THE ROLES AND IMPORTANCE OF PROMOTION TOOLS AND DESTINATION ATTRIBUTES OF MICE TOURISM ON JORDAN’S DESTINATION IMAGE FORMATION

By

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in Fulfillment of the Requirement for the Degree of Doctor of Philosophy
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ABSTRAK


Kata kunci: pelancongan MICE, ciri-ciri destinasi, imej destinasi, promosi pelancongan, Jordan
ABSTRACT

The image of the destination has a significant role on tourists’ travel decision and selection of the destination to visit. Various approaches and strategies have been utilised by most of the countries to develop their destination image. However, in the context of Jordan less emphasis was given to develop a touristic image. Thus, strategies used in forming a destination image were vague and less effective. The objectives of this study are to investigate the roles of promotion tools and Meetings, Incentive travel, Conferences, and Exhibitions (MICE) destination attributes on touristic image formation and to identify the perceptions of MICE participants on the importance of promotion tools, MICE destination attributes, and destination image. A quantitative approach was employed in this study and several hypotheses were formulated based on the existing literature, push-pull theory, and models of destination image formation. A structured questionnaire was administered to 857 respondents who were selected through cluster random sampling technique. Data were collected from participants of MICE tourism in the cities of Amman and the Dead Sea. The findings of the study revealed that there were significant differences in respondents’ perceptions on the importance of MICE destination attributes, promotion tools, and destination image. Regression analyses indicated that MICE destination attributes and the roles of promotion tools positively influence destination image formation. Nevertheless, amenities showed the highest influence of MICE destination attributes on destination image formation, followed by ancillary services, accessibility, attractions, and activities. Meanwhile, affordability portrayed the lowest influence of MICE destination attributes on the overall touristic image formation of Jordan. The study has contributed to the body of knowledge with the proposed model that reveals the significant contribution of MICE destination attributes and the roles of promotion tools to the destination image formation of Jordan. Whereas, for the managerial implications, this study is able to provide guidelines and suggestions on marketing strategies to the public and the private sectors in order to enhance and develop MICE industry in Jordan as an international destination image.

Keywords: MICE tourism, destination attribute, destination image, tourism promotion, Jordan
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<td>Amman International Motor Show</td>
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<td>DA</td>
<td>Department of Antiquities</td>
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<td>Jordan Enterprise Development Corporation</td>
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<td>JIL</td>
<td>Jordan Investment Law</td>
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<td>JITOA</td>
<td>Jordan Inbound Tour Operators Association</td>
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<td>WTO</td>
<td>World Trade Organization</td>
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<td>WWW</td>
<td>World Wide Web</td>
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<tr>
<td>UNWTO</td>
<td>United Nation World Tourism Organization</td>
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<td>USAID</td>
<td>United States Agency for International Development</td>
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CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Jordan is a land steeped in history. It has been a place to some of mankind's earliest settlements and villages. The relics of many of the world's great civilizations, such as Greek, Nabatenians, Roman, and Islamic civilizations, can still be seen today in Jordan. As described by Reid and Schwab (2006), Jordan is one of the largest concentrations of iconic archaeological sites. Being at the crossroads of the Middle East, the lands of Jordan and Palestine have served as a strategic nexus connecting Asia, Africa and Europe. Thus, since the dawn of civilization, Jordan's geography has given it an important role to play as a conduit for trade and communications. Connecting east and west, north and south, Jordan continues to play this role today.

In addition to its historical sites, Jordan offers health tourism which is becoming very popular in Jordan (Alhroot & Al-Alak, 2010) Leisure tourism in the Dead Sea area offers world-class spas to visitors. Education tourism is also very popular in Jordan. Adventurers staying in Jordan can also rock-climb in Jordan's Wadi Rum and go for hikes in Jordan's northern mountainous region (Alhroot, 2007). Scuba divers can visit Aqaba's magnificent coral reefs. Cultural tourism is also evident in Jordan, because many western films have been made in Jordan. Shopping tourism is popular in Amman, Zarqa, Irbid, and Aqaba (Alhroot, 2007). Pilgrimages are growing in Jordan. Mount Nebo and the Mosaic Map in Madaba are popular to Christian tourists (Harahsheh, 2002; MOTA, 2010). The
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