The differences among the levels of emigrants Jordanian tourists satisfaction in Arabian Gulf countries on the strategies of tourism marketing in Jordan due to demographic features

Mashael Saqer AL Khasawneh 1 Yaser Uisa Almomany 2 Akif Lutfi Al-Khasawneh 3

1. Ph.D in Tourism, Ministry of Tourism & Antiquities, Jordan
2. Ajloun National University, College of Business Administrative, Ajloun, Jordan
3. Department of Financial & Administrative Sciences, AL-Huson University College, AL-Balqa' Applied University, Irbid, Jordan

*akif_khasawneh@yahoo.com (Correspondence)

ABSTRACT

The study aimed at identifying the differences among the levels of emigrants Jordanian tourists' satisfaction in Arabian gulf countries about reality of applying strategies of tourism marketing including (strategy of tourism productions, strategy of Prices of tourism products, strategy of promotion of tourism products, strategy of distribution of tourism products, strategy of tourism products employees, strategy of physical environment of service, and operations strategy to provide tourist services) on the different tourist Jordanian locations. In addition to identify the impact of applying these strategies on Jordanian tourism expat's satisfaction. Analytical descriptive approach has been used for population of the study that consisted of Jordanian tourist expats. (845) of questionnaires were distributed depending on snow ball method. (779) of questionnaires were considered retrieval. The study revealed that there are statistical significant about the level of satisfaction for demographic features of tourists on strategies of tourism marketing expect gender which didn't shown any difference. There are no statistical significant about the level of satisfaction on strategic product promotion due to job sector of tourists, while the study revealed that there are no statistical significant about the level of satisfaction on strategic tourism product prices due to frequencies of trips outside Jordan.

Keywords: tourists' satisfaction, tourism marketing strategy, emigrant's Jordanian tourist, Arabian Gulf countries.

1. INTRODUCTION

Today, tourism plays a major development role in all areas, both at international and national levels, has aroused public policy makers' and private sectors' decision makers' attention. With regard to this fact, many countries are seeking a way to improve their economic conditions (Iamsoo, etal, 2013). There are many reasons motivating tourism organization to be effective and impressive sites and attractive elements for tourists in the future, including intensity competition in tourism sector, customers' obsession and opening up marketing to each other. It attracts tourists through not only what nature has formed and what has been inherited but also working on tourism manufacturing and investing in all different elements of environment to be confirmed with needs and requests of the human being in order to achieve best services. Additionally, organizations and decision maker have realized that tourism development connects with business programs and organized strategies depends on investing knowledge embedded in administration and marketing to achieve level of excellence in services, products, process and new methods seeking for accomplishing positive advantages to be distinguished on other organizations, aiming to reach to tourist's satisfaction to increase his loyalty and belonging to these sites where he/she visits to be effected positively on extending period of accommodation and presenting positive image to friends, relatives and others.

Wu and Zhang (2013) indicated that marketing strategy plays a significant role in all sectors in general and tourism sector in particular. In accordance that this sector is distinguished by different activities interacting and it is connected with two systems from one hand. From the other hand, marketing strategy includes a complicated mix firm sale and service products. So, the sector and those who support were imposed to improve this sector through diversity in applying functions of other field of science such as administration, marketing, human resource, psychology and sociology.

Since this strategy has an effective role focusing on comprehensiveness and dimension of extent in dealing with different cases to rescue organizations and other sectors from weakness and to preserve it to be in the levels of excellence and competition in business markets in all levels (local, regional and international). It is being sure that any organization seeks to establishing and developing capabilities. Also, competitive position is being based on the need to work in accordance to associated strategy that empowers organizations to achieve and accomplish their objectives sufficiently and effectively in the light of grand competitive challenges which comprehend all business sector in general and tourism in particular. Adding to that this matter has a clear role in achieving different positive and developmental returns in all fields including (economical, cultural, social and environmental).

(Khalil (2000) has seen that this strategy considered one of the most mediators that the organizations depend on to excellence among all competitors.

Contemporary, tourism is no longer practiced randomly or limited to countries that lack the resources, but all countries globally interested in. it was applied scientifically and according to managerial business

marketing and planned strategies depending on careful study and accurate analyses grantee an effective environment meets the needs and the desires of tourists.

2. PROBLEM OF THE STUDY

It stand s out increasing the number of tourists who come to Jordan because of tourism transformation due to the status of instability, wars, internal struggles but Jordan is distinguished by safe and security. So, political and managerial decision maker in both sectors (public and private) has to interest in tourism sector, work on polarize the tourists, meet their needs, marketing different sites and focusing on adopting different elements of tourism marketing mix to be able to maintain the process of attraction tourists and increase their level of satisfaction to be reflected on their belonging and extending the period of accommodation.

3. QUESTIONS OF THE STUDY

The study included one main question, which is: Is there any difference in the level of satisfaction of emigrants Jordanian tourists working in Arabian gulf countries about the reality of applying the strategies of tourism marketing including (strategy of tourism productions, strategy of Prices of tourism products, strategy of promotion of tourism products, strategy of distribution of tourism products, strategy of tourism products employees, strategy of physical environment of service, and operations strategy to provide tourist services) at the tourism sites in Jordan due to demographic features such as gender, age, qualification, job sector, job position, monthly income, number of trips achieved outside Jordan aiming to do tourism?

4. SIGNIFICANCE OF THE STUDY

This study is considered important because it talks about real of tourism in Jordan from the perspective of Jordanian tourist who lives outside Jordan for different purposes. He forms the center of the political process and main decision maker in developing and improving tourism in accordance t needs of tourist and his basic desires. It also has an importance for decision makers and planners of tours in and marketing policies at the tourism ministry to be able to be able in the light of the results achieved to benefit from the results and recommendations made to enhance the strengths in marketing strategies in the field of tourism and address their vulnerabilities commensurate with the need and desires of the Jordanian tourist expatriate in the Arab Gulf states

5. OBJECTIVES OF THE STUDY

The study aims at identifying differences in the level of tourist's satisfaction due to demographic features searched at the study in order to benefit from its result in planning the policies of tourism marketing in Jordan and setting strategies confirm challenges and environmental different changes.

6. METHODOLOGY OF THE STUDY

6.1 Reliability*:* To verify from stability of the tool, (test- retest) was applied after two weeks on a group reached to (55) Jordanian emigrant tourists. Pearson correlation was calculated twice.

Reliability coefficient was calculated by internal consistency due to Cronbach Alpha equation. Table (1) shows Consistency coefficient and Cronbach Alpha equation for all fields, and tool as whole. This value was considered appropriate for the study because it is higher than (60%).

Field	**Test–Retest Reliability**	**Content Validity**
strategic tourism products	0.84	0.78
strategic tourism pricing	0.87	0.85
strategic tourism promotion	0.88	0.84
strategic tourism distribution	0.82	0.81
employees tourist strategy	0.85	0.85
physical evidence tourist strategy	0.84	0.83
process tourist strategy	0.86	0.80
Total degree	**0.87**	**0.95**

6.2 Study Method: descriptive analytical approach has applied to identify the differences in the level of Jordanian tourist's satisfaction emigrating in Arab gulf countries about the strategies of tourism marketing in Jordan due to demographic features.

6.3 Study Population: it is consisted of Jordanian tourists in Arab gulf countries who have visited different tourist sites in Jordan during study implementation. Knowing that population was restricted on Jordanians in province of Irbid.

6.4 Study Sample: snowball sample was used due to the difficulty of determination or restricting the amount of the population of the study and there was no list of original population. It is one of the studies that discover new individuals their tasks are guiding the researchers and supplying necessary information. The researchers have restricted the sample reaching (845) tourists. The questionnaires were distributed on

all the individuals. (779) of questionnaires were retrieval forming (92%). It is a high percentage in data analysis and scientific research in order to generalize the results (Sounders, et al., 2007:203).

6.5 Study Tool: The questionnaire was used as a tool for data collection empirically. In addition, fifth Likert Scale was taken in designing the study. The scales were ordered as very high (5), high (4), not sure (3), low (2), very low (1).

6.6 Data Collection: two types of data were used dividing into: secondary data and primary data to reach for objectives in which the study has sought for.

6.7 Statistical Analysis Methods: SPSS was applied in analyzing the data. Means, standard deviation, percentages, frequencies, One- way ANOVA and sample T-Test. But about the statistical norm that the researchers had used in classifying means as the following: 1-2.33 "low", 2.34-3.66 "medium", 3.67-5 "high".

8. LIMITATIONS OF THE STUDY

1. **Locative Limitations:** it includes emigrants Jordanian tourists who live in Irbid at Hasmite Kingdom of Jordan.
2. **Time Limitations**: it was applied in July and august 2014. It is the time when tourists come to Jordan because of:
    - Vacations and holidays of universities and schools.
    - Climate and summer atmosphere in Jordan.
    - Festivals and religious vacation.

9. OPERATIONAL DEFINITIONS OF THE STUDY

In accordance to what the study has embedded including terms and concepts, and to define and unify definitions, it should be taken into consideration clarifying these definitions and terms used by researchers in this study.

1. **Tourism Marketing Strategies**: conducting a comprehensive organized plan in which we can use mix of techniques and different tourism elements including (strategic tourism products, strategic tourism pricing, strategic tourism promotion, strategic tourism distribution, employees tourist strategy, physical evidence tourist strategy and process tourist strategy) in tourism sector and working to develop it and add new positive advantage complies needs and wishes of tourists. This increases the level of satisfaction, attention, maintain the duration of accommodation, repeat

their visits and protect them from traveling to other countries. This dimension will be measured due to tourism marketing elements :

- **Strategic Tourism Products:** features and descriptions in which tourism products differentiated by due to name of product, and services belonging to it, quality and clean, material organizing into tourism products in accordance to instructions and providing information .
- **Strategic Tourism Pricing:** value of products, services and facilities payed by tourist during his visiting to tourist locations and places in Jordan including tickets pricing, traveling, transportation, accommodation, food, drink, discounts and assurance.
- **Strategic Tourism Promotion:** communication methods used with a tourist to be attracted for tourist places, and increase their satisfaction and effect on their buying behaviors.
- **Strategic Tourism Distribution:** offering service and tourism products to tourist equally and accordance to quality standards in all entire places that he visits for achieving different benefits including (locational, timing and formal) benefits to be able to reach for hid needs and desires at any place that he usually visits without any suffering .
- **Employees Tourist Strategy:** it means all surrounded of tourist in the place he visits in which they found developing as local community, tourism performance, and restaurants' employees, employees of travelling companies and seller of tourism products. Also, for what they have from positive behaviors including dealing, uniform, skills and response .
- **Physical Evidence Tourist:** it means tangible things and gadgets increasing the level of comfortability and entertainment, offering all tools and facilities that doubling has level of satisfaction including (furniture, household, chairs, colors, decoration, atmosphere of place, offering all kinds of taxies, bus station, practicing sport and enjoyment games and type of music etc.).

2- Process Tourist Strategy: managerial and technical action applied for the tourist used modern techniques by different institutions and employees to ease all his procedures and transactions without delaying, late, and any complexion in policies. There should flexibility in instructions and regulations, respecting the program of the trip, accuracy in complying their needs, discretion, speed in booking and transit of luggage and travel bags .

3- Tourist Satisfaction: degree of tourist's satisfaction and feeling comfort ability about the strategies of tourism marketing used in the sector, and that in the result of Satisfy their needs and desires while visiting tourism places in Jordan. Level of satisfaction will be measured through particular tools of satisfaction and (negative and positive) accept also will be measured through answering on every paragraph of dependent variable elements embedded at the questionnaire .

4- Jordanian Emigrants Tourist: a citizen who beholds Jordanian nationality and resides outside the Jordanian border because of work. He usually visits Jordan during vacations, holidays, and different festivals and anniversaries for factors of comfort ability and enjoyment.

5- Arab Countries Gulf: countries located on Arab gulf and they are six countries including (UAE, Bahrain, KSA, Oman, Qatar, and Kuwait). They are Permanent members of the Gulf Cooperation Council (GCC) which was established in 1981 in Riyadh the capital of kingdom Saudi Arabia .

6- Jordan: it is named as Hashemite Kingdom of Jordan. It is an Arabian country followed parliamentary constitutional monarchy. It is situated in western south of Asia, in the center of Middle East, in the southern part of Levant, and northern part of Arabian Peninsula. It has mutual borders with Syria from north, Palestine form west, Iraq from east, and KSA from south.

7- Tourism: transformation process form the original accommodated place into another country seeking for achieving different objectives including (enjoyment, health, study, presence of meeting, conferences, sport, religious visiting, family trips, and other objectives).

10. LITERATURE REVIEW

10.1 The Concept of tourism and Marketing Strategy

There are many definitions of tourism, like other definitions or other concepts due to the orientations of intellectuals, scholars and those interested in this area in line with the nature of the study and the aspects and elements included in their studies.

Tourism was defined by Hollaway (1996) as the interim process of movement and residence in another place not less than 24 hours for recreational purposes, or health, or sports or school or religious.

The World Tourism Organization defined tourism as the term given to the recreation trips, and all related activities to satisfy the needs of the tourist (Ghoneim & Benita, 1999).

Hunziker and Kraft in 1942 which are also one of the first they defined it as the total relationships and natural phenomena that result from the establishment of the tourists so they are not a permanent residence and is not practicing any kind of work, whether permanent work or temporary work (Hollaway, 1996).

Mcintosh & Goeldner (1986) defined it as a set of relations and phenomena that appear as a result of the interaction between tourists and businesses, governments and bodies of the host in order to attract and host tourists and visitors.

From the researcher's point of view, it is considered that tourism is a temporary movement between the various tourist sites visited for the purpose of self-entertainment and change daily routine.

But according to the definition of Marketing Strategy, Cravens and Piercy (2003) has defined Marketing Strategy as "a process is developing a vision for markets, defining strategies for subjective marketing, determining objectives, implementing marketing strategies designed to meet the needs of value for consumer in every market".

Sharma (2004: 64) has defined Marketing Strategy as " a process of improving performance through using sub-strategies as strategy of developing services after sales, Strategy of Forecasting market, strategy of developing new market, Market share analysis or another strategy confirms the objective market.

Rachman (1988: 235) has defined Marketing Strategy as "the plan that define ways of customer care service due to quality, pricing, promotion and distribution for achieving satisfaction.

Pride & Ferrell (2006: 324) has defined Marketing Strategy as "an organized work plan aims at identifying, studying, analyzing objective market, and working on improving market mix meets the needs and the desires of customers at that market.

There is other definition for marketing strategies, but researchers think that definition of (Pride & Ferrell, 2006: 324) is the most definition confirm with objectives of the present study.

While, according to definition of the tourism marketing Al-Nsoor (2008) has defined tourism marketing as "it is a process trended toward to tourists for offering their needs through different distribution channels".

Baker (1995) clarified that tourism marketing definition connected with set of elements interacting with each other for achieving marketing objectives of the organization due to marketing perception.

Researchers who conducted this study have defined it as "an activity depends on approach method offering a comprehensive information system about different tourism locations in the country confirm needs and desires of tourist to effect on his perception and attraction toward to these locations".

10.2 PURPOSES OF TOURISM MARKETING

The tourism marketing creates a lot of purposes such as (Ahmad & Odeh, 2010):

1. Seeking for achieving and gaining satisfaction of tourist. In addition, offering the product approves their needs and desires.
2. Helping tourism organization and sector in achieving Profit returns in order to be able to offer their products and services for tourists perfectly.
3. Highlighting tourist sites clearly and visible and give it the appearance terms of reputation and fame to influence the process of attraction for tourists to it.

4. Supplying foreign currency for economy, activating the role of private sector, revitalizing movement of labor in different tourism areas and strengthen the county's relations with original home of the tourists.
5. Facing competitors in this field and owning capability to achieve marketing balance in the area of supply and demand in order to defeat competitors and distinguish the product (Maqableh & Serabi, 2001: 29)

10.3 THE IMPORTANCE OF THE TOURISM MARKETING

Tourism marketing achieves importance in different institutional social and individual levels and other different levels such as:

- It contributes to manage trends of tourists and purchasing behavior in the development of products and services.
- Increase competition opportunities among competitors, which will reflect positively on tourists.
- It contributes in planning and tourism development process (Hadeed, 2010).
- It develops elements of marketing mix (product, service, pricing, promotion, distribution, process, physical environment) because it is hard to run on competitive marketing process without developing and improving these elements to achieve successfulness and excellence.
- It helps in managing information accurately and specifically when tourism marketing has real and serious competition (Maqableh & Serabi, 2001: 32).
- It activates marketing movement in the areas of economy including (foreign currency, occupancy capacity of the hotels and tourist resorts, and stimulate purchasing movement in the restaurants, museums and various commercial markets) (Gilaniania, et al, 2015).

10.4 Importance of Tourists Satisfaction

There are several of benefits for tourist's satisfaction such as:

- Maintaining the level of their belonging and loyalty for tourism organization in which they deal with and visit.
- Giving a guide for organization about its avalliabilty to achieve competitive advantage.
- Tourism origination's capability to achieve reputation and fame.
- Tourism origination's capability to achieve financial returns.
- Giving the tourist organization and its staff more self-confidence (Hadeed, 2010).

- Maintaining market share (Sleima, 2012: 90).
- Highlighting the positive image of the organization on others.
- It is considered organization's assets as human resource in which it is an important source of the organization (Judah, 2008:81).

10.5 Previous studies

AL-Dmour & Aiesh (2005) conducted a study on the impact of service marketing mix elements of five hotels in Jordan on the image of tourists. The study aimed at identifying the impact of some demographic characteristics in the image perceived by tourists as (gender, age, qualification, career, income, nationality). Analytical and descriptive approach has been used. A questionnaire was designed for data collection from population of the study representing by Arabian tourists and foreigners accommodate in five stars hotels by applying random sample. The result of the study has shown that there is satisfaction with tourists about the level of service presented to him. There is a relation between element of mix marketing and image perceived by tourists .

But study of Khasawneh & Abu dalbooh (2014) on evaluating attracting determiners for the marketing services in the Jordanian tourism sector into the southern region: an empirical study from perspective of customers. The study was based on Jordan's tourism sector and the determinants of attraction that faces as the study society was Southern Region / Jordan. To Study the tourism sites and to analyze the obstacles that faced it and that from the standpoint of customers, the tourism sites in Jordan reached till (5) Petra, Aqaba and Wade Rum, karaka, Dana. And the sample took at a rate of thirty tourists for each site which means 150 customers. The study aimed to find out the determinants of attraction in the Jordanian tourism sector, and shows that Rising costs, Evolution of the laws and The strength of internal and regional competition, In addition to the lack of promotion budget and the low level of infrastructure for tourism services (Metadata infrastructure) all of these are the most multiple determinants that faces the Tourism sector. The study recommended to reduce the costs of buying tourism products and promote tourism families, And the development of laws to keep pace with developments in the tourist industry of Jordan and provide high-quality tourism products to overcome the difficulties of the internal and regional competition and to increase the allocations of promotion for the Jordanian tourist industry, at last the Rehabilitation of infrastructure for tourism in Jordan.

Ketabi (2012) conducted study on the Effect of the Marketing Mix of Services to Attract Customers, Banks (Case Study Tejarat Bank, Branches of Kermanshah Province. The purpose of this study Service marketing mix factors On bank customers (Case study: commercial banks, branches of Kermanshah province). The study population Customers include all banks are business Kermanshah Province that a society statistical formulas. Survey data using Gathered Data and raw data into meaningful And values for each variables unlimited Statistical sample of 300 people is estimated based on using data Questions it has been calculated Using SPSS software Considering both descriptive statistics and the statistics And inferential statistics were

processed and analyzed. For data analysis of two test T-TEST Correlation test was used. Results confirm the existence of the relationship between the Marketing mix of services to attract customers on the bank's business.

Arkiasamy (2012) conducted study on the effect of Marketing Mix and Customer Perception on Brand Loyalty. The Malaysian hypermarkets have steadily increased over the past decades with brand loyalty emerging as a frontrunner in the retail industry. There have been copious studies related to the effects of marketing mix towards brand equity instead of brand loyalty. It is the intention of the researcher to identify the effects of marketing mix on brand loyalty in the Malaysian hypermarkets sector. The researcher will adopt the study conducted by [37] in relation to its five independent variables (5 IVs) which are price, store image, advertising spending, distribution intensity and price promotion as examining the relationship between 5 IVs and Malaysian hypermarkets' brand loyalty. A total of 300 questionnaire surveys have been distributed to customers at 3 hypermarkets around Klang Valley in Malaysia. Lastly, the researcher uses a descriptive and explanatory study by means of descriptive and inferential analysis. In conclusion, price, store image, distribution intensity and price promotion are found to exert a significant positive influence towards Malaysian hypermarkets' brand loyalty.

Owomoyela (2013) conducted study on the investigating the impact of marketing mix elements on consumer loyalty: an empirical study on Nigerian Breweries PLC. This research paper investigates the effect of marketing mix elements on consumer loyalty with special reference to Nigerian breweries Plc. The survey research design method was used in this study which involves using a self-design questionnaire in collecting data from sixty (60) respondents, six managers and ten sales representatives of Nigerian breweries Plc, ten distributors and thirty four consumers from different joints in Ibadan were selected respectively. The instrument used in this study is a close-ended questionnaire that was designed by the researchers. Correlation coefficient and multiple regression analysis were used to analyze the data with the aid of statistical package for social sciences (SPSS) version 20. The result showed that marketing mix elements have significant effect on consumer loyalty. Subsequently, recommendations were made to the management of Nigerian breweries that they should continue produce superior products; charge competitive prices, position appropriately, promote widely, and provide other distinctive functional benefits to consumers.

Nezami (2013) conducted study on the reviewing the Impact of Marketing Mix on Brand Equity (Case Study: ETKA Stores. This study was conducted with the aim of reviewing the impact of marketing mix on brand equity in customer's viewpoint of Etka stores. Marketing mix in this research included price, store image, distribution intensity, advertising and sales promotion which influenced brand equity by impact on dimensions of brand equity, i.e. perceived quality, brand loyalty, awareness, and brand associations. Statistical populations of this research were 169 customers of Etka stores in Tehran city, data were collected using a questionnaire, and hypotheses were tested using Pearson correlation test. The finding

showed that four marketing mix, i.e. catalog image, distribution intensity, advertising and sales promotion among five marketing mix only the price had a significant impact on brand loyalty.

Gilanina, et al., (2013) conducted study on the investigating Effect of Marketing Mix on the Willingness of Students to participate in Private Class. The Purpose of this study is to investigate relationship between marketing mix and willingness of students to participate in a private class of mathematics. Research method is descriptive. Selected statistical population includes female high school students and pre university students in Talesh (Iran) city, that 201 students were selected through random sampling method. A questionnaire was used to collect data. In order to analyze the data was used chi-square test. According to obtained results observed that all components of the marketing mix (price, place, product and promotion) have relationship with willingness of students to participate in private classes of mathematics.

The researchers can say after reviewing several studies that the percent study characterized form other previous studies in different things such as:

- This study is characterized by its subject and topic. It deals with tourism sector due to the process of research and investigation. It is the first in which it discusses the elements of marketing mix in tourism activities considering one of the most important vital sectors for any country and modern time.
- It focuses on marketing mix elements including (product, price, promotion, employees, physical environment, and operations). They are the core tourism marketing strategy. So it can be described as comprehensive, generalized in service sectors in general and tourism sector in particular.
- This study is considered a unique at the Arab environmental scientific research. So the results that will be reached will obtain a value added to the Arabian libraries.

11. STATISTICAL ANALYSIS

11.1 Describing features of study sample

Frequencies and percentages were extracted, the results relating sample individuals were summarized as shown below in table (2):

- **Gender:** Table (2) shows that males (461) were more than females (318). The percentage of males (59.2%) whereas females (40.8%).
- **Age:** Table (2) shows that age category (40-49) years come in first level, frequencies (198) and percentage (25.4%). Second level, age category (less than 20) years (169) (21.7%). Third, (30-39) (143) (18.4%). fourth, (40-49) (143) (18.4%). In the final level, age category (more than 50 years) (82) (10.5%).

- **Qualification:** Table (2) shows that majority of ample individuals are belonged to category of (Bachelor), frequencies (294) and percentage (37.7%). Second (secondary) (30.0%) (234). Third, (16.4) (higher studies) (128). In the final level.
- **Job sector:** Table (2) shows that majority of this sample's individuals are tourists working in Arab Gulf countries at public sector, frequencies (350) and percentage (44.9%). Whereas the number of employees of private sector (304) (39.0%). In addition the category of tourist who "don't work" (125) percentage (16.0%).
- **Job position:** Table (2) shows that majority of sample individuals are from category of (an employee), reached (569) and percentage (73.0%). Second, two categories of (manager) and (housekeeper) (85) (10.9%). Final, category of (without work) (40) (5.1%). This indicates that the most tourists are working in ordinary jobs.
- **Monthly income:** Table (2) shows that month income category (less than 2000 JO.D) was first, frequency (255), percentage (32.7%). Whereas (2001-29990 was second (192) (24.6). third (without income) (123) (15.8%). Fourth (3000-3999) (107) (13.7%). Final, (more than 40009 9102) and percentage (13.1%).
- **Number of trips aiming to make tourism:** Table (2) shows that number of trips category (1-4) has taken the first level where frequencies reached to (516) and percentage (66.2%). Second, (5-9) (203) (26.1). Final, (more than 10) (60) (7.7%).

Table (2) Frequencies and percentage due to study variable

Characteristic	Category	Frequency	Percentage
Gender	Male	461	59.2
	Female	318	40.8
Age	Less than 20 years	187	24.0
	21-29	169	21.7
	30-39	143	18.4
	40-49	198	25.4
	More than 50 years	82	10.5
Qualification	Secondary stage	234	30.0
	Diploma	123	15.8

	Bachelor	294	37.7
	Higher studies	128	16.4
Job sector	Public	350	44.9
	Private	304	39.0
	I don't work	125	16.0
Job position	An employee	569	73.0
	Manager	85	10.9
	House keeper	85	10.9
	No work	40	5.1
Monthly income	Less than 2000	255	32.7
	2001-2999	192	24.6
	3000-3999	107	13.7
	More than 4000	102	13.1
	No income	123	15.8
Number of trips	1-4	516	66.2
	5-9	203	26.1
	More than 10	60	7.7
	Total	779	100.0

Question one: is there any difference in the level of Jordanian tourist's satisfaction on the reality of applying tourism marketing due to demographic features (gender, age, qualification, job sector, job position, monthly income and number of trips)?

To answer on the question, means and standard deviation the level of Jordanian tourist's satisfaction on the reality of applying tourism marketing due to demographic features (gender, age, qualification, job sector,

job position, monthly income and number of trips) were extracted. In addition to identify statistical differences among means, "T" of gender and Enova were applied. Table (3) shows:

First: Gender

Table (3): means, standard deviation and "T" for the effect of gender on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	gender	No.	Mean	Std. deviation	"T"	Free degree	Statistical significant
strategic tourism products	Male	461	3.36	.674	1.053	777	.292
	Female	318	3.30	.787			
Strategic tourism pricing	Male	461	2.77	.857	-1.156	777	.248
	Female	318	2.84	.843			
Strategic tourism promotion	Male	461	2.60	.833	-1.030	777	.304
	Female	318	2.67	.833			
Strategic tourism distribution	Male	461	3.03	.786	.278	777	.781
	Female	318	3.02	.790			
Employees working in tourism product strategy	Male	461	3.07	.806	-.125	777	.900
	Female	318	3.07	.841			
physical evidence tourist strategy	Male	461	3.01	.834	-.245	777	.806
	Female	318	3.03	.813			
process tourist strategy	Male	461	3.11	.717	1.635	777	.102
	Female	318	3.03	.756			
Total	**Male**	**461**	**3.08**	**.558**	**.440**	**777**	**.660**
	Female	**318**	**3.06**	**.618**	.787		

Table (3) shows that there are no statistical significant at (α= 0.05) due to the gender in all sub- levels and total degree. This means that there is type of satisfaction in applying strategies of tourism marketing. This supports the hypothesis saying "there are no statically significant about the level of Jordanian tourist in Arab gulf about stagey of tourism marketing due to gender".

Second: Age

Table (4) means, standard deviation and "T" for the effect of age on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Categories	No.	Mean	Std. deviation
Strategic tourism products	less than 20 years	187	3.62	.501
	21-29	169	3.40	.803
	30-39	143	3.34	.825
	40-49	198	3.09	.634
	More than 50	82	3.10	.728
	Total	**779**	**3.33**	**.722**
Strategic tourism pricing	less than 20 years	187	2.88	.645
	21-29	169	2.82	.884
	30-39	143	2.74	.863
	40-49	198	2.75	.828
	More than 50	82	2.82	1.177
	Total	**779**	**2.80**	**.851**
Strategic tourism promotion	less than 20 years	187	2.76	.820
	21-29	169	2.71	.826
	30-39	143	2.75	.876
	40-49	198	2.51	.695
	More than 50	82	2.27	.974
	Total	**779**	**2.63**	**.833**
Strategic tourism distribution	less than 20 years	187	3.32	.619
	21-29	169	3.02	.809
	30-39	143	3.19	.829
	40-49	198	2.80	.701
	More than 50	82	2.65	.892
	Total	**779**	**3.03**	**.787**
Employees working in tourism product strategy	less than 20 years	187	3.28	.760
	21-29	169	3.08	.870
	30-39	143	3.27	.834
	40-49	198	2.82	.714
	More than 50	82	2.82	.845
	Total	**779**	**3.07**	**.820**
physical evidence tourist strategy	less than 20 years	187	3.29	.672
	21-29	169	3.13	.722
	30-39	143	3.06	.959
	40-49	198	2.78	.787

	More than 50	82	2.68	.917
	Total	**779**	**3.02**	**.825**
Strategic level on offering tourism services	less than 20 years	187	3.28	.582
	21-29	169	3.10	.754
	30-39	143	3.28	.768
	40-49	198	2.87	.646
	More than 50	82	2.73	.875
	Total	**779**	**3.08**	**.734**
Total	less than 20 years	187	3.25	.431
	21-29	169	3.12	.579
	30-39	143	3.17	.657
	40-49	198	2.89	.493
	More than 50	82	2.81	.735
	Total	**779**	**3.07**	**.583**

Table (4) shows that there is difference in means and standard deviation for level of Jordanian tourist in Arab gulf about stagey of tourism marketing due to age. To show the statistical differences among means, ANOVA was applied. Table (5) shows that.

Table (5) ANOVA for the effect of age on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Source	Sum of square	D.F	Mean square	F	Statistical significant
Satisfaction level on strategic tourism product	Among groups Inside groups Total	32.102 373.802 405.904	4 774 778	8.026 .483	16.618	0.000
Satisfaction level on strategic tourism pricing	Among groups Inside groups Total	2.265 561.715 563.980	4 774 778	0.566 0.726	0.780	0.538
Satisfaction level on strategic tourism promotion	Among groups Inside groups Total	19.446 520.437 539.883	4 774 778	4.862 0.672	7.230	0.000
Satisfaction level on strategic tourism distribution	Among groups Inside groups	42.113 440.248	4 774	10.528 0.569	18.510	0.000

	Total	482.361	778			
Satisfaction level on employees working on tourism product	Among groups Inside groups Total	31.141 491.872 523.013	4 774 778	7.785 0.635	12.251	0.000
Satisfaction level on physical environment for tourism service or product	Among groups Inside groups Total	37.388 492.416 529.804	4 774 778	9.347 0.636	14.692	0.000
Strategy of offering tourism services	Among groups Inside groups Total	32.705 386.596 419.301	4 774 778	8.176 0.499	16.370	0.000
Total	Among groups Inside groups Total	20.442 243.761 264.203	4 774 778	5.110 0.315	16.227	0.000

Table (5) shows that there are statistical significant at (α=0.05) due to age years in all sub-levels and total degree except the level of satisfaction on strategy of tourism products pricing.

Three: qualification

Table (6) means and standard deviation for the effect of qualification on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Categories	No.	Mean	Std. deviation
Satisfaction level on strategic tourism product	Secondary	3.56	3.56	.586
	Diploma	3.51	3.51	.702
	Bachelor	3.20	3.20	.755
	High studies	3.05	3.05	.730
	Total	3.33	3.33	.722
Satisfaction level on strategic tourism pricing	Secondary	2.95	2.95	.758
	Diploma	2.93	2.93	.818
	Bachelor	2.74	2.74	.874
	High studies	2.55	2.55	.925
	Total	2.80	2.80	.851
Satisfaction level on strategic tourism promotion	Secondary	2.71	2.71	.870

	Diploma	2.99	2.99	.702
	Bachelor	2.55	2.55	.833
	High studies	2.33	2.33	.736
	Total	2.63	2.63	.833
Satisfaction level on strategic tourism distribution	Secondary	3.25	3.25	.682
	Diploma	3.18	3.18	.727
	Bachelor	2.96	2.96	.815
	High studies	2.64	2.64	.788
	Total	3.03	3.03	.787
Satisfaction level on employees working on tourism product	Secondary	3.20	3.20	.801
	Diploma	3.26	3.26	.710
	Bachelor	3.04	3.04	.842
	High studies	2.71	2.71	.792
	Total	3.07	3.07	.820
Satisfaction level on physical environment for tourism service or product	Secondary	3.27	3.27	.791
	Diploma	3.11	3.11	.669
	Bachelor	2.94	2.94	.857
	High studies	2.65	2.65	.790
	Total	3.02	3.02	.825
Strategy of offering tourism services	Secondary	3.23	3.23	.699
	Diploma	3.17	3.17	.684
	Bachelor	3.02	3.02	.772
	High studies	2.84	2.84	.679
	Total	3.08	3.08	.734
Total	**Secondary**	**3.23**	**3.23**	**.505**
	Diploma	**3.23**	**3.23**	**.514**
	Bachelor	**3.00**	**3.00**	**.613**
	High studies	**2.78**	**2.78**	**.573**
	Total	**3.07**	**3.07**	**.583**

Table (6) shows that a difference in means and standard deviations for the effect of qualification on tourists' satisfaction on the reality of applying tourism marketing. Knowing the statically significant needs to use ANOVA as shown in table (7).

Table (7) ANOVA for the effect of qualification on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Source	Sum of square	D.F	Mean square	F	Statistical significant
Satisfaction level on strategic tourism product	Among groups Inside groups Total	31.281 374.62 405.90	3 775 778	10.427 .483	21.571	0.000
Satisfaction level on strategic tourism pricing	Among groups Inside groups Total	16.157 547.82 563.98	3 775 778	5.386 .707	7.619	0.000
Satisfaction level on strategic tourism promotion	Among groups Inside groups Total	30.851 509.03 539.88	3 775 778	10.284 .657	15.657	0.000
Satisfaction level on strategic tourism distribution	Among groups Inside groups Total	35.846 446.515 482.361	3 775 778	11.949 .576	20.739	0.000
Satisfaction level on employees working on tourism product	Among groups Inside groups Total	24.980 498.033 523.013	3 775 778	8.327 .643	12.957	0.000
Satisfaction level on physical environment for tourism service or product	Among groups Inside groups Total	34.992 494.812 529.804	3 775 778	11.664 .638	18.269	0.000
Strategy of offering tourism services	Among groups Inside groups Total	15.103 404.198 419.301	3 775 778	5.034 .522	9.653	0.000
Total	**Among groups** **Inside groups** **Total**	**20.679** **243.524** **264.203**	**3** **775** **778**	**6.893** **.314**	**21.937**	**0.000**

Table (7) shows that there are statistical significant at (α=0.05) due to qualification in all sub-levels and total degree. This means that category of "secondary" is the most affected except stratification level of tourism products pricing strategy was for "diploma".

Fourth: job sector

Table (8) means and standard deviation for the effect of job sector on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Categories	No.	Mean	Std. deviation
Satisfaction level on strategic tourism product	Public sector	350	.787	3.17
	Private sector	304	.600	3.42
	Don't work	125	.707	3.58
	Total	**779**	**.722**	**3.33**
Satisfaction level on strategic tourism pricing	Public sector	350	.885	2.67
	Private sector	304	.794	2.88
	Don't work	125	.841	2.98
	Total	**779**	**.851**	**2.80**
Satisfaction level on strategic tourism promotion	Public sector	350	.795	2.58
	Private sector	304	.834	2.67
	Don't work	125	.929	2.69
	Total	**779**	**.833**	**2.63**
Satisfaction level on strategic tourism distribution	Public sector	350	.838	2.87
	Private sector	304	.717	3.11
	Don't work	125	.712	3.28
	Total	**779**	**.787**	**3.03**
Satisfaction level on employees working on tourism product	Public sector	350	.849	2.95
	Private sector	304	.751	3.06
	Don't work	125	.803	3.42
	Total	**779**	**.820**	**3.07**
Satisfaction level on physical environment for tourism service or product	Public sector	350	.881	2.87
	Private sector	304	.709	3.03
	Don't work	125	.806	3.40
	Total	**779**	**.825**	**3.02**
Strategy of offering tourism services	Public sector	350	.788	2.97
	Private sector	304	.623	3.12
	Don't work	125	.784	3.26
	Total	**779**	**.734**	**3.08**
Total	**Public sector**	**350**	**.635**	**2.94**
	Private sector	**304**	**.486**	**3.12**
	Don't work	**125**	**.562**	**3.29**
	Total	**779**	**.583**	**3.07**

Table (8) shows a difference means and standard deviation for the effect of job sector on tourists' satisfaction on the reality of applying tourism marketing. Knowing statistical significant needs to use ANOVA as shown in table (9).

Table (9) ANOVA for the effect of job sector on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Source	Sum of square	D.F	Mean square	F	Statistical significant
Satisfaction level on strategic tourism product	Among groups Inside groups Total	18.525 387.379 405.904	2 776 778	9.262 .499	18.554	0.000
Satisfaction level on strategic tourism pricing	Among groups Inside groups Total	11.894 552.086 563.980	2 776 778	5.947 .711	8.359	0.000
Satisfaction level on strategic tourism promotion	Among groups Inside groups Total	1.828 538.055 539.883	2 776 778	.914 .693	1.318	0.000
Satisfaction level on strategic tourism distribution	Among groups Inside groups Total	18.823 463.538 482.361	2 776 778	9.412 .597	15.756	0.000
Satisfaction level on employees working on tourism product	Among groups Inside groups Total	20.526 502.487 523.013	2 776 778	10.263 .648	15.850	0.000
Satisfaction level on physical environment for tourism service or product	Among groups Inside groups Total	25.877 503.926 529.804	2 776 778	12.939 .649	19.924	0.000
Strategy of offering tourism services	Among groups Inside groups Total	8.639 410.662 419.301	2 776 778	4.319 .529	8.162	0.000
Total	Among groups Inside groups Total	12.847 251.356 264.203	2 776 778	6.423 .324	19.830	0.000

Table (9) shows that there are statistical significant at (α=0.05) due to job sector in all sub-levels and total except satisfaction level on tourism products. This means the hypothesis is refused saying: "there are no statically significant about the effect of job sector on tourists' satisfaction on the reality of applying tourism marketing".

Fifth: job position

Table (10) means and standard deviation for the effect of job position on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Categories	No.	Mean	Std. deviation
Satisfaction level on strategic tourism product	An employee	569	.707	3.31
	Manager	85	.760	3.13
	Housekeeper	85	.696	3.62
	Total	**40**	**.730**	**3.48**
Satisfaction level on strategic tourism pricing	An employee	**779**	**.722**	**3.33**
	Manager	569	.820	2.75
	Housekeeper	85	1.022	2.91
	Total	**85**	**.858**	**3.13**
Satisfaction level on strategic tourism promotion	An employee	40	.705	2.64
	Manager	**779**	**.851**	**2.80**
	Housekeeper	569	.807	2.60
	Total	**85**	**.849**	**2.77**
Satisfaction level on strategic tourism distribution	An employee	85	.936	2.84
	Manager	40	.826	2.35
	Housekeeper	**779**	**.833**	**2.63**
	Total	**569**	**.778**	**3.00**
Satisfaction level on employees working on tourism product	An employee	85	.870	2.81
	Manager	85	.655	3.50
	Housekeeper	40	.613	2.83
	Total	**779**	**.787**	**3.03**
Satisfaction level on physical environment for tourism service or product	An employee	569	.798	3.02
	Manager	85	.852	2.89
	Housekeeper	85	.784	3.48
	Total	**40**	**.840**	**3.30**
Strategy of offering tourism services	An employee	**779**	**.820**	**3.07**
	Manager	569	.809	2.96
	Housekeeper	85	.810	2.84
	Total	**85**	**.697**	**3.53**

Total	**An employee**	**40**	**.949**	**3.12**
	Manager	**779**	**.825**	**3.02**
	Housekeeper	**569**	**.706**	**3.07**
	Total	**85**	**.793**	**2.89**

Table (10) shows a difference means and standard deviation for the effect of job position on tourists' satisfaction on the reality of applying tourism marketing. Knowing statistical significant needs to use ANOVA as shown in table (11).

Table (11) ANOVA for the effect of job position on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	**Source**	**Sum of square**	**D.F**	**Mean square**	**F**	**Statistical significant**
Satisfaction level on strategic tourism product	Among groups Inside groups Total	11.827 394.077 405.904	3 775 778	3.942 .508	7.753	0.000
Satisfaction level on strategic tourism pricing	Among groups Inside groups Total	13.001 550.979 563.980	3 775 778	4.334 .711	6.096	0.000
Satisfaction level on strategic tourism promotion	Among groups Inside groups Total	9.297 530.586 539.883	3 775 778	3.099 .685	4.527	0.000
Satisfaction level on strategic tourism distribution	Among groups Inside groups Total	24.720 457.641 482.361	3 775 778	8.240 .591	13.954	0.000
Satisfaction level on employees working on tourism product	Among groups Inside groups Total	20.908 502.106 523.013	3 775 778	6.969 .648	10.757	0.000
Satisfaction level on physical environment for tourism service or product	Among groups Inside groups Total	27.109 502.694 529.804	3 775 778	9.036 .649	13.931	0.000
Strategy of offering tourism services	Among groups Inside groups Total	11.484 407.817 419.301	3 775 778	3.828 .526	7.275	0.000
Total	Among groups	10.683	3	3.561	10.886	0.000

	Inside groups	253.520	775	.327		
	Total	264.203	778			

Table (11) shows that there are statistical significant at (α=0.05) due to job position in all sub-levels and total except satisfaction level on tourism products. This means the hypothesis is refused saying: "there are no statically significant about the effect of job position on tourists' satisfaction on the reality of applying tourism marketing".

Sixth: Monthly Income

Table (12) means and standard deviation for the effect of Monthly Income on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Categories	No.	Mean	Std. deviation
Satisfaction level on strategic tourism product	Less than 2000	255	.664	3.35
	2001-2999	192	.704	3.48
	3000-3999	107	.696	3.18
	More than 4000	102	.729	3.12
	No Income	123	.821	3.40
	Total	**779**	**.722**	**3.33**
Satisfaction level on strategic tourism pricing	Less than 2000	255	.710	2.73
	2001-2999	192	.889	2.94
	3000-3999	107	.815	2.59
	More than 4000	102	1.008	2.83
	No Income	123	.910	2.90
	Total	**779**	**.851**	**2.80**
Satisfaction level on strategic tourism promotion	Less than 2000	255	.767	2.64
	2001-2999	192	.807	2.81
	3000-3999	107	.935	2.30
	More than 4000	102	.781	2.58
	No Income	123	.877	2.65
	Total	**779**	**.833**	**2.63**
Satisfaction level on strategic tourism distribution	Less than 2000	255	.653	3.04
	2001-2999	192	.894	3.11
	3000-3999	107	.833	2.93

	More than 4000	102	.804	2.78
	No Income	123	.765	3.17
	Total	**779**	**.787**	**3.03**
Satisfaction level on employees working on tourism product	Less than 2000	255	.746	3.02
	2001-2999	192	.863	3.15
	3000-3999	107	.785	3.01
	More than 4000	102	.836	2.77
	No Income	123	.827	3.34
	Total	**779**	**.820**	**3.07**
Satisfaction level on physical environment for tourism service or product	Less than 2000	255	.724	3.07
	2001-2999	192	.795	3.11
	3000-3999	107	.930	2.76
	More than 4000	102	.835	2.82
	No Income	123	.894	3.17
	Total	**779**	**.825**	**3.02**
Strategy of offering tourism services	Less than 2000	255	.699	3.10
	2001-2999	192	.704	3.14
	3000-3999	107	.757	2.95
	More than 4000	102	.787	2.90
	No Income	123	.760	3.18
	Total	**779**	**.734**	**3.08**
Total	Less than 2000	255	.468	3.07
	2001-2999	192	.605	3.18
	3000-3999	107	.599	2.92
	More than 4000	102	.643	2.90
	No Income	123	.640	3.18
	Total	**779**	**.583**	**3.07**

Table (12) shows a difference means and standard deviation for the effect of monthly Income on tourists' satisfaction on the reality of applying tourism marketing. Knowing statistical significant needs to use ANOVA as shown in table (13).

Table (13) ANOVA for the effect of monthly income on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	**Source**	**Sum of**	**D.F**	**Mean**	**F**	**Statistical**

		square		square		significant
Satisfaction level on strategic tourism product	Among groups Inside groups Total	11.885 394.019 405.904	4 774 778	2.971 .509	5.837	0.000
Satisfaction level on strategic tourism pricing	Among groups Inside groups Total	11.210 552.770 563.980	4 774 778	2.803 .714	3.924	0.004
Satisfaction level on strategic tourism promotion	Among groups Inside groups Total	17.786 522.097 539.883	4 774 778	4.447 .675	6.592	0.000
Satisfaction level on strategic tourism distribution	Among groups Inside groups Total	10.981 471.380 482.361	4 774 778	2.745 .609	4.508	0.001
Satisfaction level on employees working on tourism product	Among groups Inside groups Total	20.300 502.713 523.013	4 774 778	5.075 .650	7.814	0.000
Satisfaction level on physical environment for tourism service or product	Among groups Inside groups Total	16.536 513.268 529.804	4 774 778	4.134 .663	6.234	0.000
Strategy of offering tourism services	Among groups Inside groups Total	7.067 412.234 419.301	4 774 778	1.767 .533	3.317	0.000
Total	Among groups Inside groups Total	8.879 255.324 264.203	4 774 778	2.220 .330	6.729	0.000

Table (13) shows that there are statistical significant at (α=0.05) due to job position in all sub-levels and total except satisfaction level on tourism products. This means the hypothesis is refused saying: "there are no statically significant about the effect of monthly Income on tourists' satisfaction on the reality of applying tourism marketing".

Seventh: Number of trips

Table (14) means and standard deviation for the effect of number of trips on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	Category	No.	Mean	Std.

				deviation
Satisfaction level on strategic tourism product	1-4	516	3.40	.706
	5-9	203	3.22	.729
	More than 10	60	3.14	.768
	Total	**779**	**3.33**	**.722**
Satisfaction level on strategic tourism pricing	1-4	516	2.80	.814
	5-9	203	2.76	.890
	More than 10	60	2.92	1.021
	Total	**779**	**2.80**	**.851**
Satisfaction level on strategic tourism promotion	1-4	516	2.69	.822
	5-9	203	2.52	.887
	More than 10	60	2.49	.679
	Total	**779**	**2.63**	**.833**
Satisfaction level on strategic tourism distribution	1-4	516	3.13	.758
	5-9	203	2.91	.830
	More than 10	60	2.55	.662
	Total	**779**	**3.03**	**.787**
Satisfaction level on employees working on tourism product	1-4	516	3.14	.817
	5-9	203	2.96	.805
	More than 10	60	2.80	.813
	Total	**779**	**3.07**	**.820**
Satisfaction level on physical environment for tourism service or product	1-4	516	3.07	.797
	5-9	203	2.97	.848
	More than 10	60	2.75	.933
	Total	**779**	**3.02**	**.825**
Strategy of offering tourism services	1-4	516	3.16	.696
	5-9	203	3.00	.766
	More than 10	60	2.62	.759
	Total	**779**	**3.08**	**.734**

Total	1-4	516	3.13	.562
	5-9	203	2.99	.592
	More than 10	60	2.85	.648
	Total	**779**	**3.07**	**.583**

Table (14) shows a difference means and standard deviation for the effect of monthly Income on tourists' satisfaction on the reality of applying tourism marketing. Knowing statistical significant needs to use ANOVA as shown in table (15).

Table (15) ANOVA for the effect of number of trips on tourists' satisfaction on the reality of applying tourism marketing

Paragraph	**Source**	**Sum of square**	**D.F**	**Mean square**	**F**	**Statistical significant**
Satisfaction level on strategic tourism product	Among groups Inside groups Total	6.925 398.979 405.904	2 776 778	3.463 .514	6.735	0.001
Satisfaction level on strategic tourism pricing	Among groups Inside groups Total	1.221 562.759 563.980	2 776 778	.610 .725	.842	0.431
Satisfaction level on strategic tourism promotion	Among groups Inside groups Total	5.739 534.144 539.883	2 776 778	2.870 .688	4.169	0.016
Satisfaction level on strategic tourism distribution	Among groups Inside groups Total	21.216 461.146 482.361	2 776 778	10.608 .594	17.851	0.000
Satisfaction level on employees working on tourism product	Among groups Inside groups Total	9.380 513.633 523.013	2 776 778	4.690 .662	7.086	0.001
Satisfaction level on physical environment for tourism service or product	Among groups Inside groups Total	6.478 523.325 529.804	2 776 778	3.239 .674	4.803	0.008
Strategy of offering tourism services	Among groups Inside groups Total	17.470 401.831 419.301	2 776 778	8.735 .518	16.869	0.000
Total	Among groups	5.853	2	2.926	8.790	0.000

	Inside groups	258.350	776	.333		
	Total	264.203	778			

Table (15) shows that there are statistical significant at (α=0.05) due to number of trips in all sub-levels and total except satisfaction level on tourism products. This means the hypothesis is refused saying: "there are no statically significant about the effect of monthly Income on tourists' satisfaction on the reality of applying tourism marketing."

12. CONCLUSION

The study concluded the following:

- There are no statistical significant due to gender, this means that there is confirmation between males and females according to stratification level on applying tourism marketing strategies. So, all strategies were considered important weather for males or females.
- There are statistical significant due to age in all sub-levels and total except satisfaction level on strategic pricing of tourism products. So, there are statistical significant related to the level of Jordanian tourists satisfaction who work in Arab gulf countries on applying the strategies of tourism marketing due to age for "less than 20" which means the younger tourist less the highest level of satisfaction.
- Due to qualification of sample's individuals, the results of the study have shown that there are statistical significant in all sub-levels and total which means whenever qualification for the tourist less the highest level of satisfaction for tourism marketing strategies. The researchers attribute that whenever qualification for the tourist less, you will not obtain high salary or wage, which makes them accept the lowest level in tourism services, which accepts people with higher qualifications.
- Due to job sector of sample's individuals, the results have shown that there are statistical significant in all sub-levels and total which means So, there are statistical significant related to the level of Jordanian tourists satisfaction who work in Arab gulf countries on applying the strategies of tourism marketing due to job sector in particular fir "I don't work". This means that whenever the tourist without work whenever the highest level of satisfaction for tourism marketing strategies.
- Due to job position of sample's individuals, the results have shown that there are statistical significant in all sub-levels and total which means So, there are statistical significant related to the level of Jordanian tourists satisfaction who work in Arab gulf countries on applying the strategies of tourism marketing due to job position in particular "housekeeper" position. This means that whenever it was "housewife" whenever the highest satisfaction level for tourism marketing strategies.

- Due to monthly income of sample's individuals, the results of the study have shown that there are statistical significant in all sub-levels and total.
- Due to number of trips of sample's individuals, the results have shown that there are statistical significant in in all sub-levels and total which means So, there are statistical significant related to the level of Jordanian tourists satisfaction who work in Arab gulf countries on applying the strategies of tourism marketing due to job position in particular "housekeeper" position. This means that whenever it was “housewife” whenever the highest satisfaction level for tourism marketing strategies.

13. RECOMMENDATIONS

Upon the obtained results, the study recommends the following:

1. Need to work on the deployment of strategic culture for tourism marketing and adopted by all business organizations in general, and organizations working in the tourism sector in particular due to its positive role in supporting individual, institutional and mass performance.
2. The need for diversity in the provision of tourism products and services in various tourist sites due to diversity of demographic features as age, gender, cultural level, qualification and job position.
3. Exploiting periods holidays, vacations and holidays and conducting various events and activities to attract tourist expatriate Jordanians who are working in Arabian Gulf Countries to direct their tourism destination toward to Jordan instead of other countries.
4. Activating and adopting the strategy of tourism promotion in general, and in Arabian Gulf Countries (AGC) in particular through media press and crossings (airports and borders).
5. Working on the redistribution of different services in tourist sites, conducting special deals as pricing and providing privileges enable the visitor and tourist to achieve advantage such as (hotel service, accommodation, restaurants, malls (trade centers) and antiques.

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