

# INSIGHTS INTO THE TOURIST MOVEMENT BETWEEN TURKEY AND JORDAN

Dr. Ziad Alrawadieh<sup>1</sup>, Zaid Alrawadieh<sup>2</sup>

## Abstract

This paper aims at providing insights into the tourist movement between Turkey and Jordan. General travel motivations of tourists from both countries are identified and collaborative efforts to promote tourism movement between the two countries are discussed. The study also aims at evaluating the Turkish tourism potential for Jordanian tourist market and the Jordanian tourism potential for Turkish tourist market. One of the highlight findings of this paper is that while Turkey's share of Jordan's outbound tourism seems to increase in the coming years, Jordan's share of Turkey's outbound tourism is not expected to grow. The paper offers recommendations that can help government decision makers and tourism stakeholders in Turkey and Jordan promoting tourist movement between the two countries.

**Keywords:** Tourism movement, Travel motivation, Destination marketing, Turkey, Jordan

## Introduction

Turkey and Jordan are two Mediterranean destinations gifted with a very rich cultural and historical heritage that dates back to many thousands years ago. They both share the inheritance of different civilizations in the old and medieval ages like Greeks, Romans, Byzantines and Ottomans. For almost four centuries, the Levant Region (which includes Jordan, Syria, Lebanon, and Palestine) was an integral part of the Ottoman Empire. The importance of Jordan during the Ottoman era was derived from its strategic location on the pilgrimage route where, in early 1900, the Ottomans constructed the Hijaz Railroad line to facilitate the movement of pilgrims to the sacred places in Mecca and Medina (Harding, 1967). In addition, many Ottoman forts were built in the region to protect the pilgrimage routes (Daher, 2007), ten of them are located in today's Jordan.

<sup>1</sup> Dean of the Faculty of Tourism and Hospitality, Assistant Professor in the Department of Tourism Management, the University of Jordan/ Amman Jordan. alrawadieh@yahoo.com.

<sup>2</sup> Ph.D. candidate in the Department of Tourism Management, Institute of Social Science, University of Istanbul/ Turkey. zaid\_rawadieh@yahoo.com.

Turkey seems to have made very little use of the Golden Age of Ottoman dominance in the Arab lands (Ashworth, Graham & Tunbridge, 2007). Only in 1990's onwards the Turkish government started to rebuild political ties with their Arab neighbors on stronger bases along with the efforts to diversify its tourism product and forge a more sustainable and attractive pattern of tourism development (Hazbun, 2004). Rebuilding these ties resulted in increasing the number of tourists from all over the Arab world who are heading to Turkey every year. Such growth started to be more evident with the outbreak of uprisings in a number of Arab countries resulting in a decline in arrivals and tourism revenues in these destinations. For instance, in Tunisia and Egypt the international arrivals declined with 31 percent and 33 percent over 2010, and international tourism revenues dropped with 51 percent and 26 percent respectively. Tourism in the Middle East was effected by the consequences of the Egyptian uprising and the Syrian crisis, with a drop in international arrivals of 41 percent in Syria, 24 percent in Lebanon and 16 percent in Jordan (Weigert, 2012). Under these complicated circumstances, Turkey was among the most favored destinations for Arab tourists who sought to avoid travelling to the unsafe destinations. The common religious background of both Jordanian and Turkish people and the long period of coexistence affected significantly their cultural and social values. Many old traditional houses in Jordan have the Ottoman architectural influence, especially in Salt city, in vicinity of Amman, where houses are famous with their classical long-arched windows (Mustafa, 2012). Another aspect of the deep integration between Turks and Jordanians is the popularity of Turkish cuisine in Jordan, Jordanians today are fond of Baklava and Donor Kebab offered by many Turkish restaurants spread throughout the country (Albala, 2011). Moreover, Jordanian and Turkish people are both considered hospital, warm, and generous. Such shared values and principles encourage Jordanians to choose Turkey for spending their vacations.

The Turkish Airlines was the catalyst since the end of 1990s when it has made Istanbul the hub for passengers travelling abroad at very convenient prices. It succeeded in cutting down the cost of travel to the Turkish tourist destinations contributing significantly in branding Turkey in the Mediterranean tourist markets and later in the international ones. This success is attributed to the right strategies adopted by the Turkish national carrier and the alliances built with the competing carriers in order to reduce cost, maximize revenues, generate profit, and increase the geographical coverage (Alrawadieh, 2011). Yet, the Jordanian outbound tour operators have started to build partnerships with the national full and low-cost carriers such as Royal Jordanian, Royal Wings, and Jordan Aviation in order to operate trips exclusively for their customers so that prices can be affordable by the middle- class tourists with their extended families. Besides that, the governments of the two countries have fostered the movement of people by permitting the

entrance for 90 days without the need for acquiring a visa (Kaya, 2012). The influx of Jordanian tourists to Turkey has increased dramatically from 25.770 tourists in 1995 to 96.562 tourists in 2010 with a change that exceeded 275 percent (Kirişci, 2011).

Turkey and Jordan are two countries where tourism plays a fundamental role in the national economy, helps enhancing the mutual understanding and contributes in deepening the social and cultural ties between two nations who truly share common values. However, little seems to be known about the tourist movement between Turkey and Jordan, therefore, this paper aims at filling the gap and contributing to the body of knowledge. It is hoped that this paper would help government decision makers and stakeholders in tourism sector in both countries implementing strategies and plans in the light of better understanding of the Turkish and Jordanian tourism market.

## **Methodology**

The primary purpose of this study is to offer insights into the tourist movement between Turkey and Jordan. For this purpose, secondary data available in the governmental bodies in both Turkey and Jordan were used to determine the number of tourists from both countries during the last years, reasons of travel, average of expenditure and average number of overnights. Along with the secondary data, a qualitative approach through semi-structured interviews was used to collect data from a number of Turkish and Jordanian travel agencies. Interviews were conducted with travel agencies based in Istanbul and Amman.

Ten of the most leading Turkish travel agencies that promote and sell tour packages to Jordan were contacted, only two of them accepted to participate in this research. On the other hand, six of the most well-known Jordanian travel agencies that promote and sell tour packages to Turkey were contacted and three of them accepted to take part in this project.

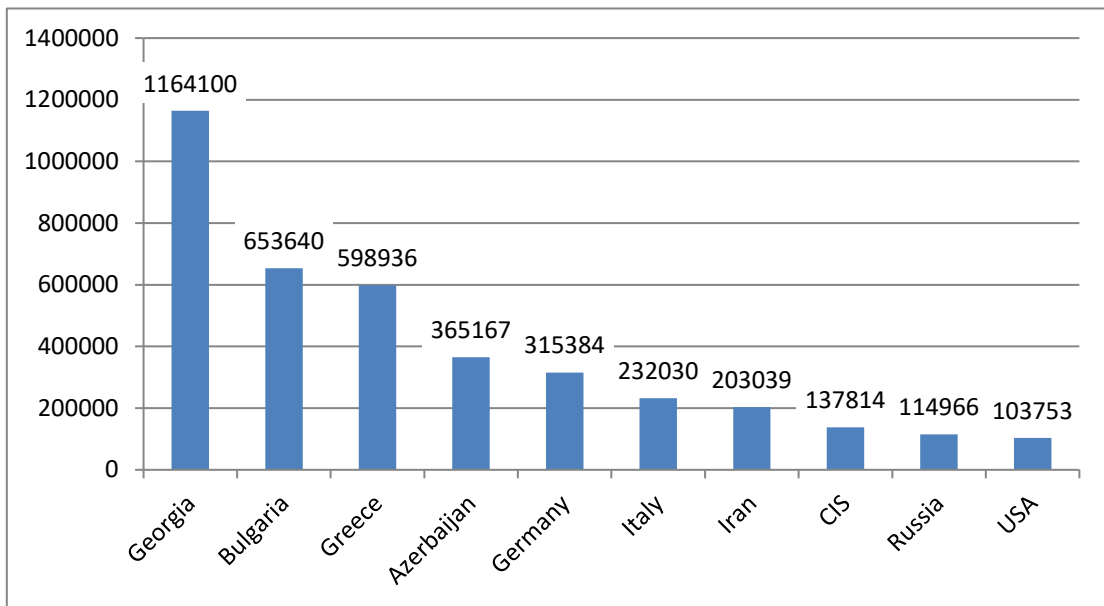
When participants consented, the interviews were digitally recorded and then examined several times to transcribe thoughts and feelings. While when they preferred not be recorded, authors only took notes during the interview. Each interview took around 20-35 minutes. Interviews were carried out during August and September 2014. The findings were discussed throughout the paper.

## Turkey's Outbound Tourism

In 1980s onward, the outbound Turkish tourist demand has significantly increased as a result of the liberalization of the Turkish economy and the abolishing of restriction policies on travelling abroad (Halicioglu, 2010). The economic growth that the country witnessed in the last decade with its reflection on the income level and purchasing power is probably one of the main reasons beyond the increasing number of Turk tourist traveling abroad. According to the Turkish Statistical Institute, the number of Turk tourists travelling abroad increased from about 3.6 million in 2003 to more than 8 million in 2013 (TÜİK 2014). The number of Turks travelling abroad is expected to double in less than a decade if the current average growth rate for Turkey's outbound tourism demand holds (Halicioglu, 2010).

As it is showed in Figure 1, Georgia is the most visited destination by Turk tourists, followed by Bulgaria, Greece and Azerbaijan. Interestingly, Turkey shares land borders with these destinations. In case of Georgia, it can be expected that abolishing of restriction policies on travelling encourages Turks to choose it as a tourist destination, while visiting relatives and friends can be considered among the most potential travel motivations to Bulgaria, Greece and Azerbaijan.

**Figure 1: Top 10 Destinations Preferred by Turk Tourists in 2013**

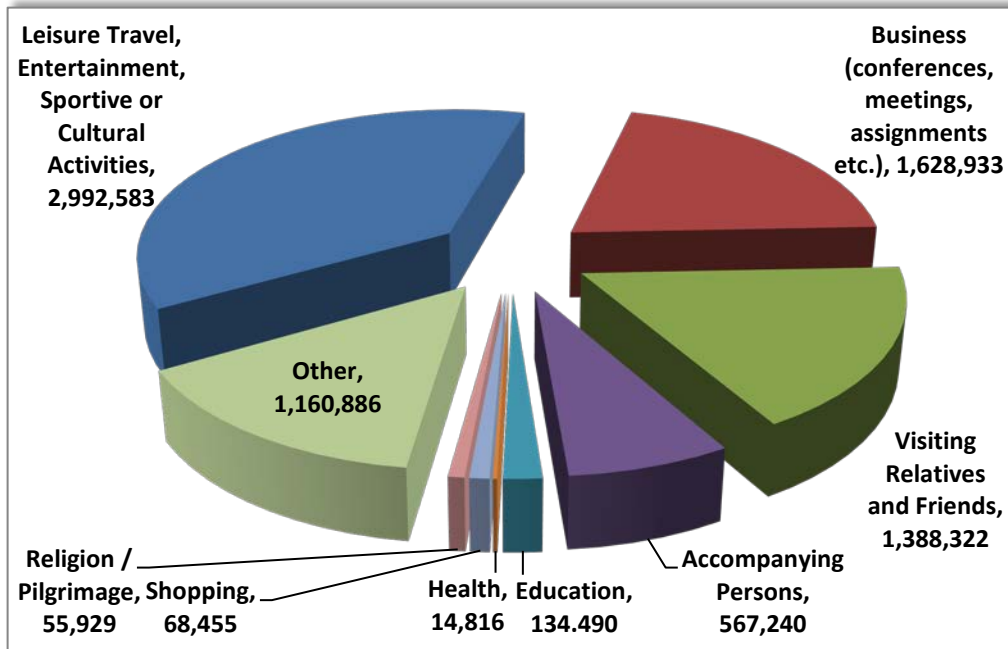


TÜİK's statistical report 2014.

In terms of travel reasons, about 37 percent of Turk tourists travelling abroad in 2013 were motivated by leisure travel, entertainment, sportive or cultural activities, about 20 percent

travelled for business (e.g., conferences, meetings, assignments) and about 17 percent travelled to visit relatives and friends. As illustrated in Figure 2, medical tourism and religion tourism come in the last place. (TÜRSAB, 2014).

**Figure 2: Travel Motivations of Turk Tourists in 2013**



(TÜRSAB, 2014)

In the last ten years, the average of Turkey's outbound tourism expenditure is about \$827 per capita, and the average number of overnights is about 18 nights per capita<sup>1</sup>. Therefore, Turkey can be considered as a potential tourists-sending market that should not be overlooked, especially for a country like Jordan where tourism sector is a milestone for its economy.

### Jordan as a Tourist Destination

Along with the efficient infrastructure, social and political stability, and the availability of potential tourism services providers, Jordan is gifted with a number of historical and archeological sites that constitute its tourism's main points of power. While Jordan is also considered as a potential destination for different types of tourism such as eco-tourism (Alrawadieh, 2013), medical tourism (Connell, 2006) and religious tourism (Bader, 2012), the country seems to be more perceived as a destination for cultural tourism. This is actually confirmed by the British archeologist Harding, who served in Jordan as the Chief Curator of

<sup>1</sup>The authors tried to obtain information about the average of expenditure and average number of overnights spent by Turk tourists in Jordan during the last five years. However, they received an official letter from the Turkish Statistical Institute (TÜİK) in August 26th 2014 stating that the available data is not computed according to visited destinations.

Antiquities from 1936 to 1956 by saying: “Only few countries can boast of two such unique sites within their boundaries as Petra and Jerash” (Harding: 1967 Introduction). Jordan has been a destination for about 5.3 million tourists in 2013 (Jordanian Ministry of Tourism and Antiquities, 2013), generating a receipt of 2923 Million JOD (statistical reports of MoTA according to Jordan Central Bank 2013). Therefore, no doubt that for a country like Jordan inhabited by a population of approximately 6 million and half, tourism is a sector that plays a fundamental role.

The Arab countries constitute the most potential demand for the Jordanian tourism market. The statistics show that during 2009 and 2013 the Arabs represented about 64 percent of the total number of tourists visiting Jordan. Unsurprisingly, if the number of Jordanians residing abroad is added the percentage will reach 79 percent. As it is showed in Table 1, Jordanians residing abroad constituted the highest number of arrivals in 2013 and the first half of 2014, followed by arrivals from Saudi Arabia. Arab tourists, especially those coming from oil producing countries (including Jordanian residing there) are considered potential tourists in terms of expenditure and length of stay.

**Table1. The top 10 potential tourists to Jordan in 2013 and 2014**

2013			2014*		
Nationality	Number of arrivals	Share of total arrivals	Nationality	Number of arrivals	Share of total arrivals
Jordanians Residing abroad	1.107.187	20.5%	Jordanians Residing abroad	590,192	21.6%
Saudi Arabians	1.079.361	20%	Saudi Arabians	528,498	19.3%
Syrians	548.663	10.2%	Palestinians	271,196	9.9%
Palestinians	474.347	8.8%	Syrians	231,508	8.5%
Iraqis	325.291	6%	Iraqis	122,623	4.5%
Egyptians	262.950	4.9%	Egyptians	119,804	4.4%
Israelis	184.618	3.4%	Israelis	90,448	3.3%
Americans	150.788	2.8%	Americans	85,880	3.1%
English	80.802	1.5%	Libyans	50,975	1.9%
Libyans	79.680	1.5%	English	42,973	1.6%

\* Reported data includes the first half of 2014.

\*\* Statistical reports of MoTA 2014.

## **Jordan as a Tourist Destination for Turk Tourists**

The history of today's Jordan meets with that of Turkey, where for almost four centuries Jordan made a part of the Ottoman Empire. The importance of the Ottoman Jordan is mainly attributed to its location on the pilgrimage road of Sham-Mecca. By following this road, which was the most preferred one of the 7 pilgrimage roads used during the Ottoman period (Çaycı, 2010), Caravans used to cross Jordan lands on their way to the Holy Land in today's Saudi Arabia. With the aim of ensuring safety of pilgrims, Ottoman authorities erected a number of fortress along the pilgrimage road. The erection of 10 Ottoman fortresses in today's Jordan is an evidence of the importance that Ottoman authorities attributed to Jordan for its location on pilgrimage road (Işık, 2014). These fortresses were built not only to be a meeting point where pilgrims used to take a break during their Journey to the Holiday Lands but also to meet pilgrims' needs of accommodation and food and beverage (Çaycı, 2010: 163). In addition to that, Jordan is a home for number of historical ottoman buildings ranging from mosques, government buildings and complexes.

Therefore, Jordan can offer Turk tourists with the opportunity of exploring archeological sites that date back to the era of their ancestors. Yet, a Turkish travel agency's manager argued that "these sites are still unknown for the Turkish tourists". However, some of these sites often seem to be included in Turkish tour programs in Jordan. One of these sites is the Turkish martyrdom in the city of Salt 30 km to the west of Amman. The martyrdom was built after a mass grave of more than 300 Turk martyrs who fell during battles against the British in World War I was unveiled in 1973. In 2009, a museum was constructed on the site next to the martyrdom (Dönmez, 2014).

The average number of Turk tourists visiting Jordan during the period 2005-2013 is more than 120,500 tourists yearly constituting 1.8 percent of the total number of international arrivals to Jordan during this period. As it can be seen in Table 2, the number of Turk tourists visiting Jordan sharply declined in the last two years with a relative change equals to more than -70 percent in 2012 and more than -56 percent in 2013. There is a consensus among interviewed travel agencies' managers that Arab spring uprisings and the instability in the region are the main reason beyond this decline. In addition to that, and as a consequence of the new developments in the region "the establishment of Islamic State of Iraq and Syria (ISIS) is one of the factors that hold Turks back from visiting Jordan"

It is also worth notice that except the years 2005 and 2013 and the first half of the current year the number of the same day Turk visitors is much higher than overnight Turk tourists. That

can be attributed mainly to the one day visit to Jordan included in tour programs in neighboring countries like Israel and Syria (before the conflict).

The numbers related to the first half of 2014 indicate that the decline in number of Turk tourists may also continue to show up in 2014. In fact, interviewed Turkish travel agencies' managers were not optimistic about the Jordan as a destination for the Turkish tourist market. One of the managers who visited Jordan and had "a very positive experience" mentioned that high prices of tourism services in Jordan is the main reason for adopting this view. Especially restaurants and hotels to the point that "a Turk tourist may prefer to visit an European destination that might be geographically closer to Turkey and cheaper than visiting Jordan". Neither were they optimistic about the future of outgoing Turkish tourism to Jordan for the "instability in the region, the lack of tourism policy that encourages foreign investments in the sector and the insufficient promotional efforts".

A Turkish travel agency's manager suggested that players in Jordanian tourism sector should work more on promoting Jordan's tourist product through inviting Turkish travel agencies for roadshows. On the other hand, "there should be a tourism policy designed to target the Turkish market".

**Table 2: Number of Turk tourists visiting Jordan during the years 2005-2014**

Year	Tourist Overnight	Same Day Visitors	Total	Relative change to the previous year %	Share of total arrivals
2005	74.340	30.512	<b>104.852</b>	-	1.8%
2006	31.649	112.075	<b>143.724</b>	37%	2.14%
2007	31.886	112.914	<b>144.799</b>	0.7%	2.22%
2008	32.196	114.011	<b>146.207</b>	1%	2.1%
2009	33.652	119.167	<b>152.819</b>	4.5	2.16%
2010	35.809	134.970	<b>170.779</b>	11.8%	2.11%
2011	31.650	124.342	<b>155.993</b>	-8.7%	2.29%
2012	17.559	28.548	<b>46.107</b>	-70.4%	0.73%
2013	14.960	4.992	<b>19.951</b>	-56.7%	0.37%
2014*	9.664	2.122	<b>11.786</b>	1%	0.43%

\* Reported data includes only the first half of 2014.

\*\*Statistical reports of MoTA (2005-2014).

Regarding travel motivations of Turk tourists to Jordan, little information seems to be available. In tourism literature related to travel motivations there seems to be an emphasis on "push-pull factor" theory, which is "perhaps the most recognized theory within the realm of



tourism research” (Uysal, Li & Turk, 2008: 413). Push factors are described as intangible and intrinsic desires of traveler like the desire for escape and relaxation. Pull factors have to do with the attractiveness of a certain destination and its tangible characteristics like cultural and historical sites and tourism services and recreation facilities (Uysal and Hagan, 1993). Although a number of researches were conducted to identify the travel motivations to Jordan (Mohammad and Som, 2010), there are no studies conducted to identify motivations of travelers visiting Jordan from a specific nation like Turks, as it is argued that travel motivations differ according to nationalities and visited destinations (Kozak, 2002).

According to the figures obtained from the Turkish Statistical Institute, business (conference, meetings, assignment etc.) has been the motivation of more than 80.5 percent of Turk travelers to Jordan during the last five years. As it can be seen in Table 3, travelers for entertainment, sportive and cultural activities constituted about 5.2 percent.

**Table 3: Turks’ Travel Motivations to Jordan (2009-2013)**

Motivation	Year				
	2009	2010	2011	2012	2013
Business (conferences, meetings, assignments etc.)	83%	82%	88%	65%	88%
Leisure travel, entertainment, sportive and cultural activities	3%	5%	8%	4%	12%
Visiting relatives and friends	-	3%	0.4%	3%	-
Education (Less than a year)	-	-	-	1%	-
Shopping	-	2%	-	-	-
Religion	-	1%	0.5%	-	-
Other	14%	7%	3%	27%	-

(TÜİK, personal communication August 27, 2014).

Although religious sites in Jordan (e.g. Shrines of prophets and Companions of Prophet Muhammad, The Cave of the Seven Sleepers etc.) seem to be included in some Jordan tour programs promoted by Turkish travel agencies. Yet, including these sites does not imply, According to a Turkish travel agency’s manager, Turk tourists travelling to Jordan being religion-motivated tourists. “Turk tourists choosing Jordan as a destination are mainly motivated by cultural curiosity, Jordan offers Turk tourists with the opportunity to explore historical and cultural sites that also meet with their own culture”.

### Jordan’s outbound Tourism

Jordanian tourists used to visit countries on the border with Jordan because of the reasonable prices offered by the outbound tour operators. Syria was the first destination for

Jordanian in 2007 with more than 70 percent of total outbound tourists, followed by Saudi Arabia (15 percent), and Egypt (11 percent). The non-Arab destinations were attracting only 9 percent of Jordanian tourists (Dudokh, 2009). The tendency to travel outside pursued the growth in the successive years; for example, in 2010, the number of Jordanian outbound tourists reached 2,9 million comparing to 2 million in 2009, most of them were heading to the neighbor countries. The national tourist destinations failed to keep those huge volumes of tourists inside the country due to the high costs of domestic products, and lack of the recreational activities and the nightlife in most of Jordanian destinations (Mustafa, 2012). This is confirmed by one of the interviewed Jordanian travel agencies' manager who asserted that Jordanians tourists are more likely to prefer to go to Sharm el-Sheikh and Istanbul than to go to the Jordanian city of Aqaba on the Red Sea. The reason behind that is the competitive prices usually offered by the Egyptian and Turkish parties. According to the interviewed manager, the packages offered for Sharm el-Sheikh, where the tourist can book hotel on full-board basis and flight at only 250 JD, are much less than the Jordanian ones, and travelling to Istanbul with its magnificent attractions costs people an amount of money that is almost equal to what is needed to spend in Aqaba with its costly hotel rooms.

Yet, the emergence of what is called the "Arab Spring" and the lack of stability and security in the majority of the traditional tourist markets (Syria, Lebanon, and Egypt) forced many Jordanian tourists to change their choices switching to Turkey, such tendency was motivated by some Turkish T.V series which succeeded to build a very strong image for Turkey as a tourist destination. According to Bucciante, (2010), more than 85 million Arabs watched the finale of the Syrian-dubbed Turkish soap opera "Gümüş" (Noor series) on August 30, 2008. This clearly shows the significant influence of the Turkish drama on the Arab World (Balli et al., 2013).

Comparing to other nationalities that visited Turkey in 2013, Table 4 shows that Jordanians represented only 0.29 percent of the total number of arrivals to the Turkish destinations invaded by tourists who are coming mainly from the European countries like Germany (with a share of 14.44 percent of total tourist arrivals), Russia (12.23 percent), England (7.19 percent) and Georgia (5.07 percent).

Interestingly, a good deal of tourists travelling to Turkey from Jordan are Saudi tourists who refer to the Jordanian tour operators to reach the Turkish destinations, mainly Trabzon. According to an interviewed Jordanian travel agency's manager, 40 percent of his company packages to Turkey are sold for tourists coming from Saudi Arabia and transiting from Amman to Turkey.

**Table 4: Arrivals to Turkey by Nationalities in 2011-2013**

Nationality	Years			% Share of Nationality			Rate of Change %	
	2011	2012	2013	2011	2012	2013	2012/2011	2013/2012
Germany	4 826 315	5 028 745	5 041 323	15.34	15.82	14.44	4.19	0.25
Russia	3 468 214	3 599 925	4 269 306	11.03	11.33	12.23	3.80	18.59
U.K	2 582 054	2 456 519	2 509 357	8.21	7.73	7.19	-4.86	2.15
Georgia	1 152 661	1 404 882	1 769 447	3.66	4.42	5.07	21.88	25.95
Bulgaria	1 491 561	1 492 073	1 582 912	4.74	4.69	4.53	0.03	6.09
Netherlands	1 222 823	1 273 593	1 312 466	3.89	4.01	3.76	4.15	3.05
Iran	1 879 304	1 186 343	1 196 801	5.97	3.73	3.43	-36.87	0.88
France	1 140 459	1 032 565	1 046 010	3.63	3.25	3.00	-9.46	1.30
U.S.A	757 143	771 837	785 971	2.41	2.43	2.25	1.94	1.83
Ukraine	602404	634663	756187	1.92	2.00	2.17	5.36	19.15
Italy	752 238	714 041	731 784	2.39	2.25	2.10	-5.08	2.48
Iraq	369 033	533 149	730 639	1.17	1.68	2.09	44.47	37.04
Greece	702 017	669 823	703 168	2.23	2.11	2.01	-4.59	4.98
Sweden	571 917	617 811	692 186	1.82	1.94	1.98	8.02	12.04
Azerbaijan	578 685	593 238	630 754	1.84	1.87	1.81	2.51	6.32
Switzerland	328 825	354 461	379 344	1.05	1.12	1.09	7.80	7.02
Jordan	94 914	102 154	102 871	0.30	0.32	0.29	7.63	0.70

\*Statistical reports of TÜİK 2011-2013.

### Turkey as a Tourist Destination for Jordanian Tourists

When analyzing the packages offered by the Jordanian outbound tour operators, it can be noticed that Jordanian tourists are mainly attracted to four main destinations that are Istanbul, Marmaris, Antalya, and Bodrum. A travel agency's manager shed light on this issue stating that "Istanbul is still the main destination for most Jordanians who think that Turkey is embodied in Istanbul, and this is normal due to the nature of Turkish market that is relatively new for Jordanian tourists. However, packages offered to Istanbul cover usually flight and Hotel (on Bed and Breakfast basis), which makes some Jordanian tourists choose Marmaris with its all-inclusive packages, to avoid any extra expenses related to the basic services".

While the majority of the Jordanian tourists travelling to Istanbul are lodging in three star hotels, they choose to stay in the five star hotels when travelling to Sharm el-Sheikh (in Egypt).

Marmaris is also very attractive to many Jordanians, but some consider it, according to travel agency's manager, "very popular for the lower-class tourists due to its cheap all-inclusive packages".

Antalya also attracts a good share of the Jordanian tourist market, the reasons behind that, according to one of the Jordanian travel agency's managers, are the huge number of resorts where many recreational activities are offered inside, and the packages that are usually on full board basis. Antalya is also attractive for its wonderful beaches that are appealing to the Jordanian tourists who are eager for relaxation.

On the other hand, the volume of tourists heading to Bodrum is still less than the other destinations in spite of the many tourist attractions existing there. Such situation is attributed to the expensive prices of the packages offered in comparison to Istanbul, Antalya and Marmaris.

The other Turkish destinations are still excluded from the majority of planned itineraries due to the economic feasibility of those trips and Jordanians' weak demand on such destinations.

The packages organized are usually made by Turkish inbound tour operators who sell them for the Jordanian peers who by turn add the flight cost to the packages and price them accordingly.

Another feature of the packages designed is focusing on providing the basic components of travel, particularly transport and accommodation on half board basis. The all-inclusive packages that cover the sightseeing tours are not common, the tour operators prefer more to make those tours as an optional choice where tourist is free to take or leave upon his/her arrival to the destination paying extra money for the local tour operator. Such policy is intended to avoid offering very expensive packages for the tourist who has a very limited budget.

Regarding the characteristics of outbound Jordanian tourists, the interviews show that Turkish destinations are attracting tourists aged over 40 who are travelling with their families, while youth are choosing more Sharm el-Sheikh due to its cheap offers.

Jordanians prefer to visit the Turkish destinations in the period between June and the end of October due to the weather circumstances; the tourist demand is also increasing during the holidays over the year. According to a travel agent working in Turkish market, the flight cost during the peak season is a big challenge where the national airline carriers (Royal Jordanian and Turkish Airlines) are usually raising their prices in a way that reduces the tendency of wide range of middle-classes families to travel to Turkey; actually, they choose Sharm el-Sheikh instead.

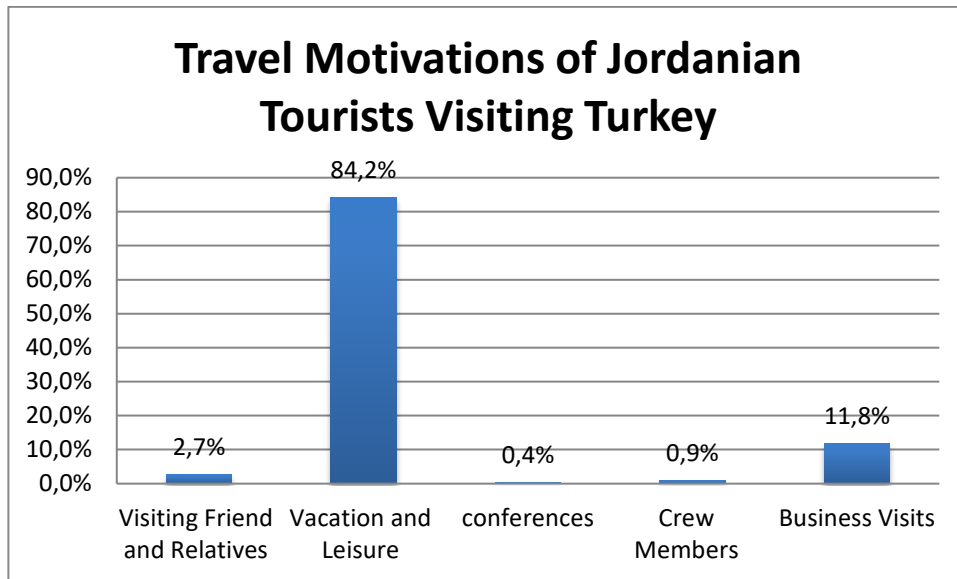
In terms of travel motivations of Jordanian tourists, it can be said that Jordanian, like the most Arab societies, are usually looking for the recreational activities as an integral part of the trip conducted, and they like to spend time with friends and families (Cobos, 2008). According to Dudokh (2009), people travel outside Jordan for different reasons such as visiting friend and relatives (40 percent), leisure and spending holidays (22 percent), business trips (12 percent), religious trips “*Hajj and Omrah*” (9 percent) and (4 percent) for other activities.

According to Allan (2013), 15.7 percent of the Jordanian female tourists prefer to visit Turkey and their main travel motivations are enjoyment, sense of wonder, escape and relaxation. Jordanian female tourists are also attracted by the availability of shopping opportunities, natural attractions and historical sites.

The motivations of Jordanians to visit the Turkish destinations go in harmony with push and pull factors mentioned above since Turkey is seen by many Middle Eastern citizens as a place that is relatively liberal, shopping and recreation-oriented destination (Kovjanic, 2014). This encourages the avid Jordanian tourist to choose Turkey rather than any nearby destination. According to one of the interviewees, Jordanian tourists prefer to keep shopping and hanging out in the Istiklal Street, they enjoy the recreational activities in Istanbul and inside the resorts of Marmaris and Antalya.

A Jordanian travel agency’s manager commented with a negative tone on the patterns of the outbound Jordanian tourism in Turkey saying that: “when Jordanians go to Istanbul they keep shopping without considering the fabulous cultural attractions the city encompasses. Unfortunately, many of them are coming back without visiting the great historical buildings there and they know nothing about the castles, museums, and old mosques”. This is also confirmed by a Turkish travel agency’s manager who asserted that “not only Jordanians, but almost all Arab tourists visiting Turkey are more likely to be interested in shopping than visiting historical and cultural sites”.

According to a travel agency’s manager, Jordanians usually stay inside the big resorts of Marmaris and Antalya for relaxation and exerting recreational activities, this seems to be aligned with results of the survey conducted in 2010/2011 on the inbound and outbound tourism in Jordan which shows that 84 percent of outbound Jordanian tourists are visiting Turkey for leisure purposes with 83.88 percent of expenditure directed for the same purposes.



The Jordan Department of Statistics, (2010/2011)

### Collaborative Efforts between Turkey and Jordan to Promote Tourism

Recently, tourism experts in Turkey and Jordan have shown to be aware of the importance of collaboration to promote tourist movement between the two countries and to maximize benefits gained from the sector. In this regard, during the First Turkish-Arab Tourism Forum held in the Turkish city of Bursa in April 2012, Jordanian experts proposed to develop joint packages with Turkey for long-haul tourists from countries with no direct flights to Jordan like Brazil, Australia, Korea and Japan. The purpose is to attract those potential tourists who usually prefer to visit more than a country in the region and enable them to visit both Turkey and Jordan (Malkawi, 2012).

However, efforts seem to be more concentrated on promoting Jordan's tourism product in the Turkish market. Turkish Airlines offers two flights daily from Istanbul to Amman and three flights a week to Aqaba, according to the company's manager in Amman Mr. Mazen Disi, Turkish Airlines is planning to offer three flights daily to Amman carrying more than 60 thousands Turk tourists to Jordan every year. According to Mr. Disi, Turkish Airlines is determined to promote Jordan for the Turkish market, and to offer special rates to travelers to Jerusalem through Jordan as the distance from Amman to Jerusalem is the same of the one from Tel Aviv to Jerusalem (AA, 2012).

Players in tourism sector in Jordan are making efforts to benefit from the Turkish market. In this regard, Jordan Inbound Tour Operators Association (JITOA), Royal Jordanian Airlines, Jordan Tourism Board (JTB) and Jordan Tourism Development Project (Siyaha) invited the Association of Turkish Travel Agencies (TÜRSAB) to a Study Tour in Jordan between August

29 and September 12012. During this event, experts from both countries held a workshop where means to promote Turk tourism in Jordan were discussed (Özkan, 2012). In the same direction and with aim to promote tourism collaboration between Turkey and Jordan a fam trip was organized to members of the Turkish media from April 28 to May the 4 2013 (Aybek, 2013).

## Conclusion

This paper aimed to provide insights into the tourist movement between Turkey and Jordan. The general travel motivations of both Turks and Jordanians were examined. The study also tried to evaluate the Turkish tourism potential for Jordanian tourist market and the Jordanian tourism potential for Turkish tourist market. Light was also shed on the collaborative efforts between players in tourism sector in both countries.

The study showed that the number of Turk tourists visiting Jordan has declined since 2010 due to the instability in the region. In addition to that, Jordan's share of Turk tourists does not seem to be promising in the future because of Jordan's location in a tumultuous region and the high prices of its tourism services. Therefore, players in Jordanian tourism sector should have more effective role in promoting Jordan's tourist product through inviting Turkish travel agencies for roadshows. On the other hand, the Turkish market should be targeted through a tourism policy designed to this purpose.

The figures provided by the Turkish Statistical Institute indicate that Turks who are travelling to Jordan are mainly business travelers (conferences, meetings, assignments etc.), However, Turkish outbound tour operators argue that their clients choosing Jordan as a tourist destination are mainly cultural tourists.

Regarding Jordan's outbound tourism to Turkey, it is noticed that the instability of the destinations traditionally visited by Jordanians (especially Egypt and Syria) along with the affordable prices of the Turkish tourist products lead to the emergence of Turkey as a preferred destination by Jordanian tourists in the last years. It is also noticed that Jordanians perceive Turkey as liberal, shopping and recreation-oriented destination. Jordanian tourists are mainly interested to visit four Turkish destinations that are Istanbul, Marmaris, Antalya, and Bodrum.

Recently, players in tourism sector in Turkey and Jordan seem to be aware of the importance of collaboration to promote tourist movement between the two countries. Unsurprisingly, these efforts are mainly made by non-governmental bodies, which aligns with the notion that tourism sector is more likely to prosper in liberal environment away from bureaucracy.

Players in tourism sector in Jordan should maximize Jordan's share of the Turkish market through promoting Jordan as a stable country offering the opportunity to Turk tourists to explore Jordan's cultural and historical inheritance that, in a good part of it, meets with that of Turkey. In addition to that, high prices of Jordanian tourist products do not seem to be appealing for Turk tourists who find competitive prices in different destinations in the region. Therefore, there seem to be a need for a tourism policy designed to target the Turkish market taking into consideration the stability and pricing factors.

One of the limitations of this study is that general travel motivations of Turk and Jordanian tourists are identified according to data obtained from governmental Institutes in Turkey and Jordan and according to travel agencies in both countries. Further studies to identify travel motivations based on "push-pull factor" theory would provide more detailed and more accurate information, and would consequently help government decision makers and stakeholders in tourism sector in both countries implementing market segmentation strategies to meet the needs of the tourism market.

## Reference

- AA, (2012, July 3). THY, Ürdün için Türkiye'den turist çekecek. *Zaman Gazetesi*. retrieved from [http://www.zaman.com.tr/ekonomi\\_thy-urdun-icin-turkiyeden-turist-ekecek\\_1312590.html](http://www.zaman.com.tr/ekonomi_thy-urdun-icin-turkiyeden-turist-ekecek_1312590.html).
- Albala, K. (2011). *Food cultures of the world encyclopedia*, ABC-CLIO.
- Allan, M. (2013). Motivation of Jordanian female outbound tourists. *Australian Journal of Basic and Applied Sciences*, 7(11): 71-76.
- Alrawadieh, Z. (2011). Royal Jordanian airlines and the competitiveness of the Jordanian tourist product. *Journal of King Saud University for Tourism and Archaeology*, 24(1), 1-17.
- Alrawadieh, Z. (2013). *Alsiyaha albi'iah: Almafahim wa al'usus wa almuqawimat* (Ecotourism: Concept, Principles and elements), Amman: Aldostor Press.
- Ariffin, A. A. and Hasim, M. S. (2009). Marketing Malaysia to the Middle East tourists: Towards A preferred inter-regional destinations. *International Journal of West Asian Studies*, 1, 39-53.
- Ashworth, G. J., Graham, B. and Tunbridge, J. E. (2007). *Pluralising pasts: Heritage, Identity and place in multicultural societies*. London: Pluto Press.



- Aybek, S. M. (2013, May 5). Ürdün ve Türkiye arasında turizm işbirliği teşvik etmek için fam trip düzenlendi. *Tourism Life in Turkey*.  
<http://www.tourismlifeinturkey.com/newsdetail/4880-uRDuNVETuRKiYEARASiNDATURiZMisBiRLigiNiTEsViKiciNFAMTRiPDuZENLENDi.ht ml>
- Bader, M. (2012). Religious tourism in Jordan: current situation, future developments and prospects, a case study on Islamic and Christian holy sites. Unpublished Ph.D. thesis, Katholische Universität Eichstätt-Ingolstadt, Mathematisch-Geographische Fakultät. Retrieved from <http://opus4.kobv.de/opus4-ku-eichstaett/frontdoor/index/index/docId/61>.
- Balli, F., Balli, H. O. and Cebeci, K. (2013). Impacts of exported Turkish soap operas and visa-free entry on inbound tourism to Turkey. *Tourism Management*, 37, 186–192.
- Buccianti, A. (2010). Dubbed Turkish soap operas conquering the Arab world: social liberation or cultural alienation?, *Arab Media and Society*, 3, 1-10.
- Çaycı, A. (2010). *Ürdün'de Osmanlı mimarisi*, Ankara: Atatürk Kültür Merkezi Yayını.
- Cobos, M. (2008). *Market potential of Middle East tourists in Thailand*, unpublished Master thesis, Prince of Songkla University. Retrieved from <http://kb.psu.ac.th/psukb/bitstream/2010/5907/1/313812.pdf>
- Connell, J. (2006). Medical tourism: Sea, sun, sand and... surgery. *Tourism Management*, 27 (6), 1093–1100.
- Daher, R. F. (2007). Conceptualizing tourism in the Middle East: Place, Heritage, Mobility and competitiveness. In: R. F. Daher, (ed.) *Tourism in the Middle East: Continuity, Change and Transformation*. Clevedon: Channel View Publications.
- Dönmez, C. (2014). I. Dünya Savaşıyla ilgili yurt dışındaki Türk şehitlikleri, *Akademik Bakış*, 7(14), 137-162.
- Dudokh, D. (2009). What factors affect the destination choice of Jordanian tourists? A panel data analysis. Retrieved from <http://www.divaportal.org/smash/get/diva2:518587/FULLTEXT01.pdf>.
- Halicioglu, F. (2010). An econometric analysis of the aggregate outbound tourism demand of Turkey. *Tourism Economics*, (16)1, 83-97. DOI: <http://dx.doi.org/10.5367/000000010790872196>.

- Harding, L. (1967). *The Antiquities of Jordan*. 5th ed. London: Lutterworth Press.
- Hazbun, W. (2004). Globalization, Reterritorialization and the political economy of tourism development in the Middle East. *Geopolitics*, 9(2): 310-341.
- İhsanoğlu, E. (2003). Cross-fertilization between Arabic and The other languages of Islam. In: E. İhsanoğlu, (ed.) *Culture and learning in Islam*: UNESCO.
- Işık, H. (2014). Bir sözlü tarih örneği: Ürdün Salt Türk şehitliği. *History Studies: International Journal of History*,6(3), 179-198.
- Kaya, A. (2012). Turkey as an emerging destination country for immigration: Challenges and prospects for the future. In: A. G. Schmidt and J. Fritz-Vannahme, (ed.), *Europe, Turkey and the Mediterranean: Fostering Cooperation and Strengthening Relations*. Gütersloh, Germany: Bertelsmann Foundation, 85-96.
- Kirişçi, K., (2011). Turkey's "demonstrative effect" and the transformation of the Middle East. *Insight Turkey*, 13(2), 33-55.
- Kovjanic, G. (2014). Islamic tourism as a factor of the Middle East regional development. *TURIZAM*, 18(1), 33-43.
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations, *Tourism Management*, 23(3), 221–232.
- Malkawi, K. (2012, April 23). Jordan, Turkey to develop joint tourism packages. *The Jordan Times*. Retrieved from <http://jordantimes.com/jordan-turkey-to-develop-joint-tourism-packages>
- Mohammad, B. and Som, A. (2010). An Analysis of push and pull travel motivations of foreign tourists to Jordan. *International Journal of Business and Management*, 5(12), 41-50.
- Mustafa, M. H. (2012). Improving the contribution of domestic tourism to the economy of Jordan. *Asian Social Science*, 8(2), 49-61.
- Özkan, A. (2012, September 4). TÜRSAB heyeti Ürdünlü turizmcilerle bir araya geldi. *Turizmde bu Sabah*. Retrieved from <http://www.turizmdebusabah.com/haberler/urdunlu-turizmciler-tursab-heyetiyle-bulustu-hac-ve-umre-turizminden-pay-istedi-62142.html>
- Turan, F. (2000). *Adverbs and adverbial constructions in old Anatolian Turkish*. Otto Harrassowitz: Wiesbaden.

- Türkiye İstatistik Kurumu (2014, July). *Statistical tables and dynamic search*.  
[http://www.turkstat.gov.tr/PreTablo.do?alt\\_id=1072](http://www.turkstat.gov.tr/PreTablo.do?alt_id=1072).
- Türsab (2014, July). *Yurtdışına çıkan Türk vatandaşlarının sayısı 8 milyonu aştı*,  
[http://www.tursab.org.tr/tr/istatistikler/arastirma-raporlari/yurtdisina-cikan-turk-vatandaslarinin-sayisi-8-milyonu-asti\\_10532.html](http://www.tursab.org.tr/tr/istatistikler/arastirma-raporlari/yurtdisina-cikan-turk-vatandaslarinin-sayisi-8-milyonu-asti_10532.html).
- Uysal, M. and Hagan, L. (1993). Motivations of pleasure travel and tourism. In M. Khan, M. Olsen, and T. Var (Eds.), *Encyclopaedia of hospitality and tourism*. New York: Van Nostrand Reinhold, 798–810.
- Uysal, M., X. Li, and E. Turk. (2008). Push-pull dynamics in travel decisions. In H. Oh and A. Pizam (ed.), *the Handbook of Hospitality & Tourism Marketing*, Elsevier, 412-438.
- Weigert, M. (2012). The challenges of tourism in the Mediterranean region. *Panorama*, 209-213.