make it a future alternative to the hydrocarbons sector.

Therefore, the state has endeavored to provide an encouraging environment for tourism investment by enacting a series of legislations.

The organization, the most important of which was the Sustainable Tourism Development Law in 2003, which provided tax and financial incentives and offered facilities regarding tourism property. However, there are still a number of obstacles hindering tourism investment, especially those related to the general environment, such as the lack of political and security stability and the absence of a stable economic environment. Additionally, there are obstacles related to the tourism sector, particularly the difficulty in obtaining tourism property and the challenge of securing bank financing that is suitable for this type of investment.

Study problem:

The research focuses on the available services and their role in developing the tourism sector in Jordan, as well as the future vision for investment that provides equal opportunities and reliance on efforts. The lack of utilization of infrastructure, such as the range of services provided by the state to its citizens and the services affiliated with the public sector, organized by it, will lead to a loss for the Jordanian economy, and consequently, a negative impact on the national income of the state.

Study hypotheses

There is no statistically significant relationship between the local community's perception and the available service and its role in developing the tourism sector in Jordan attributed to variables such as gender, age, years of service, marital status, education level, income, and government procedures and legal regulations.

Testing and analyzing hypotheses:

The first hypothesis:

There is no statistically significant relationship between the local community's perception, the available service, and their role in developing the tourism sector in Jordan and government measures.

That all the paragraphs received arithmetic means greater than 4.00 and significance levels less than 0.01.

As for the combined paragraphs representing government procedures, the arithmetic mean reached 6.32, and the observed significance level was 0.01. Thus, the second hypothesis is rejected, and there are statistically significant differences between the available service and its role in developing the tourism sector in Jordan and government procedures.

The second hypothesis:

There is no statistically significant relationship between the local community's perception, the available service, and their role in developing the tourism sector in Jordan and the legal regulations.

As for the combined paragraphs representing the legal regulations dimension, the arithmetic mean reached 4.44, and the observed significance level was 0.01. Thus, the third hypothesis is rejected, and there are statistically significant differences regarding the available services and their role in developing the tourism sector in Jordan and the legal regulations.

The results:

1- There are statistically significant differences between the local community's perspective, the available services, their role in developing the tourism sector in Jordan, and government measures.

2- There are statistically significant differences between the local community's perspective, the available services, their role in developing the tourism sector in Jordan, and the legal regulations.

Recommendations:

1- Finding specialized consulting centers in the field of service support and establishing business incubators for tourism projects.

2- The focus on providing basic infrastructure along with developing transportation and communication systems in all their forms, as it contains important factors to attract investors.

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