

Finnish Travellers' Image of Jordan as a Tourism Destination

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<p>For a destination to be successful and competitive, it is important to understand the concept of a destination image and to market the destination in the right way. Jordan is a country in the Middle East with a variety of historical and other sights. It is a destination with a lot of potential but sometimes facing difficulties in tourism due to its location. This report addresses the image of Jordan in Finland and the knowledge, assumptions and images Finnish travellers hold about the country.</p> <p>The idea for the topic originated from the author's personal experience while visiting the country in 2018. The experience of the Jordanian culture resulted in an examination of Finnish travellers' images about the country.</p> <p>The report highlights the importance of a destination image and how it is developed. To receive an understanding of the topic, theories about destination image, marketing, branding and other information related to them are introduced in the theoretical framework. In addition, the report presents Jordan and its attractions, accessibility, amenities and the challenges that the tourism industry faces in the Middle East.</p> <p>The methodological approach of the study is quantitative, since the aim is to receive images and opinions about Jordan, and to be able to generalise the results. The data were collected by means of a survey conducted at the Helsinki airport, Finland as well as through websites and social media. 102 answers were collected during a period of nine days in November 2018.</p> <p>The results show that the respondents perceive Jordan as an interesting country in many ways. The cultural and natural aspects were of interest, among others. However, at the same time the respondents seemed to be cautious and preserved about Jordan, due to the location in the Middle East and the unrest in the area. Many respondents had uncertain feelings about Jordan as a travel destination and they felt like the area is unsafe. In addition, many respondents seemed to have little knowledge about the country, or the knowledge that people had was often about historical and religious aspects in the country. Despite the uncertainty, the majority of the respondents were willing to travel to Jordan.</p>	
Keywords Destination image, Jordan, Tourism motivators, Destination marketing	

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1 Introduction

Jordan is a country in the Middle East with a population of around 10 million and it is often described as “a safe haven in a region of conflict”. Jordan was included in the list of top 10 countries to visit in 2019 by Lonely Planet. The country includes several historical treasures, for instance Petra, which is one of the 7 Wonders of the World and the most popular attraction in Jordan. The capital city Amman includes several historical sights and there are also more modern parts in the city. There are religious sites in Jordan as well, such as the baptism site Bethany Beyond the Jordan by the Jordan river. Jordanians have a tradition of welcoming visitors and being hospitable. Activities are diverse, the Dead Sea is a popular relaxation and spa destination and Aqaba by the Red Sea is a popular beach and diving destination. In addition, the desert Wadi Rum offers activities such as rock climbing. (Jordan Tourism Board 2013a; Lonely Planet 2017a.)

According to the statistics by Ministry of Tourism & Antiquities Jordan, the country from which people travelled to Jordan the most in 2017 was Saudi Arabia with 775 700 visitors. Several Americans also travelled to Jordan in 2017 with 138 421 visitors. The European country from which people travelled to Jordan the most in 2017 was Russia with 67 181 visitors, Germany following with 49 194 visitors. (Ministry of Tourism & Antiquities 2014.)

This bachelor’s thesis focuses on the image of Jordan in Finland. The aim of the study is to examine what Finnish travellers think and know about the country, and what kind of images it brings to their minds. Thus, the research questions are the following:

- How do Finnish travellers perceive Jordan as a travel destination?
- How much do Finnish people know about Jordan?
- What do Finnish people know about Jordan?
- What is the image that comes to Finnish people’s minds about Jordan?

To receive answers, various theories are explained first to gain an understanding of the topic. The idea is to be able to generalise the results. Therefore, the quantitative method is suitable. A clear structure of the results can be formed, and the answers can be analysed in a structured numerical way. A survey is used to collect a sample from the Finnish population, and to discover what kind of image Finnish people have about Jordan and if they would like to travel there. Different issues that affect Jordan’s image are discussed with the help of theories. In addition, development ideas for the destination branding or marketing of Jordan could arise from the results.

This bachelor's thesis is commissioned by the Jordanian Honorary Consulate Helsinki, Finland. This is the only Jordanian representative in Finland. For the commissioner, it is important to receive truthful and reliable results so that the study would show a clear image of Jordan in Finland.

The idea for the topic originated from my personal experience while travelling to Jordan in 2018. Experiencing the Jordanian culture and the atmosphere in the country inspired me to examine the images of other Finnish people about Jordan. I went to the country during the hottest time of the year (40°C or more), which might have been the reason why I did not notice many other tourists during my stay. However, this was a great opportunity to explore the tourist attractions peacefully and experience them to the fullest. During the three weeks of my stay, I had the time to discover many of the attractions and there was still much more to see. The trip to Jordan was the most eye-opening trip that I have made, and I will gladly visit the country again in the future.

The report consists of three main parts, which are the theoretical framework, methods and the results with analysis. Firstly, different theories about destination image, marketing, branding and topics related to them are introduced in the paper. The image formation process and consumer behaviour are discussed, as well as the motivators that make people choose their travel destinations. Thus, more understanding of the topic and the related issues can be obtained. Secondly, Jordan and its main attractions are presented to provide knowledge about the country. In addition, the amenities in Jordan and the accessibility from Finland to Jordan and within Jordan are discussed. Since Jordan is a country in the Middle East, different challenges of tourism in the Middle East are discussed. Thirdly, research methods, preparation and data collection are introduced before the analysis of the results. The chapters also include discussion about validity and reliability which are important for the study. Discussion, conclusions and suggestions are placed as last chapters in the study, to deepen the analysis of the results and the whole study.

2 Tourism Destination

A tourism destination can be defined as a space or location where the visitor can experience various activities, purchase products and services and spend a night there (UNWTO 2018a). Morrison (2013, 4) describes tourism destination as “a geographic area that attracts visitors”. Developing and maintaining a tourism destination requires effective marketing and management which can be affected by several external political, physical, economic or sociocultural factors, to name a few. These factors can be perceived as threats or opportunities, depending on how the destination responds to them. (Morrison 2013, 4; UNWTO 2018a; Wang & Pizam 2011, 3-5.)

2.1 Destination Image

Destination image can be defined in many ways, one of them being a person’s impression of an area or a place. An image of a destination can be formed based on how the person experiences the different components of the destination. Echtner & Ritchie (2003) describe different components of a destination image, such as attribute-based and holistic components. Attribute-based component refers to the destination’s individual attributes such as accommodation or climate. The holistic component refers to mental pictures created of the destination in general. An image of a destination can be formed based on measurable, functional characteristics such as attractions or scenery. Images can also be formed based on more abstract, psychological characteristics such as the atmosphere or the safety of a destination. Pearce (2005) claims that “Destination information collides with the experience and psychological profile of the customer to produce the images that are the ultimate precursors to destination choice”. (Echtner & Ritchie 2003, 41-42; Pearce 2005, 93-94.)

Additionally, destination images can include unique features which are the functional characteristics, or auras which are the psychological characteristics of a destination. A unique feature can be for instance the destination’s main attraction, meaning that a destination can evoke its unique attractions to stand out from others. Unique aura can refer to a special atmosphere of a destination, for instance Paris is often perceived as romantic. Specific atmospheres can be evoked as well, however, they are more difficult to create, since it is about emotions and psychological characteristics. As a conclusion, people can create their own individual images of destinations which can be based on prior experiences for instance, but a destination can also create general impressions and images in people’s minds by evoking itself. (Echtner & Ritchie 2003, 43-44.)

2.1.1 Destination Image Formation and Consumer Behaviour

Destination image is closely related to destination selection process. People often choose their travel destinations based on the image they have about that destination. A positive image would most likely result in choosing the destination, whereas a negative image would result in not choosing it. Thus, the marketing methods affect the consumers' behaviour and the selection of the destination (Horner & Swarbrooke 2016, 283). Various destination marketers use different techniques to create the best possible image of the destination. Therefore, it is important to be aware of the different components of the image formation process. (Gartner 1993, 191-193; Horner & Swarbrooke 2016, 283.)

Destination image can be formed based on information that a person receives for example from friends or family, from informative lectures or from various media sources. A person's prior experience in a destination can affect the image in his/her mind. People's images of the same destination can vary, since everyone holds different knowledge of the destination, which can cause positive or negative assumptions. In addition, people often have emotional attachments to destinations, which means that they can experience them as exciting or fun, for instance. Therefore, the emotional attachment can also affect the formation of the destination image. (Ekinici 2003, 22.)

Gartner (1993) appears as a reference in several studies about image formation process. He describes different components that affect the image formation process. Some of the components are advertising in different forms, tourism organisations, media groups, documentaries or news articles and people. Advertising in traditional forms can happen through TV, brochures, billboards or radio, for example. Destination marketers use this kind of direct advertising to form specific images on people's minds. Brochures can be sent after a person requests for more information about the destination, which means that the person usually holds an image of the destination but wants additional information. Brochures can also be distributed by tourism organisations when they are initiating sales. (Gartner 1993, 197-198; Horner & Swarbrooke 2016, 283.)

When targeting specific markets, usually for instance print media like magazines are used. Since they have subscribers, specific markets will be reached. Tour operators and other tourism organisations can also provide information and advertise in an efficient way. Tourism organisations often use television as an advertising tool. When the advertisements are repetitive, they have a greater chance of reaching consumers and the effect is more positive. Tourism organisations also use sales promotion to influence consumer behav-

jour, which means that they can promote for instance free child places to encourage potential consumers to buy the product fast. Tour operators create a successful holiday by combining travel components. They solve problems and make sure that the tourist is happy about the trip. Sometimes unrealistic images of a destination can be passed from tour operators, since they want to increase their sales. Thus, they can choose selected images they want to create in the minds of customers. (Gartner 1993, 199; Horner & Swarbrooke 2016, 284; Vered HaSharon 2014.)

Utilisation of a known person, for instance a celebrity in the advertisement might create positive images. The image that has been generated by traditional forms of advertising can be supported by a celebrity. With the help of the celebrity, people will remember the advertisement better and form positive images of the destination. Travel writers or media groups, for example, write articles and stories about a destination and in this way promote it. Writers often write about their own prior travel experience in a specific destination. Therefore, the people who read their articles are usually already somehow familiar with the destination and might have an existing image of it. In addition, the writers' work is often not controlled which means that they can write what they want. (Gartner 1993, 199-201.)

An image of a destination can change very fast, especially when there is news about the destination. Information spreads at the time when something is happening in the destination and therefore, it is hard for destination marketers to do anything about it. People usually receive a lot of information in a short period of time which can cause the image to change in their minds. Another way of affecting people's images is through movies or documentaries, which can increase travel to a destination. In addition, a person who has visited a certain destination, or has not, but thinks that he/she knows about it, can affect others' images of the destination. This kind of information can be spread anywhere, in everyday situations and conversations. The person who receives the information, might not have an existing image of the destination that the other person tells about. Therefore, a new image can be created based on another person's opinion or experience. It can lead to a negative, or a positive image. (Gartner 1993, 201-204.)

Word-of-mouth advertising is usually done by friends and family. They share their opinions and views about a destination which can create images in the person's mind who receives it. Since the information comes from a person who is close to them, they feel it as reliable. This kind of advertising is often thought as very effective. Information received from a person who has travelled to the destination is viewed as reliable since it is about personal experience. (Gartner 1993, 205.)

According to Horner & Swarbrooke (2016), developing niche tourism products, products based on consumers' lifestyles and appealing to specific type of people or market segments are becoming popular. Internet is also a major promotional tool, which has changed the traditional ways of advertising. It is a source of information for many, and often more cost-effective than the traditional media advertising. (Horner & Swarbrooke 2016, 285-286.)

2.1.2 Motivators in Tourism

Motivators in tourism refer to the factors that motivate a person to buy tourism products, for instance to book a holiday. These motivators can include for example a personality of a tourist, lifestyle, previous experience, nostalgia or how someone wants to be perceived by others. A person who is adventurous will most likely choose a different type of holiday than a person who is cautious. A person with a healthy lifestyle would choose differently from a person who likes to party a lot. The motivators are changing simultaneously with the changing circumstances in people's lives. As an example, when someone has a child, or their income increases, their motivators for choosing a holiday would change. Most people have multiple motivators from which they choose the most important one or partly satisfies all of the motivators when choosing a destination. (Horner & Swarbrooke 2016, 75-78.)

Other factors that influence the decision are the travel companions. If a couple goes on a holiday with their children, they would choose differently than if they go alone or on a romantic trip together in which case romance would be the main motivator. Thus, the motivators often change depending on who the person travels with. When groups travel together, each individual usually has their own motivators which can result in compromises during the trip, for instance everyone could in turns decide what to do on one day. Sometimes people might not tell their real motivators because they may think that others do not accept them. Not wanting to admit the real reasons for traveling to a destination can make them explain it in a more general way, for example by saying that they want to enjoy and have fun. (Horner & Swarbrooke 2016, 78-79.)

The motivators often vary for instance within age groups, gender and culture. Young people might want to party and get to know many new people whereas elderly people may be interested in bingo or nostalgic sightseeing. The nationality and culture of a person can influence the motivators they have, and their behaviour. People who live in a hot country might want to travel to a cooler area to escape the heat while people living in a cold area

often want to travel to a warm country. Sometimes people book their trip last-minute which can indicate that they want it cheaper or they want to surprise someone. Booking well in advance might indicate that there is a famous event at the destination and it is necessary to book in advance to ensure the accommodation and flights. As a conclusion, desires and the factors that cause actual behaviour can differ from one another. (Horner & Swarbrooke 2016, 80-83.)

2.2 Destination Branding

As defined by Davis (2009, 11), "A brand represents the full 'personality' of the company and is the interface between a company and its audience". The same rule applies when marketing places and destinations, since branding can also be done for destinations. Branding a destination in a right way is important for the DMOs (Destination Marketing Organisations). Different techniques can be utilised to create a positive brand for a destination and it often is a long-term process. A strong brand brings value to the destination. It creates success, and a positive reputation affects the destination in a positive way. Visitors of a destination trust a certain strong brand and the image they have about the destination. Therefore, creating a strong brand for a destination is important, for it to be successful and competitive among other destinations. (Davis 2009, 11; Morgan, Pritchard & Pride 2010, xxiv-xxv.)

To be competitive, the DMOs should work on differentiating the destination from others. It should stand out from other destinations. This requires thinking from the visitor's perspective. What visitors often value in the destination is the story, the people and the overall feeling they get in the destination. The feeling will create or strengthen the image they have about the destination. Therefore, it is important to have a strategy that includes every part of the experience, from when the customer sees the advertisements online before choosing the destination, until the end of the trip. A successful strategy will create a stronger brand and therefore, the destination will be closer to its aim of having visitors that want to return and spread positive word about the destination. Other important factors in a destination might be for instance the economy or accessibility to and in the destination. When the visitor is satisfied, the destination will more likely maintain its good reputation. (Morgan & al. 2010, xxv.)

Ekinci (2003, 22) suggests that destination branding starts from the image. A branded destination often creates emotional links on people's minds, in other words, when a person is emotionally attached to a destination, the destination has been branded. A destination that has not been branded would not stand out, be very well-known nor create any

emotional attachment. Therefore, branding is an important component in the image formation process, which leads to the ultimate destination selection. Having a brand identity is important for the destination to gain success. It determines the brand and differentiates it from other destination brands. Brand personality is another important aspect when branding a destination. While describing a destination, human personality traits can be utilised, to give the brand a personality. The destination can be described as friendly or exciting, for instance. With the brand personality, people get more attached to the brand and create a clear identity of the destination in their minds. (Ekinci 2003, 22-23.)

From time to time challenges might occur in the branding of a destination which can be caused by external parties. Such challenges can be for example political issues, terrorism or environmental disasters. These external pressures combined with negative visibility in the media will affect the destination image and branding negatively, which can cause problems with maintaining the positive reputation of a destination. (Morgan & al. 2010, 62.)

2.3 Destination Marketing

Morrison (2010, 7) defines marketing as a “continuous, sequential process through which management plans, researches, implements, controls and evaluates activities designed to satisfy both customers’ needs and wants and their own organisations’ objectives”. The DMOs (Destination Marketing Organisations) are important in the tourism field, since they manage the planning, marketing and most matters when it comes to destination marketing. They share the plans with other tourism stakeholders so that the destination can become successful in every aspect. There are several aspects that the DMOs need to consider when planning the destination product (figure 1) and the marketing for a destination. Some of these aspects are physical products, people, packages and programmes. (Morrison 2010, 7; Morrison 2013, 11-13.)

Physical products can include for instance the transportation or attractions in a destination. Normally other stakeholders in the industry develop these products but the DMOs can guide them with the process. When it comes to people in the destination, it is very important that the interaction between the visitor and the host is a great experience for both. This is a part of the experience and the impression that the visitor will get from the destination. The quality of the service is important and to gain this, the DMOs can organise training and different programmes for travel companies, for them to gain more knowledge. As a result, they can give visitors a better people experience. A package can be for example a holiday package including flights and accommodation in the destination. Usually tour

operators, travel agencies or hotels arrange packages. DMOs can encourage them, sometimes financially, to develop new packages and they can also develop packages together with partners. Programmes such as festivals, events and other activities are another important part of the visitor's experience in the destination. The DMOs cooperate with the programme organisers to ensure that the event is a success and give the visitor more positivity during his/her stay. The DMOs might also arrange for example individualised walking tours for tourists. (Morrison 2013, 13-15.)

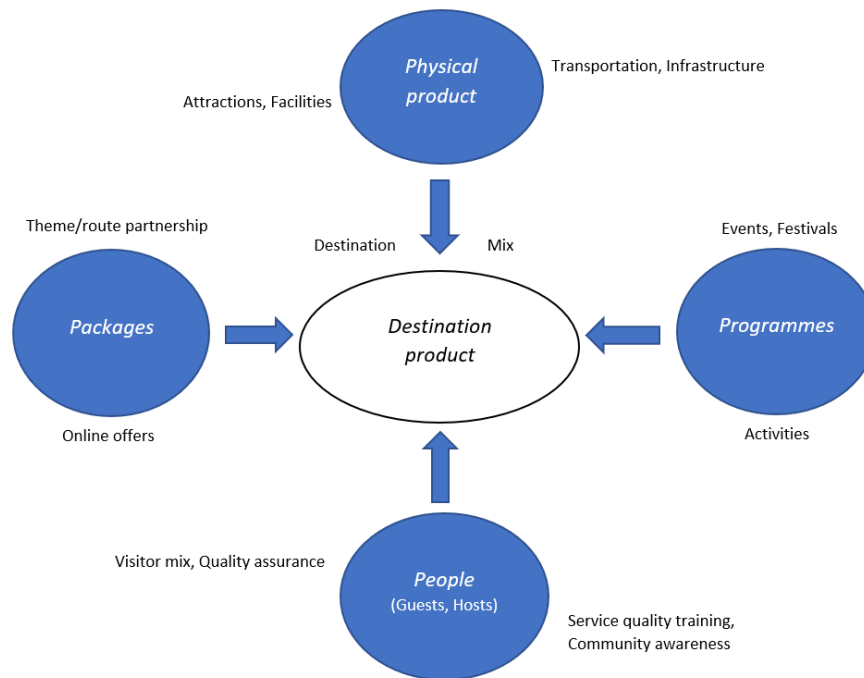


Figure 1. Destination Product (adapted from Morrison 2013)

A successful destination usually has lots of tourists, but it does not necessarily mean that other destinations with less visitors are not successful (Morrison 2013, 19). To understand better what a successful destination is and how it can be achieved, Morrison (2013, 20-21) presents the 10 A's of successful tourism destinations, which are: Awareness, Attractiveness, Availability, Access, Appearance, Activities, Assurance, Appreciation, Action and Accountability (figure 2). With the help of these attributes, DMOs for instance, can think from the visitor's perspective and market the destination better. (Morrison 2013, 19-21.)



Figure 2. 10 As of Successful Tourism Destinations (adapted from ResearchGate 2018)

To start from Awareness, it is the knowledge that the tourist holds about the destination. The amount of knowledge and the type of information can vary and therefore influence the tourist's awareness of the destination. Attractiveness measures the level of appeal within the tourist, and if there are enough appealing attractions in the destination to satisfy the tourist. Availability refers to the ease of bookings, meaning how the tourist experiences the booking process of accommodation or any other service in the destination, how easy it is to book them and from how many different channels it is possible to book them. Access means the convenience of transportation to and from the destination and inside the destination. It measures the different options of transport as well. Appearance is the image that the tourist gets when arriving to the destination and throughout the stay. It is the impressions and opinions that the tourist forms in his/her mind about the destination. Activities refer to the amount of appealing activities for the tourist in the destination, meaning whether the tourist feels like there are enough activities. Assurance measures how safe and secure the destination is for tourists. Appreciation means the feeling that the tourist gets from the people in the destination, how welcoming they are or if the tourist receives good service in the destination. It measures the overall hospitality. Action measures the long-term tourism and marketing plan in the destination and how well it is implemented. Lastly, Accountability is about the performance of the DMO and the evaluation of the performance. It is important that the DMO measures its performance to examine its effectiveness. There are more facts that can be considered when developing a destination. However, these ten can be convenient. (Morrison 2013, 20-21.)

3 Jordan as a Tourism Destination

Jordan is a country in the Middle East, sharing borders with Saudi Arabia, Syria, Palestine, Israel and Iraq (figure 3). The population of Jordan has increased in the past years to nearly 10 million due to the increasing number of refugees in the country. The capital city of Jordan is Amman, with a population of 2.065 million and the language is Arabic and widely English as well. Majority (92%) of Jordanians are Muslims and there are some Christians as well. There are a lot of historical treasures in the country and the history is a significant and valuable part of everyday life of Jordanians (Lonely Planet 2017b). Jordan (the Hashemite Kingdom of Jordan) is a constitutional monarchy and the king is King Abdullah II bin Al Hussein. (CIA World Factbook 2018; Jordan Tourism Board 2013a; Lonely Planet 2017b.)



Figure 3. The map of Jordan (Wikimedia Commons 2018)

Despite the location of Jordan and the conflicts in the nearby countries, Jordan is known to be the “safe haven” in the Middle East. Therefore, a large number of refugees from Iraq, Palestinian Territories and Syria are now living in Jordan. The hospitality of Jordanians is something traditional and well-known, and they warmly welcome visitors since the ancient times. Jordan is also known for its various beautiful landscapes, deserts, historical sites such as Petra being one of the 7 Wonders of the World, to mention a few. (Lonely Planet 2017c.)

3.1 Attractions

This chapter introduces the most popular attractions in Jordan, as well as the amenities and accessibility to and within Jordan. The amenities in this chapter include the accommodation, shopping opportunities and restaurants in Jordan.

3.1.1 Petra

The city of Petra is the most popular and valuable tourist attraction in Jordan. It is located south from the capital city Amman. Petra was carved into its mountains and stones by the Nabataean Arabs. The Nabataeans were an Arab tribe and important traders who arrived in Petra around the 6th century BC and then started to build the city (Walker 2012, 159). Petra was considered an important link between the Arabian Peninsula and the south and a centre to other locations such as China and Europe. Petra became popular and started to attract visitors after a Swiss explorer Jean Louis Burckhardt visited the city in 1812 and “rediscovered” the city again after it had been abandoned due to earthquakes that ruined parts of the city. (VisitPetra 2015a; Walker 2012, 159.)

Petra is one of the 7 Wonders of the world (2007) and is also known as the red-rose city due to the colour of its rock (VisitPetra 2015a). There are several locations and sights inside the city of Petra, which can be explored by making a walking tour, for instance. One of the most popular sights of Petra is the Siq, a 1.2km long path between 200m high rocks that have been torn apart. The beginning of the exploration of Petra often starts with a walk through the Siq which in the end reveals the main attraction of Petra, known as the Treasury (image 1). It is a 40m high facade, carved into stone with numerous details in it. Visitors often stop in front of the Treasury to admire the view. The Treasury was believed to be a temple or a document storage, however, it is unclear what the real purpose was (VisitPetra 2015b). After continuing the walk from the Treasury, various other sights of Petra will be experienced, many of them being tombs. Other sights in Petra include temples, a theatre built by the Nabataeans, Petra Church, High Place of Sacrifice and many other impressive monuments and historic ruins. A walk in Petra can take a whole day or more, if the visitor wants to experience as much of it as possible. There are other possibilities to explore the city as well, for example by riding a horse, a camel or a donkey. Guides can be booked as well for a deeper understanding of the history of the sights. (VisitPetra 2015a; VisitPetra 2015b; Walker 2012, 162-179.)



Image 1. Petra, “The Treasury”, Jordan (Kortelainen 2018)

A village around Petra called Wadi Musa is a popular place to stay overnight after spending a day in Petra. Several hotels are located within a walking distance. There are also services like restaurants, Hammams (Turkish bath), cooking courses or camping, to mention a few. Different tours can be arranged, such as Petra by Night or Raami Tours that offer traditional meals for visitors. Tours can be arranged for instance by experienced local guides, hotels or different tour companies. Buses go daily from Amman to Wadi Musa every hour when the bus is full. The JETT bus takes four hours from Amman and the final stop is Petra Visitor Centre in Wadi Musa. This is designed for visitors who make a day trip to Petra since the return bus will go back to Amman in the afternoon. Other means of transportation can be taxis or renting a car. (Walker 2012, 179-191.)

3.1.2 Wadi Rum

Wadi Rum (image 2) is a southern desert in Jordan which attracts several tourists each year. Many tourists visit Wadi Rum on the same trip to Petra or Aqaba (a beach holiday destination in Jordan), since it is located conveniently nearby. Visitors can explore various rock formations, canyons and mountains at the desert, which makes it an ideal destination

for rock climbers. The weather at the desert can get very hot in the summer (40 degrees) and in the winter months it can get very cold. (Walker 2012, 210.)

Exploring the desert is easiest and fastest to do with a 4WD vehicle. It can be hired preferably with a driver since they are used to driving in the sand. For a more time-consuming exploration, camels are a great way to travel and experience the desert. It may be an interesting option, since it gives a real Bedouin experience. Visitors might come across Bedouins during their trip in Wadi Rum, since they are the inhabitants of Wadi Rum. Bedouins are a traditional Jordanian tribe living in the desert in tents. They are usually very friendly and if a tourist is respectful and friendly as well, they might get an invitation to the Bedouins' tent and enjoy some coffee or tea with the Bedouins. Exploring the desert can be done by a horse as well. Booking a camel or a horse trek can be done at the visitor centre of Wadi Rum. Other popular activities at Wadi Rum include hiking or climbing. There are various options and locations for hiking, one of them being Jebel Umm Adaami which is the highest peak in Jordan. For climbing, there are both, challenging and easier options. Several guides can arrange a climbing trip at the desert. In addition, hot air balloon is a great way to get a view of Wadi Rum. (Howard 2007, 21; Walker 2012, 216-220.)



Image 2. Wadi Rum, Jordan (Kortelainen 2018)

There are no hotels in Wadi Rum and therefore, visitors often stay overnight camping. Camping is a great way to experience the desert at night under the stars. There are several camping sites, Bedouin camps as an example. The Bedouin camps are a popular

camping site, since they give an unforgettable experience of the desert. These camps include permanent camps which operate all year, and temporary camps which operate occasionally and charge for transporting the camping items as well. Some camps include showers, toilets and food. Bringing an own tent is possible as well, in which case there is a separate area. Eating options in Wadi Rum are limited, so being prepared with some snacks may be wise. However, there are a couple restaurants and grocery stores in the area. (Walker 2012, 220-221.)

Getting to Wadi Rum with a car is often regarded as the best and easiest option. A couple buses go from Aqaba and Petra to Wadi Rum and back. However, timetables for buses can vary a lot. Taxis can be an option as well and it is also possible to go from Amman to Wadi Rum by taxi. (Walker 2012, 223.)

3.1.3 Amman

Amman is the capital city of Jordan with a population of approximately four million (Lonely Planet 2017). While exploring Amman, visitors can experience both, modern and a traditional side of the city. Amman is relatively new, and it was mostly built in the 20th century on seven hills. Some of the early inhabitants of Amman were the Ammonites, known from the Bible. Their land was called Ammon (Rabbath-Ammon) which was an important area for connecting caravan routes. In the third century BC the city was renamed Philadelphia after a ruler named Philadelphus. In 30BC Philadelphia became under Roman rule and the Roman style could then be seen from buildings and streets, for instance. The Roman style can still be seen in parts of the city, for example the Roman Theatre in Amman is a popular sight. The name of the city returned to Ammon under the Arabian armies of Islam in 635. After the 20th century Amman has developed into a modern city. It has also grown significantly due to the large amount of immigrant flow to the city. (Ellis 2007, 131-133; The Hashemite Kingdom of Jordan 1999; Lonely Planet 2017d; MacDonald & Younker 1999, 1.)

The most popular historic sites of Amman are the Roman Theatre in downtown and the Citadel which is located on the highest hill of Amman. The Citadel was built during the ancient Rabbath-Ammon time. There are several ruins and historical sights inside the Citadel. According to Walker (2012, 49), the most attention attracting sight in Citadel is the Temple of Hercules (image 3). It consists of two pillars which are the remains of the Roman Temple of Hercules. Nearby the Temple of Hercules, there is a wide view to the downtown area. (Walker 2012, 49.)



Image 3. Temple of Hercules, Citadel, Amman (Kortelainen 2018)

The Roman Theatre in the downtown area is another popular attraction among tourists. It is the remnant of Roman Philadelphia and has a capacity of 6000 seats and it is still used for some events. A tour at the downtown area is best to make by foot. While walking around the area, visitors can explore various cafes, museums, art galleries, Mosques, restaurants and markets (souq) that sell anything from fruits and vegetables to gold. (Walker 2012, 51-63.)

The downtown area has several historical sites and poorer areas, whereas West Amman is wealthy and more modernized. Many tourists stay overnight in West Amman, since there are several good quality hotels and restaurants. The downtown area offers more budget friendly accommodation options for visitors. However, the quality of the hotels downtown might vary and not be as high quality as in the wealthier areas. (Ellis 2007, 146.)

3.1.4 Dead Sea

The Dead Sea (image 4) is a popular tourism destination in Jordan. It is the lowest point on earth, approximately 400 meters below sea level. There is no life in the sea due to extremely high amount of salts and minerals in the water. Swimming or moving through the water is difficult, since the high amounts of minerals and salts make the body float very fast. Many tourists come to the Dead Sea for a spa treatment and a dip in the salty water.

The area is not only common for tourists that come to spend a holiday there, but also for tourists that seek medical treatments. People come to the area to receive therapeutic treatments for various conditions. The natural climate in the area is ideal for treating different conditions, since the air is oxygen rich, the exposure to sunlight is safer due to the low level of harmful UV rays and the minerals and salts in the water are good for the skin. Therefore, the medical tourism to the area is very common. Different therapeutic treatments are available at the Dead Sea spas and medical centres. Religious tourism to the area is common as well (Jordan Tourism Board 2013a). One of the religious sites in the area is the Jordan River which flows to the Dead Sea. For Christians it can be an important site since the baptism of Jesus is believed to have taken place there. (Jordan Tourism Board 2013a; Jordan Tourism Board 2013b; Medical Tourism 2013; See the Holy Land 2017; Walker 2012, 113-117.)



Image 4. Dead Sea, Jordan (Kortelainen 2018)

The Dead Sea can be reached from Amman in one hour by car. Other transportation to the Dead Sea includes taxis and buses from Amman. The Dead Sea can be reached from other cities or areas as well, including Madaba, Karak and Wadi Mousa. Taking a taxi might be a better option since buses might not go regularly. Some hotels organise trips to the sea as well. There are various hotels in the area to choose from, some are further away from the sea than others. For the best experience, it is advisable to stay in a luxury resort or a hotel, since they are located closer to the shore. The sea might be difficult to access from other areas since it draws back each year from the shore. (Walker 2012, 113-119.)

The temperature is very high at the Dead Sea, which causes evaporation and thus, the sea level diminishes continuously. The Dead Sea receives water from the Jordan River which is already quite dry. The river is only flowing from one end and is providing little water to the sea. Therefore, the sea is shrinking at a fast pace. This causes difficulties in the accessibility of the shore. (BBC News 2016.)

3.2 Accessibility

Travelling to Jordan from Finland can be done by flying. Flights from Finland to Jordan operate from the Helsinki Airport to the capital city Amman (Queen Alia International Airport) and to Aqaba (King Hussein International Airport) which offers great diving opportunities and is a beach holiday destination for many. The biggest airport in Jordan is the Queen Alia International in Amman. There are no direct flights from Finland to Jordan, however, flights with one or more stopovers can be found. Lufthansa is one of the airlines that operate flights from Helsinki to Amman with one stopover. Airlines such as Royal Jordanian and Norwegian are operating flights in cooperation with one stopover as well. Flights from Helsinki to Aqaba with one stopover are operated for instance by Turkish Airlines and sometimes in cooperation with SAS or Royal Jordanian. The Finnish airline Finnair operates flights to Middle East, however, only to the Arab Emirates and to Israel (Finnair 2018). The duration of the flights from Helsinki to Amman usually last from seven to more than nine hours, depending on the number of stopovers. Flying from Helsinki to Aqaba takes approximately nine hours and 30 minutes, and often up to 12 hours. (Finnair 2018; Momondo 2018.)

Travelling to Jordan in the spring and autumn time is recommended, since the temperature during those times is warm, but not too hot. In the summer (July-August) the temperature can rise to 40°C or more, which can make it difficult to do activities. The prices of the flights vary depending on the time of the year. Travelling to Jordan during the winter months is usually cheaper. However, the prices might go up during Christmas time, since many tourists go there to spend a warm holiday. Usually cheaper flights to Jordan include more than one stopover. (Momondo 2018.)

A visa and a passport is required from Finnish citizens when travelling to Jordan. However, getting a visa beforehand is not necessary, since it can be obtained from the airports in Jordan on arrival. It is important to check the validity of the passport before travelling, since it should be valid for the next six months from the date of the return flight. However, the regulations for passports and visas can change and they should be checked before travelling. (Momondo 2018.)

When it comes to transportation in Jordan, local people mostly use cars instead of public transportation. Street names are rarely used, since usually people know locations based on a landmark, for example a hotel or a popular building. Most part of the traffic in Amman consists of 8 circles and this is another commonly used way to give directions, based on which circle the destination is located in. The first and second circles include the city centre area and the following circles go further from the centre. Inside the third circle, for instance, there are many hotels and the 7th circle is closest to the airport. There are North (Tabarbour) and South (Wahadat) bus stations in Amman which serve their own area's destinations. Smaller bus stations and private coaches serve to destinations such as the Dead Sea. Renting cars is also possible from companies such as Europcar or Hertz, for example. There are private and service taxis in Amman. Private taxis can be taken from the side of the road. The price for longer journeys with a private taxi is usually agreed per hour. Service taxis only drive within the city limits and cost a certain sum per seat. (Jordan Tourism Board 2013c; My Amman Life 2017; Walker 2012, 74-76.)

3.3 Amenities

Accommodation in Jordan varies from five-star luxury hotels to cheaper options. Touristic areas such as Petra, Amman and Aqaba have a wide selection of hotels. The Dead Sea, for instance, offers high quality spa resorts. The cheaper, budget hotels in Jordan may not be good in quality whereas mid-range hotels generally offer good service and decent quality. Luxury hotels can be found from the touristic areas and are often fully booked during the high season in spring and autumn. The luxury hotels in Jordan include global hotel groups such as Mövenpick, Marriott, Kempinski and InterContinental. When booked early, the prices of luxury hotels can be relatively cheap compared to the prices in Europe, for example. Another option for accommodation in Jordan is camping. A popular place for camping is at the Bedouin camp in Wadi Rum, where tourists go to experience the night under the stars. Nature reserves such as the Dana Nature Reserve offer camping as well as cabins and lodges. (Rough Guides 2018; Walker 2012, 304.)

The shopping opportunities in Jordan vary from shopping malls to market places and crafts. The craft tradition is very rich in Jordan and there are several craft centres in the country. Handmade items, antiques and crafts are very common in Jordan and often produced by women in small communities. Similar crafts can be hard to find from different parts of Jordan, which means that they are localised. In addition, there are many smaller shops that sell for instance ceramics, jewellery, herbs and souvenirs. Shopping malls such as Mecca Mall, City Mall and Taj Mall are located in Amman. There are several markets

(Souq) in the downtown area in Amman that sell for example silver and gold jewellery. It is common in Jordan that the shopkeepers offer coffee to the customers as a way of showing hospitality. (Jordan Tourism Board 2013d; Walker 2012, 71-72.)

Various restaurants can be found in Jordan including international and Arab cuisine. Jordanian cuisine has influences for instance from Turkey and Lebanon. One of the most common dishes is a Bedouin specialty called mensaf, which consists of lamb, rice, pine nuts with yoghurt and a liquid fat from the meat. Some of the common dishes that can be found from restaurants or food stands are shwarma and falafel. Fruits, vegetables and dairy products are common in Jordan as well. A famous restaurant called the Hashem Restaurant is located in Amman. It is more than 50 years old and it is full at most times due to its popularity. There customers can eat falafel, hummus, bread, tea and everything that comes with it. The downtown area in Amman includes several cafes as well. The nightlife in Amman consists of nightclubs, cafes, bars and live houses and they are recommended for men only. (Walker 2012, 65-68, 286-287.)

4 The Challenges of Tourism in the Middle East

Security and safety in tourism destinations are important matters which affect the tourists, local community and the tourism industry. Sometimes negative occurrences take place, which often creates difficulties in maintaining the positive reputation of the destination and tourists travelling there. The negative occurrences may include for instance crime-related incidents, political/civil unrest, wars or terrorism. (Mansfeld & Pizam 2006, 3.)

Crime-related incidents can be committed by anyone in the tourism destination; by locals against tourists, by tourists against locals, by tourists against other tourists, or crimes against tourism organisations. There can be various types of crimes, such as robbery, murder or kidnapping. Political/civil unrest can include for instance violent demonstrations such as riots. In addition, there can be several types of wars which often cause longer term impacts on tourism and on larger areas. Different types of wars can include for instance civil wars or cross-border wars. Lastly, terrorism can be domestic, international or cross-bordered. Regardless the target, there usually are other victims as well. NATO (2017) describes terrorism as “the unlawful use or threatened use of force or violence, instilling fear and terror, against individuals or property in an attempt to coerce or intimidate governments or societies, or to gain control over a population, to achieve political, religious or ideological objectives”. (Mansfeld & Pizam 2006, 4; NATO 2017.)

Any of the above-mentioned negative occurrences can cause difficulties in the tourism industry, since the tourists might cancel their trips and develop a negative image of the destination, due to security and safety reasons. In addition, media coverage of the security incidents might increase the negative image and cause potential tourists to choose another destination which they perceive as a safer option. (Mansfeld & Pizam 2006, 5, 10.)

The Middle East is located mainly in western Asia and parts of it reach to northern Africa and south-eastern Europe. The western part of the Middle East includes Israel, Lebanon and Syria which all border the Mediterranean Sea. Egypt in northern Africa is often considered as part of the Middle East as well. Cyprus and Turkey are located between Europe and the Middle East and are sometimes considered as part of the Middle East and sometimes as part of Europe. Saudi Arabia, Yemen and Oman are located at the southern part of the Middle East bordering the Red Sea and Arabian Sea where Saudi Arabia also shares borders with Jordan and Iraq. In addition, United Arab Emirates, Qatar, Bahrain, Kuwait and Iran are countries located at the Persian Gulf. The countries mentioned above are considered as the main part of the Middle East, however, some borders of the Middle

East are hard to define. For a wider understanding of the area, figure 4 presents the Middle East region on a map. (Worldatlas, 2018.)



Figure 4. The map of the Middle East region (Picryl 2018)

There are several heritage sites in the Middle East area such as Petra in Jordan or the pyramids in Egypt, which would normally attract an increasing number of tourists. The area is also a birthplace to the world's main religions (Alavi & Yasin 2000, 147). These cultural and religious assets, among others, make it a potential tourist area. However, the Middle East region has not reached its full potential in tourism. This is due to negative events such as wars and political conflicts that have happened in the area throughout a long period of time. (Alavi & Yasin 2000, 147; Morakabati 2012, 376.)

Some of the conflicts in the Middle East are wars such as the Gulf War (1990) and Iraq war (2003). A significantly influential conflict in the Middle East was the Arab Spring which started in 2010 with protests in Tunisia and then spread to many areas and countries in the Middle East, causing several conflicts, and for instance a civil war in Syria (History 2018). In addition, terrorist attacks have taken place in recent years for example in Egypt, including touristic areas which caused the death of some tourists (Gov.uk 2018). Thus, terrorist groups are another factor that affects the tourism in the Middle East. Such terrorist groups are for instance the Islamic State in Iraq and Syria (ISIS) which has attacked not only in the Middle East but also in several countries around the world (CNN 2018).

The unrest and conflicts in the Middle East create a negative tourism image and tourists often tend to choose alternative options as their travel destinations, options that seem safer and more positive in their minds. (CNN 2018; Gov.uk 2018; History 2018; Morakabati 2012, 377-378.)

According to a travel research conducted by Kantar TNS (2018), during year 2017, Finnish people travelled to Europe the most, when travelling abroad. The second most common travel destination among Finns was South-Asia. Finnish people often travel to relax, to see the world, to escape from the hectic life and to experience a better weather. Finns also travel to learn something new, to learn about cultures and to get to know new people. Extreme trips or trips to more unknown areas are not common among Finns. Young adults are more interested in doing charity work abroad, making wine and food trips and nature trips than older people. The Association of Finnish Travel Agents (Suomen matkatoimistojen liitto ry) states that during 2016 and 2017, Finnish people have travelled the most to Spain, Greece and Thailand. Travels to the Middle East and North-Africa have been done mostly to Turkey and The United Arab Emirates. According to the statistics, 1 446 Finnish people have travelled to Jordan during 2017. Traveling to the Middle East in general has decreased from 2016 to 2017 among Finns, however, trips to the United Arab Emirates have increased from 2016 to 2017. Long distance destinations such as Thailand and Vietnam have been more common travel destinations than the Middle East. The statistics were based on package holidays that have been made during 2016 and 2017. (Messukeskus 2018; SMAL 2017.)

According to statistics by Ministry of Tourism & Antiquities Jordan, 3 242 Finnish people have travelled to Jordan in 2017. In 2016 the number was 1 714, which means that there has been 89,1% increase in travels to Jordan in one year among the Finnish travellers. The Ministry of Foreign Affairs of Finland (2018) states that travels to Jordan should be done with caution. The safety of Jordan has decreased due to the conflicts in Iraq and Syria. There are no great risks for travellers and there are lots of tourists yearly in Jordan. However, fast changes can happen regarding the safety in Jordan. According to the Ministry of Foreign Affairs of Finland, specific safety risks when travelling to Jordan are the conflicts of Iraq and Syria, the refugees in the country that create tension, the possibility of unpredictable bombing and terrorism and the unrest in the Palestinian areas which often reflect to Jordan. Therefore, the borders of Iraq and Jordan, and Syria and Jordan are best to be avoided. In addition, all-inclusive travel insurance is necessary. (Ministry of Tourism & Antiquities 2014; Ulkoministeriö 2018.)

Despite the issues in the Middle East, there has been signs of recovery in tourism. According to UNWTO (2018), during 2017 there has been 5% of growth in international tourism in the Middle East. The World Economic Forum (2018) also states that there has been an improvement in the travel and tourism competitiveness in the Middle East. However, the security remains a difficulty and prevents stronger growth in the area. Different countries in the Middle East have improved in different areas, for example Jordan has improved its ICT readiness and has maintained a high level of security. Compared to the neighbouring countries, the impact of terrorism has been smaller in Jordan. (UNWTO 2018b; World Economic Forum 2018.)

5 Method

This chapter introduces the research methods used in the study, the preparation of the data collection and how the data were collected. The reliability and validity of the work are also measured in this chapter.

5.1 Research Methods

Quantitative, qualitative and mixed research are commonly used research methods which all have their own characteristics. Choosing a research method is done based on the research question or the problem. What also affects the choice of the research method is whether there are existing theories about the research problem or not (Kananen 2013, 28). The chosen method should support and provide an answer to the core problem of the research. (Creswell 2014, 3-4; Kananen 2013, 28.)

Qualitative approach is most likely the choice when little or nothing is known from the research problem, in other words, there is no existing theory about it. With qualitative research, the aim is to receive in-depth understanding of the research problem. Qualitative research often focuses on behaviour in its natural flow. The collection of the data can be done by interviewing, for instance. The interview questions are open-ended, so that the data is detailed and in-depth. In qualitative research, the data is often analysed with words. (Johnson & Christensen 2008, 36-37; Kananen 2013, 31-32.)

Quantitative research is the best choice when there are existing theories about the research problem. The aim is to receive data which can be analysed in numbers and the results can be compared between variables such as gender or age of the respondents. The data collection can be done by conducting a survey, where structured questions provide a general idea of the problem which can be generalised. Figures and tables can be produced to support the data. The questions should be supportive of the existing theory and result in numerical data. The data is often analysed numerically with explanations of the average results. In mixed method, both quantitative and qualitative methods are combined and used together. (Johnson & Christensen 2008, 36-37; Kananen 2013, 33-34.)

In this study, quantitative approach is used, since the aim is to examine the image, knowledge and opinions of Finnish people about Jordan as a tourism destination and to receive a general idea about it. Prior research shows that traveling to the Middle East is not very common among Finnish people (SMAL 2017). The data collection method in this

study is a survey (appendix 1). The questions in the survey are mainly structured, however, there are a few open-ended options and one open-ended question to receive more in-depth answers from the respondents. The objective of the survey is to examine what Finnish people think and know about Jordan, what kind of images it creates in their minds and if they would like to travel there. The data will be numerical and thus, an average of some results can be formed. The data can then be transferred into tables and figures to provide more understanding of the results. The questions in the survey are created in a structured way, for example by giving a statement where the answer options have already been given, and the respondents can choose the best option that suits their way of thinking. (Kananen 2013, 137; SMAL 2017.)

Using a survey as a data collection method has its advantages and disadvantages. The questions in a quantitative survey are often structured which means that there are provided answer options. This makes the processing of the results faster, which is an advantage. However, the disadvantage of structured questions is that the information and results received might be incorrect, if the provided answer options are not versatile enough. A quantitative survey can also include open questions which means that the respondents can write their own stories or opinions, without having to choose from provided options. This way all the options can be shown, and incorrect results can be avoided. However, the processing of open-ended answers is often time-consuming. (Kananen 2013, 137.)

There are different ways of collecting data for the survey, it can be done for instance by phone, online, by email or face-to-face. The advantages and disadvantages can vary depending on the way of collecting the data for the survey. The disadvantage with an email survey, for instance, can be that the response rate is low. In a face-to-face interview the interviewer is present, which might cause the respondent to not answer truthfully to sensitive questions or the respondent might answer according to what is socially acceptable or desirable. An advantage of a survey is that it is often cost-effective. If a survey is conducted online or by email, the costs are usually low, whereas face-to-face interviews can increase the costs. (Cowles & Nelson 2015, 97.)

5.2 Preparation and Data Collection

Before creating the survey, a few people were asked to describe what they think or know about Jordan. Some said that Jordan creates a biblical image in their minds, some said that they think Jordanian people are friendly and some said that they feel like Jordan is not safe or that they would not like to travel there due to safety issues in the area. Based

on the results, different approaches to the creation of the survey were considered, for instance by including questions from different aspects. The survey was tested before starting to collect data by asking a few people to answer the questions. In addition, the commissioner added a few points and gave advice for the survey before the data were collected.

The survey was done with an online tool called Webropol. Since the target group was Finnish people, the language of the survey was Finnish. The survey was translated to English while analysing the results. The answers were collected online through a link, and in paper form by asking the questions face-to-face. The link was open between November 4 and November 12, 2018 and it was spread on Facebook pages of friends and family and on my own Facebook page. In addition, the link was shared on website forums which were pallontallaajat.net, suomi24.fi and etlehti.fi. Answers in paper form were collected at the Helsinki airport, Finland and through friends who also shared the paper form survey. Collecting answers at the airport added the validity of the survey since people at the airport can come from any part of Finland. Thus, the sample corresponds more with the population.

One meeting was done with the commissioner, where we discussed for example how the data could be collected. The commissioner suggested that the data could be collected at the airport, in the area where people are waiting for their flights, meaning that I would need a permission from the airport to go through the security check and collect answers in the area after the security. I did not get a permission, however, I got a permission to collect answers in other areas at the airport, where I would not need to go through the security check. The answers were collected at the airport with a paper form of the survey on November 5, 2018. However, the challenge was that people were busier in this area of the airport, and not many Finnish people could be found. Older age groups were targeted at the airport, since the answers collected online would be mainly received from younger age groups. The total amount of answers was 102 and majority of the answers were received online.

The results were analysed by exporting the information from Webropol to Excel and producing figures and tables on Excel from the exported data. Some figures were also made with an online tool called Piktochart.

5.3 Validity and Reliability

Validity and reliability in research refer to correct information in the study and to the quality of the work. They measure that all the steps in the study are done correctly, that correct information is produced and that the results are consistent. A good quality study includes accurate documentation of the process and justification of the choices that have been made. All the choices should be written down and it should be clear how the process has developed and that the choices were correct. This way all the stages of the work can be identified, which brings credibility to the work. (Kananen 2013, 176-180.)

Validity means that the information in the research is correct. A survey is valid if it measures the correct information that is supposed to be measured. In quantitative research, validity includes for instance external validity, which refers to the generalisability of the results. In other words, external validity measures how well the results can be generalised and how true the results are in similar situations. In quantitative research a sample of the population that is being researched is often done, since the whole population might be too big to research. The sample should, however, correspond with the whole population. (Kananen 2013, 183-185.)

Reliability refers to the consistency of the results and when the research is repeated, the results should stay the same. If the measure is incorrect, it would also produce incorrect results and when repeated, the results would be the same. To ensure reliability, the measuring should be repeated. However, different phenomena may change over time and people's behaviours as well, which means that repeating the measuring does not always guarantee the reliability of the research. (Kananen 2013, 183-184.)

In this study, a sample of 102 was collected from the Finnish population of 5,5 million. Table 1 shows the correspondence between the sample and the population in this study. Statistics about the gender and education levels of the Finnish population was collected from Statistics Finland (stat.fi) for the table. Statistics about age groups and occupation were more difficult to find, since the options of the sample differed from the options of the population statistics. As an example, the statistics show the age groups of the population in three options which are under 15, 15-64 and over 65. The options in the sample are more detailed which makes it difficult to compare the two. (Statistics Finland 2018.)

Table 1. Background information of the population and sample

Background Information	Population	Population 5,5 million %	Sample 102 %
Gender	Female	51	69
	Male	49	31
Education level	Comprehensive education	28	10
	Upper secondary education	40	37
	Higher education	31	53

Table 1 illustrates the gender and education level of the population and the sample. There are some differences in the percentage of females and males between the population and the sample. In the sample, more females were reached than males. According to Statistics Finland, the gap between males and females is not high in the Finnish population, however, there are more females than males which was also the case in the sample. The education level percentages were mainly similar between the population and the sample. A difference between them was that majority of the sample belong to the higher education level whereas majority of the population belong to the upper secondary education level. These issues can affect the validity of the study, however, there were no major differences.

While collecting answers for the survey for instance at the airport, most of the respondents seemed to understand the questions well. This makes the results more consistent, since there were no misunderstandings. In question 8 the respondents were asked to answer to statements about Jordan on a scale from one to five, according to their knowledge or feeling. Some respondents who did not know much about Jordan found this question difficult to answer. Therefore, some respondents thought that for this question they need to know something about Jordan to be able to respond. This was the only issue with the survey, since some respondents felt like they cannot respond without knowledge. However, most of the respondents understood that they can answer based on a feeling if they do not have knowledge.

In this study, the questions in the survey were intended to measure the knowledge level and the images of Finnish people about Jordan and how they perceive Jordan as a travel destination. Question 8 with the scale from one to five measures the knowledge level, as well as the images that the respondents hold about Jordan. The question includes statements about Jordan in different aspects, for instance about the sights, activities, accessibility, food, terrorism or crimes in Jordan. Based on the answers, the knowledge level and

the images of Jordan can be detected. In question 7 the respondents could answer openly what comes to their minds about Jordan. Therefore, it measures the images that the respondents hold about Jordan. Question 10 examines the concerns that the respondents would have if they travelled to Jordan, which also results in information about the respondents' images about Jordan. The last question examines how willing the respondents are to travel to Jordan. The respondents could also tell the reason why they would not like to travel to Jordan. With this question, the opinions about Jordan as a travel destination can be discovered. To conclude, the questions used in the survey of this study are valid, since they measure the correct information that was intended to be measured.

6 Results

This chapter presents the results of the survey, divided into three parts which are background information, prior experience and preferences and images about Jordan. Figures and tables are supporting the data throughout the analysis.

6.1 Background Information

The first part of the survey consists of questions measuring the respondents' gender, age group, current occupation and education. The total amount of answers in the survey is 102. The male and female ratio of the respondents was 32 (31%) answers from males and 70 (69%) answers from females.

The survey link was shared on Facebook and on website forums including pallontal-laajat.net, suomi24.fi and etlehti.fi. It was rather difficult to receive answers online from males, since it seemed like females were more willing to answer a survey online. To get more attention from males, they were targeted more while collecting answers at the airport face-to-face. Males were also targeted more when friends and family shared the survey. In addition, the link was shared on the forum at etlehti.fi, to receive more answers from males.

Figure 5 shows the age groups of the respondents combined with their gender. The answer options were separated to six different age groups which are -20, 20-29, 30-39, 40-49, 50-59 and 60+. As can be seen from below, majority of the respondents (56%) belong to the age group 20-29. In this age group, there are 39 female and 18 male respondents. The second largest answer rate (18%) was from the age group 40-49 which includes twelve females and six males. The following age group with nine females and two males was 30-39. The age group 50-59 includes seven answers from females and three answers from males. Lastly, the age groups of under 20 and over 60 received the minority of the answers, with two answers from both genders in the age group of under 20 and one answer from both genders in the age group of over 60.

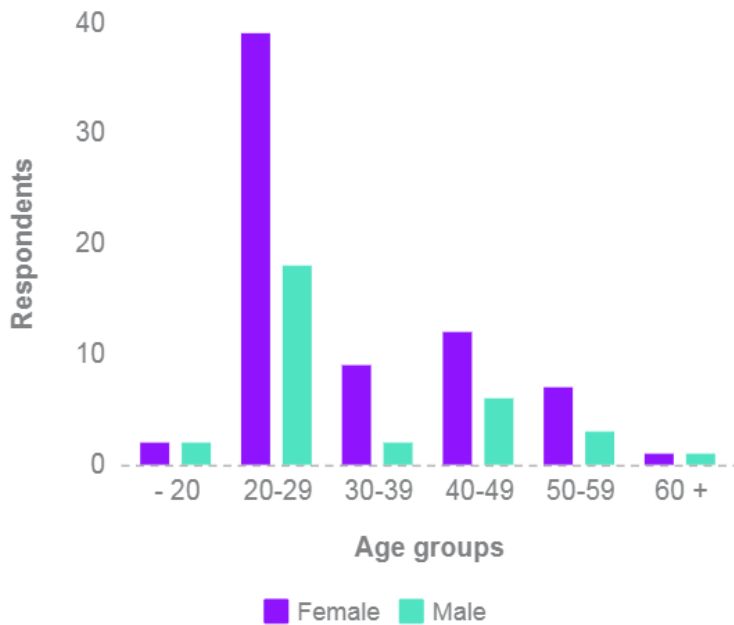


Figure 5. Age groups combined with the gender of the respondents (N=102)

Majority of the responses were received through website forums, Facebook and with the help of friends and family who shared the survey link online and in paper form. This might be the reason why most of the respondents belong to the age group 20-29. The forums at pallontallaajat.fi and suomi24.fi might have reached younger people whereas the forum at etlehti.fi might have reached older age groups. Another factor that could increase the number of respondents in the age group 20-29 is that most of the people reached through Facebook most likely belong to the same age group as the author. The age groups 40-49 and 50-59, for instance, were more easily reached at the airport and through the website forum at etlehti.fi. A couple answers from the age group of under 20 and over 60 were collected at the airport as well.

Figure 6 presents the current occupation of the respondents compared to their age groups. In this question, the respondents could choose multiple answers in case they have several occupations. The provided answer options were employed, unemployed, student, retired and other. The last option was open-ended, in case the provided options were not suitable.



Figure 6. Age groups combined with the occupation of the respondents (N=102)

The results show that approximately half (54%) of the respondents are employed and 42% are students. Two respondents are retired, one respondent is unemployed and two chose the open-ended option where they both answered entrepreneur. These two entrepreneurs were from age groups 20-29 and 40-49. According to figure 6, majority of the students belong to the age group 20-29. However, all age groups include students, except the 60+ where the two respondents chose retired as their occupation. In addition, employed respondents are included in all of the age groups except 60+. Majority of the respondents who are employed belong to the age group 20-29, which includes 26 answers. The second largest employed age group is 40-49 which includes 16 answers.

The age group -20 includes two employed respondents and two students. The age group 30-39 includes nine employed respondents and two students, and the age group 40-49 includes 16 employed respondents and one student. The age group 50-59 includes seven employed, two students and one unemployed respondent. Since majority of the respondents of the survey were from the age group 20-29, it might affect single questions' results in a way that the majority focuses on the same age group.

Figure 7 includes the education level of the respondents compared to their age groups. The education levels were listed according to the Finnish education system, which include comprehensive education from the first to the ninth grade, upper secondary education including high school or vocational school and higher education which includes universities and other higher-level education.

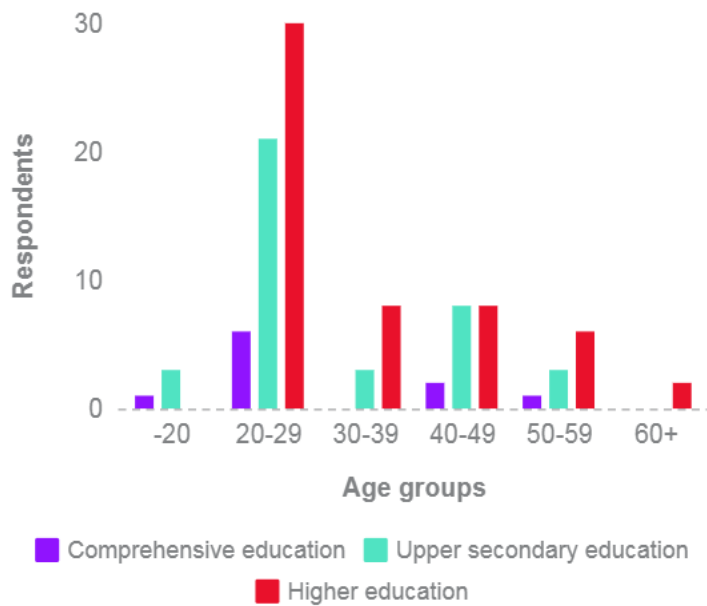


Figure 7. Age groups combined with the education level of the respondents (N=102)

Figure 7 above shows that approximately half (54) of the respondents belong to the higher education level. This includes all age groups except -20 where three respondents are in the upper secondary level and one is in the comprehensive level. Majority (54) of the respondents in all age groups from 20 to 60+ are higher educated, with 30 answers in the age group 20-29, eight answers in age groups 30-39 and 40-49, six answers in the age group 50-59 and the two respondents from the age group 60+ are higher educated as well.

The upper secondary level received 38 answers (37%), which includes all age groups except the 60+. The amount of upper secondary level answers was three in the age groups -20, 30-39 and 50-59, 21 answers in the age group 20-29 and eight answers in the age group 40-49. The comprehensive level received ten answers which were spread to all age groups except 30-39 and 60+. The amount of higher education respondents covered 53% of the total, the upper secondary level covered 37% and the comprehensive level 10% of the total amount of respondents (102).

6.2 Prior Experience and Preferences

The first question after the general information part was if the respondents have ever travelled to Jordan before. Results show that 93% of the respondents have never travelled to Jordan and 7% have visited the country before.

The following question was for those who have travelled to Jordan before. The question measured the purpose of the trip. The answer options were business trip, leisure trip, visiting friends/relatives and other, which was an open-ended option. Six out of seven of the respondents answered leisure trip and one respondent answered that the purpose was a business trip where the respondent joined with a husband.

One of the questions in the survey was not directly about Jordan but it measures preferences that people have when they travel abroad (figure 8). The question was “what interests you the most while travelling abroad?” and the purpose was to discover what Finnish people are looking for from their travels abroad and what they are interested in. The respondents were asked to choose three answers from the provided options which were sights, landscapes, local people, local food, local culture, art galleries/exhibitions, activities, extreme sports, the beach, shopping, history of the country, nature, animals and other where they could write if they had something else in their minds.

The figure reveals that three of the most interesting aspects while travelling abroad were local food, sights and landscapes which all received similar amount of answers (49, 48 and 47). The local food received majority of the answers (48%). It was mentioned earlier that young Finnish adults are interested in food and wine trips more than the older people, according to a travel research conducted by Kantar TNS. Since majority of the respondents belong to the age group 20-29, it could explain the high level of answers in this option.

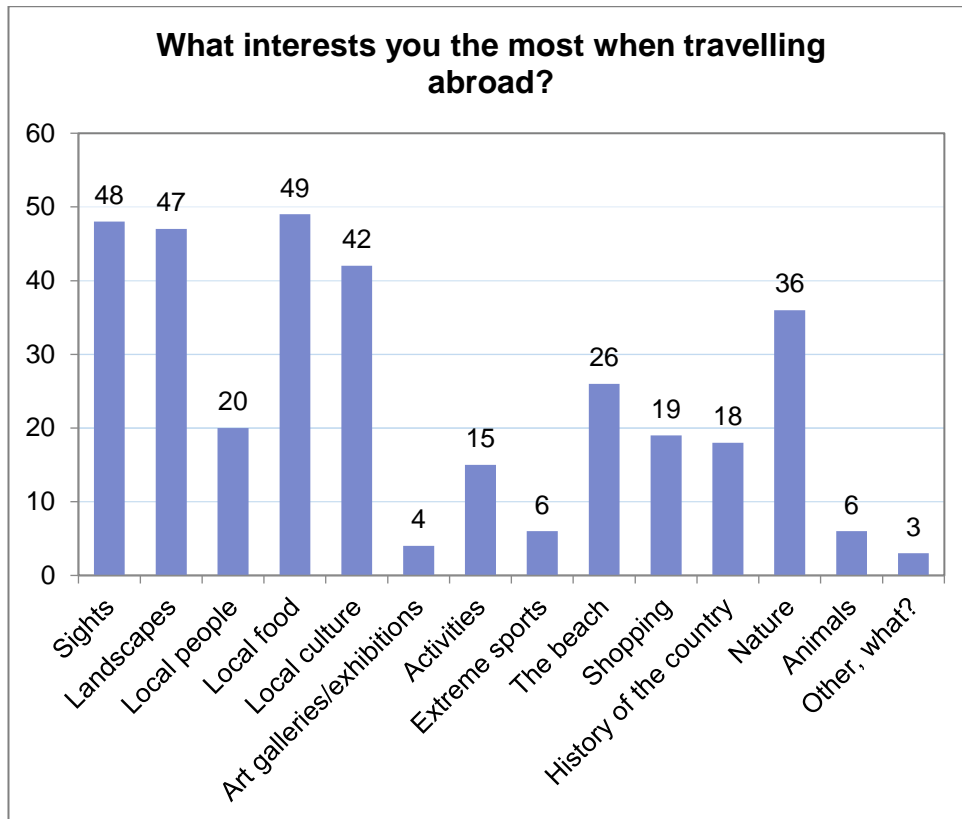


Figure 8. Preferences while travelling abroad (N=102)

Local culture and nature were also commonly answered, with 42 and 36 answers. Art galleries/exhibitions, extreme sports and animals received the least interest (four and six). It was also mentioned earlier that Finnish people travel to relax and that extreme trips are not common. This could explain the low number of answers (six) in extreme sports, for instance. The options that received several answers seem to be connected with relaxation in some ways, for instance nature and the beach are often perceived as relaxing. Therefore, Finnish people seem to prefer relaxation and exploring new cultures and landscapes, and the local food is an important aspect while travelling abroad. Additionally, three respondents answered in the open-ended option. One of them stated that unknown areas or destinations are interesting, or areas that most tourists have not found yet. Another answer was that the destination should be suitable for children. Lastly, one of the respondents answered that an interesting aspect while travelling is sports.

The following figure compares the differences between the male and female answers regarding the previous question where the respondents could choose three answers from the provided options. The question was “What interests you the most when travelling abroad?”. By comparing the answers between males and females, different preferences concerning the gender can be seen. The total amount of males was 32 and females 70.

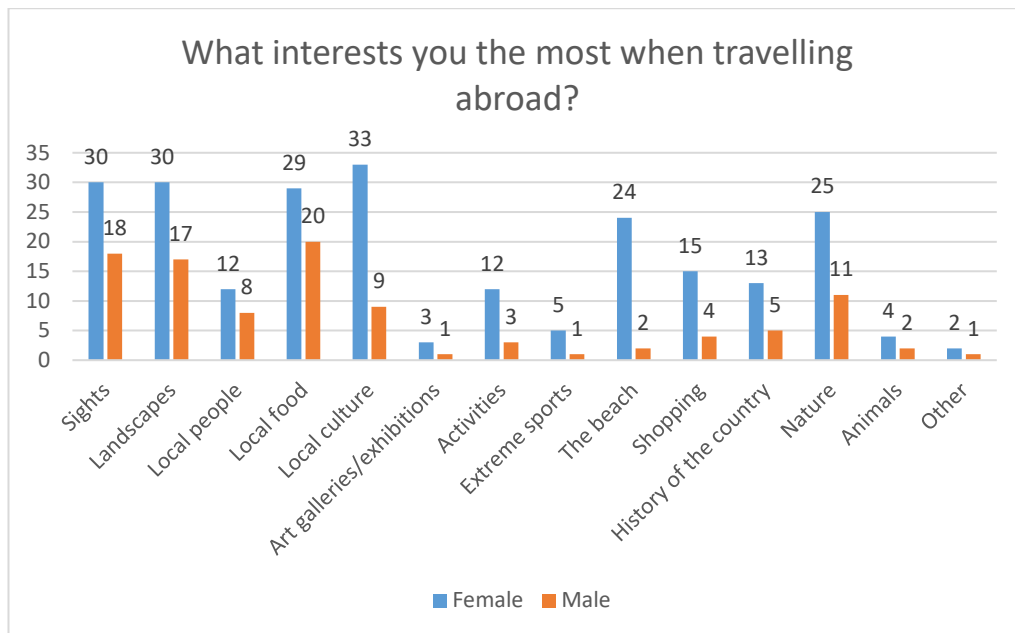


Figure 9. Preferences while travelling abroad combined with the gender (N=102)

Figure 9 shows that the female respondents were mostly interested in the local culture while travelling abroad with 33 answers, and the males were mostly interested in local food with 20 answers. As can be seen from the previous figure 8, local food was the most common answer when counting male and female answers together. However, there were differences between the preferences of males and females. Sights, landscapes and local culture received more answers from females than the local food, whereas the local food received most answers from males, followed by the sights and landscapes. The local culture, which was the most common answer for females received nine responses from males, which indicates that the males were not as interested in the local culture as the females. The males, however, were interested in sights, landscapes and nature more than the local culture.

The least interest within females received the art galleries/exhibitions and animals with three and four answers, whereas the least interest within males received the art galleries/exhibitions and extreme sports with one answer in both options. Compared to the total answers, there were no differences, since galleries/exhibitions, extreme sports and animals received the least answers in the previous figure 8 as well.

The males showed little interest in the beach while travelling abroad with two answers, whereas the females were interested in the beach with 24 answers. Nature received 25 answers from the females, which was almost the same amount as what the beach received. The males showed more interest in the nature with 11 answers, and local people received some interest from the males as well, with eight answers. The history of the

with the same, or similar word. Some of the most repeated words were Middle East, historical, unknown, desert, exotic and Petra. Most of the respondents also seemed to connect Jordan with warm, hot and dry climate. Sand and camels were also mentioned various times, connected with the desert. Four respondents commented that Jordan is a calm and safe country whereas more than seven respondents mentioned about unrest, unstable area, possible risks, unsafe area and problems in the Middle East. At least three respondents mentioned war, and one respondent answered war, bombs and local people, using a word that is often connected with racism. One respondent answered terrorism and dangerous. In addition, a couple respondents mentioned inequality.

Several respondents mentioned beautiful, interesting country or interesting culture and exotic. In addition, a few respondents answered that the people in Jordan are hospitable. The answer "unknown" appeared several times, which could indicate that many respondents do not know much about Jordan. A few respondents mentioned that Jordan is crowded and far away. Food was also mentioned a few times. Some of the respondents answered with full sentences as follows: "A warm Arab country and a nice holiday destination! Lots of things to see, for instance the Dead Sea and Petra.", "I first imagined that the country is located in Africa. Apparently, it is located in the Middle East, I imagine it to be similar to Egypt. Dry and hot.", "Nice people. Not an over touristic area yet like Egypt for instance.", "The old city of Petra, beautiful mountains can be seen from Eilat, by the the Dead Sea and the Red Sea, a calm Middle Eastern country.", "Unstable area, possible risks, interesting history and nature.". There were a lot of positive images and answers in this question, but also negative answers and concerns about the safety, for instance. Overall it seems like many respondents do not know much about Jordan but are interested in the country and the culture. The respondents seemed to be reserved but also interested about the country.

The next question examines the respondents' knowledge, images and assumptions about Jordan. The question includes 21 statements about Jordan and a scale from one to five where 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree and 5=strongly agree. The respondents were asked to choose a number from one to five for each statement according to their level of knowledge and to answer what they think. Table 2 below shows each statement and a percentage of the amount of answers on each number.

Table 2. Statements about Jordan, a scale from one to five (N=102)

	Strongly disagree %	Disagree %	Neither agree nor disagree %	Agree %	Strongly agree %
Dive site	11 %	25 %	41 %	17 %	7 %
A good beach holiday destination	8 %	25 %	50 %	15 %	3 %
Crimes	2 %	14 %	41 %	27 %	16 %
Pleasant atmosphere	1 %	6 %	29 %	37 %	27 %
Interesting culture	0 %	4 %	23 %	44 %	29 %
Shopping opportunities	3 %	15 %	35 %	29 %	18 %
Historical sights	1 %	11 %	20 %	41 %	27 %
A good city holiday destination	4 %	11 %	50 %	28 %	7 %
Good traffic connections	7 %	17 %	42 %	24 %	10 %
Friendly people	10 %	12 %	40 %	32 %	7 %
Political unrest	2 %	12 %	45 %	36 %	5 %
Activities	6 %	16 %	51 %	24 %	3 %
Terrorism	5 %	18 %	39 %	32 %	6 %
Religious sights	1 %	6 %	38 %	37 %	19 %
Safe	5 %	10 %	48 %	28 %	9 %
Diverse accommodation options	6 %	10 %	57 %	24 %	4 %
Easily accessible	9 %	25 %	46 %	19 %	2 %
Interesting sights	3 %	11 %	34 %	44 %	8 %
Beautiful landscapes	1 %	7 %	36 %	46 %	10 %
Can do well with English	7 %	22 %	45 %	24 %	3 %
Delicious food	3 %	7 %	39 %	35 %	16 %

As can be seen from above, majority of the answers were focused on number three which means that the respondents neither agreed nor disagreed. This could indicate that the respondents do not know much about Jordan or they do not have clear opinions about the statements. The first statement Jordan is a dive site received 41% of answers for neither agree nor disagree. 25% disagreed with the statement and 17% agreed. Thus, majority seemed to think that Jordan is not a dive site. The next statement received similar answers, meaning that majority of the respondents did not think that Jordan is a good beach holiday destination. Number three (neither agree nor disagree) received majority (41%) of the answers in the next statement as well, which was about crimes in Jordan. However, most of the remaining answers in this statement were focused more on the agree side than the disagree side, which means that many respondents agreed to the statement that there are crimes in Jordan.

The next statement is about pleasant atmosphere in Jordan. Most of the respondents (37%) answered agree which means that they think the atmosphere in Jordan is pleasant. Most of the remaining answers in this statement were focused on neither agree nor disagree and strongly agree. 44% of the respondents agreed that the culture in Jordan is interesting. No one strongly disagreed with this statement and most of the answers were focused on agree and strongly agree. The respondents also agreed that there are historical sights, interesting sights and beautiful landscapes in Jordan with the percentages of 41%, 44% and 46%. A few statements received more answers on number three than others. These statements were: Jordan is a good city holiday destination, political unrest, activities, Jordan is safe, diverse accommodation options, easily accessible and can manage with English. The percentage of the answers in these

statements were 45% or more for neither agree nor disagree, which could mean that the respondents were unsure, did not know about those topics or did not have an opinion.

32% of the respondents agreed with the statement that there are friendly people in Jordan, which was the second largest percentage after neither agree nor disagree in this statement. 32% of the respondents agreed with the statement that there is terrorism in Jordan and 18% disagreed. However, majority (39%) answered neither agree nor disagree. The most answers for number five (strongly agree) from all the statements received interesting culture (29%) whereas the most answers for number one (strongly disagree) received dive site (11%), which means that the respondents had strong opinions for these two statements. Otherwise, the answers were mostly focused on neither agree nor disagree.

Table 3 reveals the 21 statements with the number of answers on each statement and on each number from the scale 1-5, and the average for each statement. The numbers in the scale start from totally disagree (1) to totally agree (5). The statement with the highest average is placed on top and the statement with the lowest average is placed on the bottom.

Table 3. Average of the statements, a scale from one to five (N=102)

	1	2	3	4	5	Average
Interesting culture	0	4	23	45	30	3,99
A pleasant atmosphere	1	6	30	38	28	3,83
Historical sights	1	11	20	42	28	3,83
Religious sights	1	6	39	38	20	3,67
Beautiful landscapes	1	7	37	47	10	3,57
Delicious food	3	7	40	36	16	3,54
Shopping opportunities	3	16	36	30	19	3,44
Interesting sights	3	11	35	45	8	3,43
Crimes	2	14	42	28	16	3,41
Political unrest	2	12	46	37	5	3,30
Safe	5	10	49	29	9	3,26
A good city holiday destination	4	11	51	29	7	3,24
Terrorism	5	18	40	33	6	3,17
Friendly people	10	12	42	33	7	3,14
Good traffic connections	7	18	43	25	10	3,13
Diverse accommodation options	6	10	58	24	4	3,10
Activities	6	16	53	25	3	3,03
Can manage with English	7	22	46	24	3	2,94
Dive site	11	26	42	17	7	2,83
Easily accessible	9	25	47	19	2	2,80
A good beach holiday destination	8	26	51	15	3	2,80

The table shows that the highest average is 3,99 for interesting culture, which means that majority of the respondents think that the Jordanian culture is interesting. The statements with the highest average (3,54 or higher) were delicious food, beautiful landscapes, religious sights, historical sights, pleasant atmosphere and interesting culture. This means that several respondents agreed to these statements. The lowest average was 2,80 for easily accessible and a good beach holiday destination, which means that majority think that Jordan is not easily accessible from Finland and that it is not a beach holiday destination. The statements with the lowest average (3,03 or lower) were activities, can manage with English, dive site, easily accessible and a good beach holiday destination. This means that many respondents disagreed with these statements.

The respondents seemed to be more aware of the historical and religious sites in Jordan than for instance the beach and diving sites. The respondents also seemed to believe that there are more crimes and political unrest in Jordan than terrorism. The average of the crimes statement was 3,41, the average of the statement for political unrest was 3,30 and for terrorism 3,17. Thus, there were more answers for agree than for disagree in these statements. These results could indicate that some of the respondents think that Jordan is unsafe and restless. However, the statement Jordan is safe received an average of 3,26 which is higher than the average for the terrorism statement. This may indicate that some of the respondents still think that Jordan is safe.

Overall, the table shows that some of the respondents believed that there are safety issues or unrest in Jordan, however, majority seemed to be positive about the landscapes, atmosphere and culture in Jordan. These aspects stood out more in the table than the crimes or terrorism, for instance. More detailed statements such as good traffic connections and diverse accommodation options were more unknown for the respondents. In addition, majority of the respondents seemed to be unsure for instance about the activities in Jordan and whether they could manage with the English language.

The following question measures the factors that the respondents would worry about if they travelled to Jordan. The provided answer options were the locals' attitudes towards tourists, hygiene, safety, crimes, language barriers, lack of things to do and different traffic culture. Additionally, the respondents could provide their own answers in case the provided options were not suitable. In this question, the respondents could choose several options. This way the number of respondents from the total can be seen separately in each option.

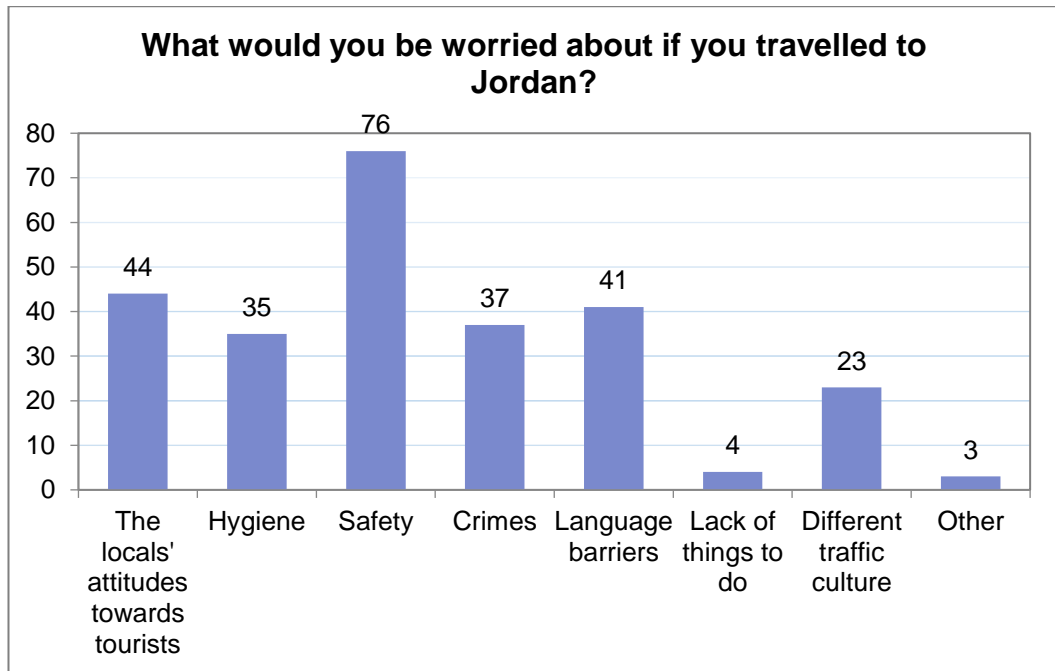


Figure 11. Concerns about Jordan (N=102)

Figure 11 reveals that the respondents would be worried about safety if they travelled to Jordan. This option received 75% of answers from the total of 102 respondents, which is the majority compared to the other answer options. 43% of the respondents would be worried about the locals' attitudes towards tourists, which could indicate that the respondents are not familiar with the locals or that they have negative assumptions about them. The statement "can manage with English" in the previous question resulted in a lower average than three, which means that many of the respondents think that it would be hard to manage with English in Jordan. Similar results could be seen in this question, where 40% would be worried about language barriers when travelling to Jordan.

The respondents were not as worried about crimes or hygiene, which received 36% and 34% of the total. The least answers received different traffic culture (23%) and lack of things to do with four answers. The results show that safety stands out from the other options, which could indicate that the respondents would not feel safe travelling to Jordan. In addition, a few respondents added that they would be worried about money and culture shock if they travelled to Jordan.

The two largest age groups in this study are 20-29 (56%) and 40-49 (18%). Since two different generations are represented, the responses about their concerns about travelling to Jordan are compared with each other in figure 12. Thus, possible differences in responses between the two generations could be discovered. 57 respondents are from the age group 20-29 and 18 respondents from the age group 40-49.

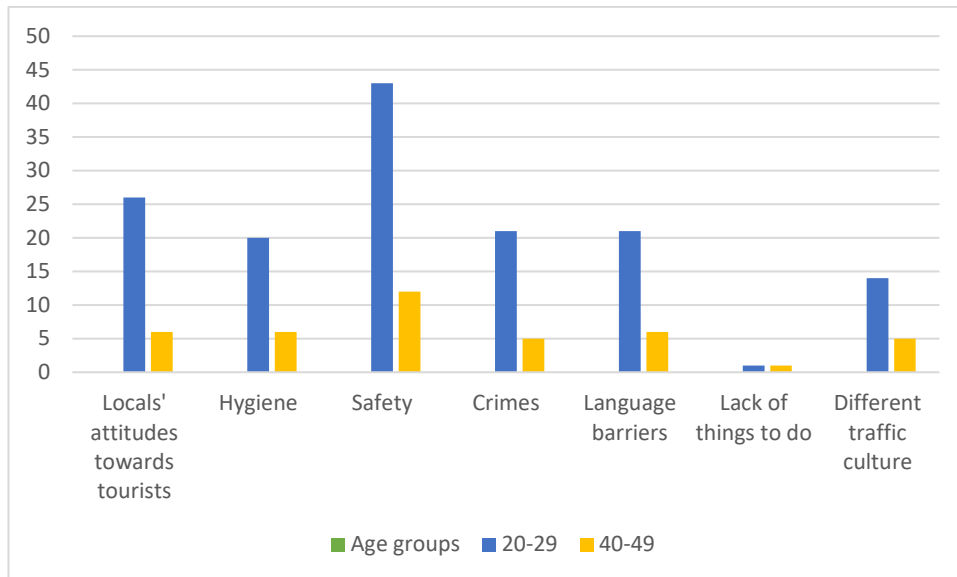


Figure 12. Concerns about Jordan combined with the two largest age groups (N=102)

As can be seen from the figure, safety was the highest concern for both age groups. The answers from the age group 40-49 were divided quite evenly for the rest of the options. The respondents were not worried about lack of things to do since the number of answers in this option was one from both age groups. The younger generation seemed to be more concerned about the locals' attitudes towards tourists than the older generation, since the distinction between the answers in this option and other options such as crimes and language barriers was bigger in the younger age group. Locals' attitudes towards tourists, hygiene and language barriers all received six answers from the older generation whereas locals' attitudes towards tourists received five more answers than the crimes and language barriers from the younger generation.

The difference between the two age groups is that the older age group seemed to be more worried about hygiene than crimes, whereas the younger age group seemed to be more worried about crimes than hygiene. However, the distinction between these two was small. Different traffic culture and crimes both received five answers from the older age group whereas the younger age group was not as worried about the traffic culture as about the other options. All in all, the older generation seemed to be worried about most of the provided options quite evenly, whereas the distinction between some options was more visible in the younger generation's answers.

The last question in the survey measures the willingness to travel to Jordan. The respondents were asked if they would like to travel to Jordan. The answer options were yes, I don't know and no. If the respondents answered no, they could also provide the reason.

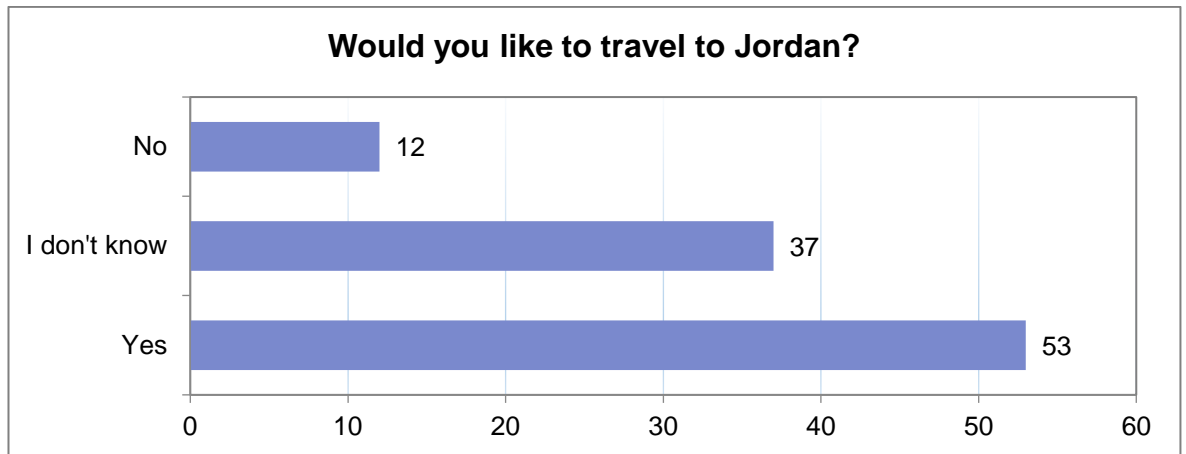


Figure 13. The willingness to travel to Jordan (N=102)

As can be seen from figure 13, 53 respondents would like to travel to Jordan, which covered 52% of the total. 37 respondents did not know if they would like to travel to Jordan, which covered 36% of the total. Minority of the respondents answered that they would not like to travel to Jordan, which covered 12% of the total. Many of the respondents who answered no, commented that they feel that the country, area or the location is unsafe. Some of the answers were as follows: "Not at the moment because of the war and general unrest in the area.", "The Middle East area is too volatile at the moment.", "Too big of a risk, if something happened, I would be in real trouble.", "The culture in Muslim countries is unpleasant". One of the respondents commented that the reason is the local people, referring to the local people with a word that is often connected with racism. Two respondents answered that the country is not interesting for them, one answered that Jordan is too far away from Finland and one said that he/she has already visited the country before.

7 Discussion

When reflecting to the 10 A's of successful tourism destinations by Morrison (2013), some aspects of Jordan as a tourism destination were positive to the respondents and some were negative. According to the results of this study, attractiveness was a positive aspect, since majority seemed to be interested in the culture, sights and landscapes in Jordan. Majority agreed that there are beautiful landscapes, pleasant atmosphere, interesting sights and delicious food in Jordan even though 93% had not visited the country before. If the results of this study were generalised to the population of Finland, a conclusion could be drawn that Finnish people seem to perceive Jordan as an attractive destination.

The awareness, meaning the knowledge about Jordan, seemed to be limited according to the results. The amount of knowledge about Jordan was quite minimal, however, the type of information that the respondents had, seemed to be confined to certain matters. These matters were religious and historical sights. Majority agreed that there are religious and historical sights in Jordan, which indicates that the Finns seem to know about these matters. However, the question with the scale did not provide open-ended options, which means that the respondents could only answer to the provided options and not provide their opinions about other matters in Jordan. On the other hand, in another question the respondents could write what comes to their minds about Jordan, and majority also mentioned historical aspects.

The assurance, meaning safety, was quite strongly visible in the results. Majority of the respondents were in the middle, did not agree or disagree with Jordan being safe. Majority were also mostly concerned about the safety issues when thinking about travelling to Jordan and some respondents had strong opinions about Jordan not being safe due to the location, for instance. When it comes to access, the respondents often mentioned that Jordan is far away and difficult to access.

In general, the results show that the image of Jordan in Finland is mainly positive, however, there are certain concerns, about safety in particular. The respondents seemed to be interested about Jordan and what it has to offer, and the country is seen as exotic and beautiful. However, the image of the area not being safe might prevent them from travelling there. Since many respondents answered "unknown" to the open-ended question, it also shows that people hold little knowledge about the country. Many respondents seemed to be reserved and uncertain about Jordan as a travel destination due to the location in the Middle East and the general unrest in the area. Figure 14 shows the main images that the respondents hold about Jordan.

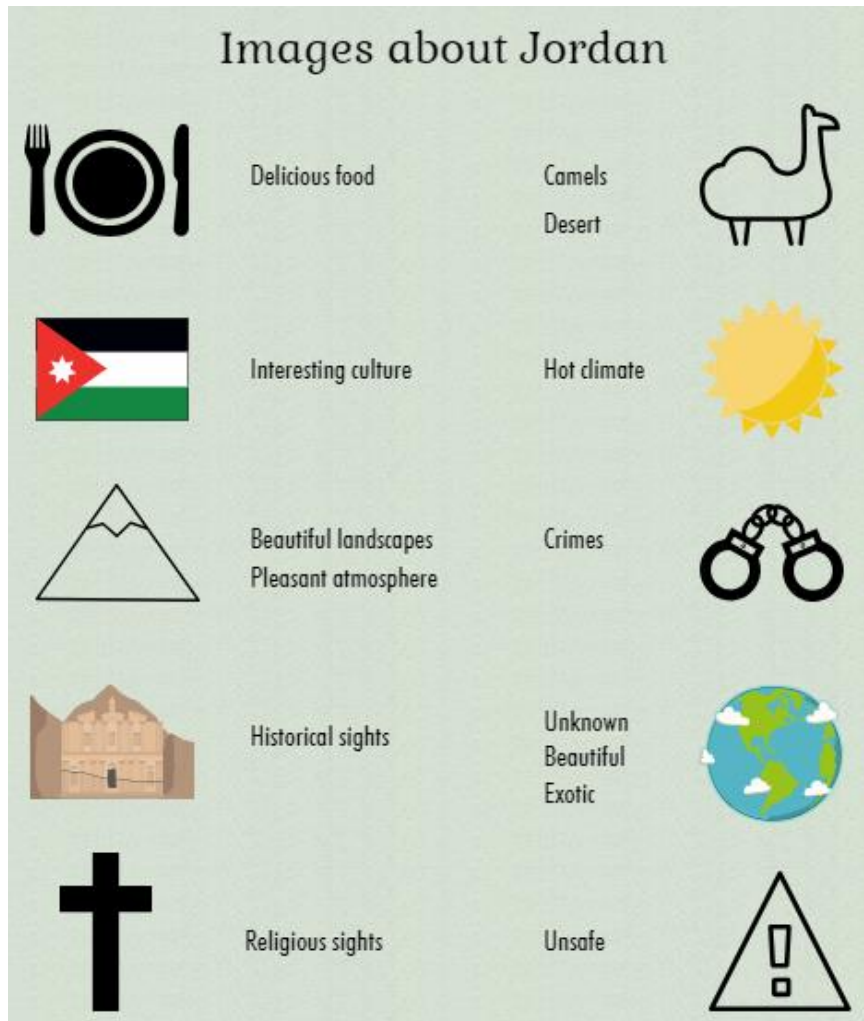


Figure 14. The main images about Jordan

The results show that majority of the respondents want to travel to Jordan, despite the uncertainty that came across in parts of the results. The uncertainty in the results seemed to be related to negative thoughts and unsafe feelings about the Middle East area, which was the reason for most to not wanting to travel to Jordan. As mentioned before, the respondents seemed to be interested about the culture, landscapes, sights, atmosphere and food in Jordan, which may be the reasons why majority wants to travel to Jordan. The main concerns (figure 15) according to the results were safety, locals' attitudes towards tourists, crimes, language barriers and hygiene. These were the issues that the respondents would worry most about, if they travelled to Jordan.



Figure 15. The main concerns about Jordan

Regarding the trustworthiness of the results, most of the results were collected online, which means that the respondents could answer without the pressure of someone being present. In addition, the responses were anonymous, which made it easier for the respondents to answer truthfully. The purpose of the study, and how the data will be used was also stated in the survey to build trust. However, there is always a chance that someone did not answer truthfully, which may affect the results.

7.1 Suggestions

Based on the results from this study, suggestions for future improvements may be useful for improving the image of Jordan and for further research. The air transportation could be improved, since currently it seems difficult to reach Jordan especially from locations like Finland. From my own experience while visiting Jordan, I also noticed that the transportation inside the country was quite inefficient. More connections and clearer timetables for public transportation could be useful. Since people seem to be very much aware of historical sights, other sights or the natural aspects of Jordan could be promoted more. Jordan should keep promoting its beautiful landscapes, food, atmosphere and all the possibilities that it offers, and to focus on the positive sides. For further research about the topic, a

more in-depth study with open-ended questions could be useful, to receive more reasons behind opinions and a deeper understanding.

7.2 Evaluation

This thesis process was a great learning experience and an interesting process for me. Tourism destinations and how they are marketed and developed is an interesting topic for me and I am glad to have found this specific destination as my thesis topic. During my future travels to Jordan, I will certainly look at the country from different aspects than during my first visit before the thesis process. What gave me more motivation throughout the process was that the topic was interesting to the commissioner and perhaps to Jordan as well. In addition, Jordan did not seem like a common tourism destination research topic, especially in Finland, and it is not a common travel destination among Finns either. Therefore, it was interesting for me to study the images that Finnish people have about Jordan and maybe increase the awareness about this country in Finland.

During the process not only did I learn more about Jordan and the Middle East, but also about destination image and information related to it. I also improved my writing skills and time management skills, since the process was quite short, starting in September 2018 and ending in December 2018. I learned how to conduct a quantitative survey and interviewing people face-to-face gave me more useful experience as well. I learned to look at the process and work from different perspectives, due to the conversations with the supervisor and the commissioner. Going through the results, I understood the respondents' different opinions and feelings, and learned to be more objective.

To my mind, the thesis process and the end result were successful. With more time, the results could have been more diverse. It would have been useful to spend more time collecting the answers. There were 102 answers in this study, however, the majority were females and from a younger generation. Spending more time on the data collection could have increased the number of male answers and brought more variety to the age groups as well. The date of collecting answers at the airport was also not the best possible, since it was a Monday. If the data were collected for example on a weekend, perhaps it could have reached more respondents.

To conclude, the process strengthened many of my skills and taught me new important skills as well. In addition, the process made my future career plans and the ideas that I have clearer. I believe that the skills I strengthened and learned will be useful in my future career.

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Appendices

Appendix 1. The survey used in this study

Suomalaisten matkailijoiden imago Jordaniasta matkailumaana

Tämän kyselyn on tehnyt Haaga-Helia ammattikorkeakoulun opiskelija osana opinnäytetyötä, joka tutkii suomalaisten imagoa Jordaniasta matkailumaana. Opinnäytetyön toimeksiantaja on Honorary Consulate of Jordan, Helsinki (Jordanian kunniakonsulaatti, Helsinki). Kyselyn tuloksia hyödynnetään mahdollisesti Jordanian markkinoinnin edistämiseksi matkakohteena.

Kyselyyn vastaaminen tapahtuu nimettömänä ja kestää noin 5 minuuttia.

1. Olen *

- Nainen Mies

2. Ikä *

- 20
 20-29
 30-39
 40-49
 50-59
 60 +

3. Asema *

- Työssäkäyvä
 Työtön
 Opiskelija
 Eläkeläinen
 Muu, mikä?

4. Koulutus

- Peruskoulu Lukio/ammattikoulu Korkeakoulu

5. Oletko koskaan matkustanut Jordaniaan? *

- Kyllä En

6. Jos vastasit kyllä, mikä oli matkan tarkoitus?

- Työmatka
 Vapaa-ajan matka
 Vierailu sukulaisten/ystävien luona
 Muu, mikä?

7. Mitä sinulle tulee ensimmäisenä mieleen Jordaniasta? Luettele muutamalla adjektiivilla tai sanalla. *

8. Jordania/Jordaniassa on: *

Arvioi väittämiä oman mielipiteesi mukaan asteikolla 1-5 (1=täysin eri mieltä, 2=jokseenkin eri mieltä, 3=ei samaa eikä eri mieltä, 4=jokseenkin samaa mieltä, 5=täysin samaa mieltä)

	1	2	3	4	5
Sukelluskohde	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hyvä rantalomakohde	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rikollisuutta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Miellyttävä tunnelma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mielenkiintoinen kulttuuri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoppailumahdollisuuksia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historiallisia nähtävyyksiä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hyvä kaupunkilomakohde	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hyvät kulkuyhteydet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ystävällisiä ihmisiä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poliittista levottomuutta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aktiviteetteja ja tekemistä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terrorismia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uskonnollisia nähtävyyksiä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turvallinen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monipuolisia yöpymismahdollisuuksia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helposti saavutettavissa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kiinnostavia nähtävyyksiä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kauniita maisemia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pärjää englanninkielellä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hyvää ruokaa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Valitse kolme asiaa jotka kiinnostavat sinua eniten matkustaessasi ulkomaille *

- Nähtävyydet
- Maisemat
- Paikalliset ihmiset
- Paikallinen ruoka
- Kulttuuri
- Taidegalleriat/näyttelyt
- Aktiviteetit
- Extreme-lajit, kuten kiipeily tai sukellus
- Ranta
- Shoppailu
- Maan historia
- Luonto
- Eläimet
- Muu, mikä?

10. Mitkä asiat huolestuttaisivat sinua eniten jos matkustaisit Jordaniaan? *

- Paikallisten suhtautuminen turisteihin
- Hygienia
- Turvallisuus
- Rikollisuus
- Kielimuuri
- Tekemisen puute
- Erilainen liikennekulttuuri
- Muu, mikä?

11. Haluaisitko matkustaa Jordaniaan?

- Kyllä
- En tiedä
- En, miksi?

