

## Tourism Entrepreneurship In Jordan

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### *Abstract*

Jordan is a leading country in tourism and is distinguished in this field globally (Wahab and Cooper, 2001). This has been achieved after the selection of one of the features of the seven wonders of the world (Petra) tourist. Also, the Kingdom has a large number of archaeological sites, religious and therapeutic tourist centers with pioneering characteristics and possibilities available in them.

The unique of modern scientific research in the Hashemite Kingdom of Jordan came through Jordanian tourism projects (Alhroot,2013). This modern leadership plays an active role with a significant impact on Jordan's economic and social development. This study adopted an innovation to open the way of the future and allow the potential represented by reality to grow, reformulate and present it in a new leading type of tourist.

Keywords: tourism, pioneering, innovation, seven wonders, development, Jordan

### **Introduction:**

Economic development is the main concern of developing countries and the cornerstone of building inclusive and sustainable development in these countries. Considering that progress in any developing country can only be achieved through the interaction and participation of all sectors and segments of society (Bird,1962). Therefore, it was necessary to develop mechanisms and means to enable the poorest and least developed social segments to move from consumer to participant and contributor to the development wheel (Darney and Magee. 2007).

The means of promoting entrepreneurship and small enterprises are considered to ensure the participation of poor and marginalized groups in the development process (Badadu, 2008). The main challenge is to provide funding for these groups, especially in rural areas. Many of these groups do not have access to lending services from traditional institutions and banks.

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Microfinance is the most likely means of involving small and marginalized groups in the economic cycle of developing countries. Experiences have shown that in resource-poor areas, their communities are growing faster than others (Megginson, et al, 2003). Also, funding provides unique services to beneficiaries in a manner that is tailored to their economic and social environment, working conditions and size, limited lending experience, savings, remittances, insurance, training, and capacity building. The research includes research methodology the concept and characteristics of entrepreneurship and e-business. pilot tourism and therapeutic projects, conclusions and recommendations.

### **Research Methodology**

#### **\* Research Problem :**

Man has enormous energies and a wealth of talents, but they are trapped under the rubble of doubt, indecision and mistrust. In the Arab countries, especially in Jordan, there are a large number of archaeological, religious and therapeutic sites and centers. Therefore, these sites need to adopting their characteristics and capabilities in opening the way for the future of their creativity in developing the projects of these sites. Also, allowing the potentialities of those sites to grow, reformulate and present it with a new type of tourist and this is the task of the pioneer in organizing these projects.

#### **\* Research Importance :**

Jordan is a leading country in tourism and is distinguished at the level of the Arab world and the world. Also, there are a large number of archaeological, religious and therapeutic tourist sites and centers. The importance of this research lies in:

- 1- Improving the financial situation of Jordan.
2. Providing job opportunities suitable for the workforce.
3. Increasing income and economic growth.
4. More services and products.
5. Encourage further research and studies.
6. Creating new markets.
7. Encouraging the manufacture of local materials in the form of final products for export.

#### **\* The Research Objectives**

These aims are :

- 1- defined the leadership concept and characteristics of the pioneering distinct leader.
- 2 - Known the conditions, factors, and rules of leadership success .
- 3 - What are the benefits of tourism and its components in Jordan.

- 4- State of the most important pioneer therapeutic resorts in Jordan
5. Reaching conclusions and recommendations.

**\* Research Questions :**

The research will answer the following questions:

1. What is the concept of entrepreneurship in general and tourism in particular?
2. What are the characteristics and qualities of entrepreneurs?
- 3- What are the keys and factors of entrepreneurial success?
- 4- What are the advantages of tourism entrepreneurship?
- 5- What are the components of tourism in Jordan?
6. What are the most important pioneer health resorts in Jordan?
7. What are the benefits of archaeological, religious and therapeutic tourism in Jordan?

**\* Research Methodology :**

This research is descriptive research aimed at studying the current facts related to the nature of a phenomenon or situation or a group of people or a group of events or a set of situations. Descriptive research provides information on the aspects that are subject to research and analysis and derivation of indications from them, depending on the purpose of the research itself. This leads to the possibility of issuing generalizations about the situation or phenomenon, and building a basis for the facts on which explanatory or explanatory assumptions of the situation or phenomenon can be built to contribute to the provision of knowledge. Therefore, descriptive research is one of the most important practical steps in building theories and models, thanks to its accuracy and to gather the content and scope. Descriptive research is also an important method that can be used to study social attitudes and manifestations of human behavior with social and behavioral research.

**\* Research Limits :**

The research has four limits:

- A- Spatial: Jordan - Archaeological, religious and therapeutic tourist areas.
- B- Time: Period: 1/9/2009 - 28/2/2010
- C- Humanity: The leading administrative leadership working in the archaeological, religious and therapeutic tourist areas.
- D- Scientific: The most important research variables are: Entrepreneurship, Tourism Entrepreneurship, Archaeological Entrepreneurship.

**Entrepreneurial Concept and Characteristics**

**\*Entrepreneurship Definition:** Entrepreneurship is the process of creating a new organization / organizations, developing existing organizations, or responding to new opportunities in general (Knight,1967). The concept of entrepreneurship: on the one hand, it may mean leadership, a person with high capabilities, a race for change, with qualities that exist only in the minority in society, and on the other hand, the entrepreneur is any person who wishes to have his own work. Most new (not well-organized) companies may fail. Entrepreneurial activities differ according to the type of activity followed by this emerging organization (William, 2009). Entrepreneurship ranges from individual companies (often a pioneer working part-time) to pledges to create new business opportunities. Schumpeter (1950) was recognized as the entrepreneur as that person with the will and ability to transform a new idea or a new invention into a successful innovation.

In 1776 Adam Smith wrote in his book "The Wealth of Nations" that it is not the generosity and kindness of the baker that drives him to provide bread, but his motivation and self-interest that drives him to provide bread. From Smith's point of view, entrepreneurs are economic ambassadors who have turned "demand" into a profitable profit. In 1848 John Steward described the pioneering as the same as registering any private company that includes decision-makers, taking risks and individuals who hope to achieve wealth by managing the least resources to start a business (McClelland, 1961).

**\*Entrepreneurial Concept**

Leadership basically means that the thinker, reformer, or ruler makes a careful determination of the characteristics and potential of reality, by inventing a verb, a path, or an institution to open the way for the future and allowing the potential represented by reality to grow. This process takes place in a unique framework of innovation and through the mental and mental ability of the thinker to transfer the importance of what he calls to the public and his workers. Likewise, the ability to mobilize and renew their powers to achieve pioneering action, to build a new path and to establish an institution that opens the horizon of the future and allows for development and growth (Kirzner,1997).

So it is distinguished by the leading actor, thought or institution in the field of education. It also rewrites this present reality and presents it in a new garment, so that society can accept it and if it requires pressure, focus or persistence (Dale,2000).

**• Entrepreneurial Characteristics (Stevenson, and Jarillo,1990)**

- 1- An entrepreneur with an ambitious goal supported by strong, specific ideas that are unparalleled in business or the market, and it is the force that drives him to build his entrepreneurial future.
- 2- To achieve this goal, the overall vision is clear, but the details are flexible and scalable.
- 3- With determination and determination, the entrepreneur sets his strategy to turn his dream into a tangible reality by supporting himself with great hope and a passionate passion towards achieving the goal.
- 4- Entrepreneurs take a risk, calculate the costs, how to get to (or create) work, and meet the needs of others.
- 5- Entrepreneurs often think positively and decision-makers.

**\* Key Features of Entrepreneur (Lumpkin and Dess,1996)**

- 1- Flexibility and self-confidence
- 2- The ability to take the risks studied and turn the problem into an opportunity
- 3- Intense desire for achievement, growth and independence of work
- 4- The ability to innovate, innovate, and persuade others
- 5- Learning from mistakes and experiences
- 6- Seek and use feedback
- 7- Planning and organizing work and self-control

**\* Traits of Entrepreneur (Gold and Steven,2005)**

1. Searching for opportunities: Seeing and implementing new business ideas, Seize ethical and legitimate opportunities to obtain financing, land, and machinery.
2. Persistence and perseverance, Continue to work in various ways to cover obstacles, Provide personal sacrifices to ensure the success of a mission, Determination to maintain personal judgment on matters in front of initial failures to achieve the goal
3. Commitment to work and work contract: Take personal responsibility when an action is hindered, Interacting with the customer and his staff
4. Attention to efficiency and quality: Working to achieve better results than required specifications, Working to achieve better results, faster, and cheaper
5. Taking risks: The risk must always be considered and its options are reasonable
6. Set goals: Objectives must be clear, specific / accurate, Distinguish between short-term goals and long-term goals

**\* Keys to Entrepreneurial Success: (Shane, 2003)**

The following elements are considered the most important key to the success of Entrepreneurship:

- 1- Intelligence: Intelligence is the greatest ayatollah in this life, so that the mind will analyze and plan and search for alternatives and solutions.
- 2- Ambition: It is the fuel for success, so expand your ambition circle: decide it for yourself.
- 3- The pilot must have a high imagination to reach the leadership.
- 4- Innovation and creativity. Everyone has the ability to learn new creative skills and use them to reach leadership.

#### **\* Entrepreneurial Criteria for Tourism Projects**

The Tourist Attraction Center is considered a pioneering for all types of tourism projects that any entity intends to undertake. Therefore, there are pioneering considerations for tourism projects as follows (Wahab, and Cooper, C, 2001)

#### **First: Considerations:**

- A. Economic considerations such as: the introduction of foreign currency, contribution to the national economy of the region.
- B. Marketing considerations such as: increasing the attractiveness of the tourism product locally and regionally, extending the stay of the tourist in the country or in the region, the project's relevance to the marketing policy of the target audience in the tourism markets.
- C. Policy considerations such as: tourism promotion of tourist sites locally, regionally and internationally, increasing the number and sites of tourism projects to keep pace with the development of modern markets.

#### **Second. Types of Projects**

There are types of pioneering tourism projects that provide the tourists with services in products of activities. This means that include: entertainment, leisure, active recreation of landscapes, culture and history. However, commercial services that including food services, health, treatment, tourist transport distinguished with information. Thus, amusement parks such as a theme park with a multi-purpose center for conferences, shows and exhibitions, a miniature train, a cruise ship and a balloon tour, a farm for riding various animals. Also, it contains all kinds of sports such as :sailing, diving and skiing on water, sport hunting. And the like aerial sports (such as both paragliding and parachuting), hiking tours and overlooked areas, as well as bird and wildlife watching, complex golf courses and the air train. The difference between an entrepreneurial project and a small business in the following respects: (Histrich & Michael, 2005)

1. The size of the expected gains: The gains in entrepreneurial project is outweighed by the small enterprise that successful entrepreneurial project attains great wealth and a high financial return.
2. Rapid achievement of gains: Although a small enterprise may achieve gains over a long period of time, the realization of the gains of the entrepreneurial project is high and in a short period of time it is not supposed to exceed five years.
3. Risks: The risks in the entrepreneurial project are usually high, and despite that, we find the entrepreneur to take advantage of it because it will bring him exorbitant profits
4. Creativity: The entrepreneur usually has proactive creative ideas that the owner of the small project may not have. These creative ideas are what give the entrepreneurial project the characteristic of distinction, and creativity may be in a product or service or even in the way of working (Boele De Raad,2000).

## **Conclusions and Recommendations**

### **Conclusions**

- A- Defining an accurate concept of entrepreneurship whereby a person with high potential for positive change creates a new organization, or responds to new opportunities.
- B- Defining the personality traits of the entrepreneur within the following:
  - 1- Planning and following up the work to set goals accurately and clearly.
  - 2- Looking for opportunities by seeing and implementing new business ideas.
  - 3- Paying attention to efficiency, effectiveness and quality at work.
  - 4- Issuing and continuing to interact with the customer and those working with him.
- C- The elements of tourism leadership in Jordan are available through:
  - 1- Various tourist sites: Kaletra, the Roman amphitheater, the people of the cave, Jerash, the Dead Sea, Al-Ghuba, Wadi Rum and others.
  - 2- Modern airports that keep pace with progress at international airports: such as Queen Alia International, as well as Aqaba International.
  - 3- Tourist hotels and rest houses: 5-star hotels in Amman and Aqaba, and hostels in Vivan and Dana.
  - 4- Educated tour guides in tourism companies.
  - 5- Good modern transportation routes between all cities and tourism centers.

### **Recommendations:**

- 1- Establishing concepts and definitions of entrepreneurship to be agreed upon by the competent authorities in the field of tourism and its development.
- 2- The practical application of homogeneity of goals in the tourism sector for workers, stakeholders, the organization and customers.
- 3- Highlighting the role of the tourism media internally and externally by holding internal and international seminars and conferences.
- 4- Encouraging Jordanian tourism by subsidizing prices in various fields, including tickets, accommodation, transportation, and a good reception, and tourists' proposals are accepted.
- 5- Paying attention to medical tourism that is distinguished by Jordan through audiovisual media, and providing facilities for those who want it.

### **Future Proposals:**

- 1- This pioneering model can apply in the tourism sector locally, regionally and internationally.
- 2- This study can be used in studying the economic feasibility of pioneering tourism projects.
- 3- It is considered an important academic reference for researchers in this field.
- 4- The study is useful for establishing and developing small companies with micro-projects.

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