IMPLEMENTING ONLINE COMMUNITY WEBSITE ON JORDAN TOURISM INDUSTRY

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UNIVERSITY UTARA MALAYSIA
2010
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IMPLEMENTING ONLINE COMMUNITY WEBSITE ON JORDAN TOURISM INDUSTRY

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By
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I would like to start with the words that any job will not be complete without, so I will say: "By the Name of Allah, the Beneficent, the Most Merciful". All the thanks to Allah that pave the way for me to obtain my master degree.

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I must acknowledge the immeasurable contributions of my friends and colleagues who have shown great love and care during my study.
DEDICATION

To my father pure soul, my mother and my brothers, and sisters.
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Abstract

The Web 2.0 is bringing great and rapid changes to the web application. Among all the websites based on Web 2.0, tourism websites are making a difference. The travel experience, photos and video are all resources to be shared in the tourism websites based on Web 2.0. Jordan, a country heavily depends on tourism industry, is in a lack of tourism website based on Web 2.0. Cultural heritage is playing a big role in the tourism in Jordan, so it is very important to use the Web 2.0 to transfer its intangible value into tangible evidence such as written documents or photos. In this study, the researcher aims to develop a tourism website about Jordanian sites based on Web 2.0 to solve this problem. This research will be done following the Spiral research methodology; it is expected to boost the tourism industry in Jordan.
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CHAPTER ONE

INTRODUCTION

1.1 Background

Tourism is defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host communities, host governments, and surrounding environments that are involved in the attracting and hosting of visitors (Geldner & Ritchie, 2008). Tourism is an industry in which people visiting a particular place for sightseeing, visiting relatives and friends, taking a vacation, making a business or just having a good holiday.

The tourists spend their time on talking, sightseeing, touring, taking rides, singing, sunbathing or just enjoying the environment (Geldner & Ritchie, 2008). The statistic data shows that there is $1.44 billion of revenue from tourism industry in 2005 (Fas, 2006), which is 9% of the Gross Domestic Product (GDP) in 2005. Meanwhile, tourism is also the largest source of foreign exchange and the second largest private sector employer (Fas, 2006). Therefore, tourism accounts for a large part of its economy. There are a wide variety of tourist destinations in Jordan, including ancient sites, religious tourist sites, and seaside sites and so on (Amadasi & Schneider, 2002).
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References


Bibliography


