

The Reality of Tourist Sites Management in Jordan and Its Obstacles

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ABSTRACT: *This study aimed to identify the tourist sites across the Kingdom of Jordan as they gain high valued revenues to the country if they are invested in the right way depending on planned strategies. The study also unveiled the most important obstacles in the face of the Ministry of Tourism and Antiques in the process of managing different tourist sites. The study sample consists of managers of directorates of the Ministry of Tourism and Antiques in all over the Kingdom and some other managers working in the center of the ministry. The study sample used a comprehensive to all tourist sites from (32) decision-makers who are directly responsible of managing and developing the tourist sites. The study used the qualitative approach to come up with results, and it used two tools in data collecting which are a questionnaire with open questions and face to face or call interviews. The study comes with the following findings:*

- 1. The nature of performance, management and planning in the Ministry of Tourism and Antiquities is baseless, in other words, it will be passed away by ending manager's mission, after that, you notice that such nature is subjugated to the worker's whims.*
- 2. Promoting tourist sites in Jordan is not only the responsibility of the Ministry of Tourism, but also linked to a campaign of Jordan tourism, consequently, that leads to duplication of performance and dispersion of efforts.*
- 3. Absence of justice in allocating the external scholarships and tourism development projects in the tourist sites or tourist territories which in turn created a gap in the distribution of provisions gained from tourism development services*
- 4. Obstacles faced by development of various tourist sites in the Hashemite Kingdom of Jordan are related to the costs that tourist sites need such as infrastructure, empowering tourist locations and providing various services, due to the fact that there are a lot of tourist sites that are far from each other in different regions of the Kingdom.*

Keywords: *tourist sites, Management, Jordan.*

I. INTRODUCTION

Once, man who dwelt on this earth since ancient times still have the pivotal role in developing of tourist sites in a nature fits their way of life to fulfill needs and aspirations.

Jordan is a part of this world where Allah bestowed his bounties and made this earth distinguished with nice places made by the creator who taught the man how to build great places, castle, architectural cities and balances handed over from generation to another. Some places are considered right now as historical tourism sites in Jordan like Petra, Jerash, Madaba and the Dead Sea.

Although there are many archaeological sites scattered in different areas of the Hashemite Kingdom of Jordan, some places people interested in more than other sites.

Administration plays an important role to organize tourist sites and provide it much care and pay more attention regarding planning, policies and strategies to adopt the marketing of tourist sites according to certain criteria wanted by the visitor or tourist in line with their needs and desires, Administration is considered as the most important element in determining the fate of any activities in general and the tourist activities in particular.

Problem of the Study

Problem of the study according to researchers' view of point goes into that tourists pay attention to some places more than other such as Petra, the Dead Sea, Jerash, the bath and the Roman theater which draws the researchers to raise questions:

1. What are the most prominent tourist sites in Jordan?
2. What is the reality of tourist sites management in Jordan?-
3. What are the obstacles faced by the Ministry of Tourism and Antiquities in the management of tourist sites in the Hashemite Kingdom of Jordan regions?

Objectives of the study

The study aims to:

- Show the most important tourist sites in Jordan.
- Understand the reality of administrative tourist sites in Jordan.
- Discover the obstacles faced by the Ministry of Tourism and Antiquities in the various tourist sites administration.

Importance of the study

Importance of the study is to find out tourist obstacles encountered by center of Tourism Resources Management that impede comprehensive development management in Jordan. The study also considered as a task toward the owners of the administrative decision of the Ministry of Tourism and Antiquities, Furthermore, the results of this study will reflect the importance of the research society at align order to clarify wake and strong points alike to be used in planning process and potential strategies of the Ministry of Tourism and Antiquities.

Methodology of the study:

This study follows the qualitative and theoretical methods and relies on the analytical deductive methods as stated in the literature of management thought by two main resources:

- Secondary sources: These sources include available data and information in the sources, references and books related to the study and the published in traditional and electronic libraries.
- Primary sources: These sources depend on qualitative method in data collection process, where the researcher relied on two tools to collect the data such as the questionnaire which contains an open question, and the personal interviews through the phone and face to face.

II. THEORETICAL FRAMEWORK

To identify a definition of tourism management from different points of views, where each definition pertaining to the researchers' specializations at all fields .To summaries a adequate definition goes along with objectives of this study, it should be referred to the concept of management because it is a base to state any definition, where there are lots of linked to the concept of management definition such as tourism management, hotel management, hospital management, production management, and human resource management and many other else.

Therefore, management as a single concept has many different definitions, starting from the classic school to behavioral school and the moderate schools.

Frederick Taylor defined it in his book (principles of scientific management, 1903) as "it as accurate knowledge of what you ask workers to work and make sure that they do well" (Harb, 2000). Whereas Henry Fayol defined it in his book 1916 as "a process that is practiced in any organization such as planning, organizing, directing, control and decision-making (Khasawneh, 2015). While Dora (2002) stated that it means a process consists of an array of practices. Chester Bernard also indicated that the management means "missions the manager does during his duty" (Alsalem, et al., 2009).

In relation to tourism management, the researcher differed in their definition because of diversity in names such as management of tourist resorts, and management of the tourism environment and others. Where Dradkh (2014) stated "Tourism Management is a set of elements such as planning, organization and supervision and guidance that are used in the tourism environment to ensure sustainable development and gained economic benefits.

Humairi (2008) which dealt with tourist resorts management has considered the tourist sites management as a practice of management functions such as planning and control, which is one of the most important pillars of the success of tourism and development. Abu Ayyash and Al-Tai (2010) affirmed that it is doomed as a preparation and processing of comprehensive development of all tourism components by various activities such as shelters, hotels, antiques and tour guides and various tourist services to provide convenient and comfortable tourist environment for visitors. The researcher found also that Abboa (2008) focused on the management of tourist facilities and defined it as all what has done by tourism organizations to promote comfortable services to tourists like accommodation, transport, food, travel, trips and entertainment programs.

In 1915 by the Austrian Economic defined the tourism as "a kind of operations that is dominated by an economic nature related to the movement of foreigners entering and staying inside or outside the region or territory" (Abu Rumman & al-Rawi, 2009).

While, McIntosh & Goeldner defined it in 1986 as the as" a set of relations and phenomena that appear as an interaction between tourists and businesses and governments in order to attract and host tourists and visitors".

Therefore, to fulfill the purpose of this study, the researcher defines tourist sites management as " a set of management practices used by decision-makers in government tourism organizations concerned with the tourism sector in order to develop tourist site and providing tourist services that meet their needs and desires

Factors of development of the tourist sites

There are many factors that contribute to the development of tourist sites such as:

- There should be an efficient administration capable to apply all management functions such as planning, organizing, directing, control and decision-making to be able to empower the management of various tourist resources. (Dradkh, 2014)
- Merging community and make them aware of tourism and how to deal with tourists (Humairi, 2008).
- Establishing infrastructure to serve tourists with electricity, water, communications, transportation, and sanitation.
- Provide services that meet the needs and desires of the tourist such as restaurants, hotels, shopping malls, stadiums, and banks (Abboa, 2008).
- To build good relations with tourists like smile, etiquette, honesty, respect, welcome and speed of response (Abu Ayyash & Al-Tai, 2010).

Tourist locations in Jordan

Jordan enjoys lots of different tourist which distinguishes it from other countries in the world for many reasons: climate and geographical location, security and others. To add more illustration, the researcher will offer some Tourism patterns in Jordan as the following (Khasawneh, et al., 2015):

First: Archaeological and historical tourism sites: These locations, people always visit to discover its civilization, tradition and people who passed away there. There are approximately 500 sites spread in all over Hashemite Kingdom regions of Jordan. The most important sites:

- The city of Petra Rosary: an ancient city dating back to the sixth century BC, and the historical researchers stated that the Nabatean Arabs are the ones who lived there and made it a model in the art, sculpture, impenetrable fortress which is difficult to penetrate, it is also an important trade center which links the Arab region with the northern Levant through commercial convoys that move through the silk road, it attracts the attention of tourists all over the world, this pink city that carved in stone, with ancient civilization, built by the Nabatean Arabs by more than (2000) year. The distinct achievement of history, civilization and art, it is unique in its architecture and its dams, canals of amazing water, and the visitor can discover this wonderful city starting from the Treasure (Khazna) which represents a unique model of sculpture on a pink rock. After traversing the Siq, which extends more than a kilometer and a height of sometimes up to 200 m, the visitor can enjoy the amazing sight of carved and polished rock and the surprising mixed colors of the unique architectural masterpiece that attracts people to visit, thus, this city is to be one of the wonders of the ancient and modern world. There are carved buildings, bathrooms, temples, water tanks, arched huge doors and paved streets with magnificent columns and rocky glamorous paintings, then there is the theater, which can accommodate more than 300 ones as well as the huge high Deir that was built in the first century AD. This is in addition to the unique Al Bent Palace, which was built in 40 AD, a huge square building shaped with oriental style, it was dedicated to be a temple of ThuShara God. (Abu Ayyash, et al., 2007).
- The Castle (Amman Citadel): It is built in Rabat Ammun, on the Mount of the current castle, which houses and fortifications of ancient times (Bronze, Iron, Hellenic and the late Roman era until the Islamic era). And there are many other historical and archeological tourism sites such as:
 - The Umayyad Palace: It was built in 72 AD during the reign of Moabites and it includes a frame of huge gate, a hall for formal interviews and four arched rooms.
 - Byzantine Church: It was built in the sixth century with the Corinthian-style columns that determines the place of church.
 - Roman amphitheater: It includes 6,000 seats, and it is carved in the rock and is still used for cultural events.
 - Small theatre (Odeon): it is located in the northeast of the Roman amphitheater, the newly re-restored, the Odeon consists of 500 seats used for concerts, and for nymphs, where the Romanian cities always had decorated fountains which were completed in (191 m) and devoted to water nymphs (Maqableh & Theeb, 2000).

Amman comprises many museums which display archaeological and historical items that give a glimpse of Jordan's history and culture, such as the National Museum, Museum of Jordan and the Jordanian folklore museum of popular traditions (Abu Ayyash, et al., 2007).

- Jerash (Graca): It is a city, 48 km north of Amman and it is one of the largest and most important architectural Roman sites, dated back to prehistoric times, where the archaeological works proved they are back to the Bronze, Iron, Hellenistic, Romanian and Islamic eras, Jerash was discovered in 1806 by the

traveler Olanj, it is one of the best cities in the era of the Roman Empire, that embodies architectural structures such temples (the Temple of Artemis, Temple of Zeus), churches and terraces, altars, theaters, baths, streets, gates, memorial fences, race tracks, street columns of nymphs, the Umayyad mosque, Umayyad houses, the cathedral and Hadrian arc. These monuments remaining in Jerash indicates to the city's economic, social and cultural position, the scheme of the Roman city is still available nowadays. (Abu Ayyash, et al., 2007).

- Kerak Castle: a fortress built by the Crusaders during the Crusades wars on the Levant in the twelfth century AD to secure their occupation of Jerusalem and environs and to be a point of contact between the last intermediate strategy between them and Shobak Castle. It is dated back to the era of the Moabites (860 BC. M). The Nabataeans used this castle proved by the existence of Nabataean carved statues in the early foundations of the castle, and it remained in the Byzantine era as a shield to Jordan referred by the mosaic map of Madaba, In the Islamic conquests, Abu Obaida Amer Bin Al-Jarah could seize it, Kerak Castle continued its defensive role in the Islamic era (Al Thaher & Elias 2001).
- Shobak Castle: Located in the north of Wadi Musa road, one of the Crusader castles built by Baldwin I in 1115 for the purpose of controlling the road from the Levant to Egypt, and dominated by Saladin in 1189. The castle still keeps its walls and the main gate, and inside the castle, there are is water well at a depth of 375 m (Abu Ayash, et al., 2007).
- Ajloun Castle: Located in the north of Jordan, 75 km from Amman, about three kilometers from Ajloun which is linked to some cities like Amman, Jerash and Salt as well as a group of major roads, it is considered one of the most prominent monuments dating back to the era of the Crusaders, and it was built by the leader Izz al-Din Usama, one of Salahuddin Ayoubi leaders, between 1184-1185m. The purpose of building it, is to limit the expansion of the Crusaders in the east of Jordan, and to maintain transport and methods of communication with Damascus, Ajloun Castle is considered one of impregnable fortresses established by the Arabs, it used a store of supplies, ammunition and arms, and it was used as a center of pigeon between Damascus and Cairo and in 1217, the castle was joined to Damietta in Egypt during the Crusaders time (Al Thaher and Elias 2001).
- Azraq Castle: Located in Al Azraq city, 80 km to the east of Amman, this castle is dated back to Roman times, it was used in the Islamic conquests, Izzeldin Ayyub rebuilt it and became its governor in 1213- 1238 AD, the black basalt stone was used in the construction of this castle, which consists of several cabins and defense towers and a mosque (Abu Ayyash, et al., 2007).
- Umm Qais (Jadara): Located in the far north west of Jordan overlooking the Yarmouk River to the north, and away from Irbid city about 30 km. Umm Qais is important as it is Greek and Roman city where it was established a university in the era of Greece, Umm Qais is overlooking the Sea of Galilee, the Yarmouk River and Jordan Valley, it is dated back to the Greek era, it has become permanent in its building and men of philosophers and writers, and in 36 BC, it has become under the Roman rule and was joined to the ten cities of (Decapolis). In the fourth century, Umm Qais has become an important center for Christians in the reign of Byzantines. It was captured in 614 AD by the Persians who destroyed their churches and monuments, and in 635 AD, it was conquered by Islamic armies led by Sharhabeel Bin Hasna in the time of Umar ibn al-Khattab. The most important monuments in Umm Qais is the columns of Corinthian Street, which extends from east to west, surrounded by black rock graves and at the end, there is the northern Roman amphitheater, churches, the southern runway, nymphs runway, the Umayyad market, tunnels, residential buildings, public baths that contain pools of cold and warm water and rooms for changing rooms used for displaying different plays and arts (Althaher & Elias 2001).
- The city (Pella): Located in the northern Jordan Valley and the word Pella means beautiful because it is located on a high hill overlooking Jordan valley and Jordan river, dating back to the Paleolithic era, where human settlement continued through the Bronze and Iron Ages, and then the Persian, Hellenistic, Roman, Byzantine and the Islamic ages, this city is important as it is located at the crossroads of caravan routes between Egypt and the Levant, it is known for manufacturing timber, ancient manuscripts report that they were manufacturing vehicles of the Egyptian army, and the most important remaining monument is a small theater of the first century AD that receives about 400 people and baths, in addition to churches dating back to the sixth century AD, columns, remnants of the old walls of the city, dated back to the late Bronze age, also remains of houses consist of two floors and a mosque return to the Umayyad and Abbasid eras and mosque dated back to the Mamluk era (Abu Ayyash et al., 2007).
- Beit Ras (Kapatoulias): It is located in the north of Irbid city at a distance of 5 km overseeing Horan flat where they overlook surrounded villages and cities. It was named "the head of the house" to a Semitic language, the word "House" means a place of residence, and the word "head" means the highest point in the human body and in the same context, the word "Capital" in the Greek language means "head" and "Elias" place of residence, and thus, it means a housing on a high place, the historical landmarks refers to the Roman, Byzantine and Islamic periods. Kapatoulias entered the alliance of the Ten Roman Cities, and

the archaeological excavations revealed important milestones such as the Roman amphitheater, corridors, and basements and rooms for changing clothes and a platform for orchestra as well as parts of the city wall and towers. The excavations revealed the remains of churches, streets and residential buildings and some of the Corinthian-style columns, wine presses and much more. In the Byzantine period, Kapetoulias was one of the subsidiaries of Palestine diocese religious centers and in the Umayyad period, it was famous for its beautiful summer resort, and the Umayyad Caliph Yazeed Bin Abdul Malik built a castle there for poetry and singing as the location is very natural with fruitful trees and fresh temperate weather (Taei, 2004).

- Qualbah archaeological site (Abella): is located to the north of Irbid City, 15 km within the lands of Hartha village, at a distance of 2 km to the east and 4 km south of Yarmouk River, It was known "Abel" in Greek which means permanent green fruitful trees. Thus, the man appointed it as a place of settlement from the Stone Age, but it has grown and flourished in the Roman and Byzantine eras as it became one of the ten Roman cities that have been associated with (the cities of Bosra, Daraa, Beit Ras, Umm Qais, and Tiberias) over a Roman road called the "royal road" and it entered the Byzantine period after the entry of the Christian religion, and like other cities Abella planned elements of different architectural divided into four main areas: Tel um Amad, Tel Labelle, Abella Valley, the eastern slope of the valley, including: churches, the main street, Nymphaeum, Roman and Umayyad housing, water channels, city walls and graveyards. On the Southern and Western sides of Tel um Amad, you can see a church with freehand columns and the other third church is found in Abella built with black basalt, and the nymphs which is associated with a channel carried water from the running of the valley to support the city with water by pottery and open canals, and in Tel um Amad or Tel Labelle, there is a paved street with basalt stones surrounded by rooms and residential buildings, while the Umayyad palace is located on the northeast slope of Tel Um Al Amad in addition to residential walls of the Islamic era and potter oven for melting glass and heat the water, on the eastern slope of Qualbeh Valley, there are graves from the south to the north, mostly dating back to the Roman era decorated with wall paintings and decorations (Fresco) (Taei, 2004).
- Wadi Rum or Moon Valley: Located in the south of Jordan, it was formed as a result of nature, wind and weather elements thereby making it natural and majestic skyscrapers as described by Lawrence of Arabia, Wadi Rum is high land of the desert (1750 meters) for those challenging climbers, it is also known as Moon Valley taken by Prince Faisal bin Al Hussein and Lawrence of Arabia as a guiding center during the Great Arab Revolt against the Ottoman Turks, and this site has witnessed heroic and amazing deeds carried out by both of them. The atmosphere of Wadi Rum is quiet, silent and sprawling spaces, and there were discovered paintings dating back to 4000 and other archaeological and historical landmarks (Harding, 1983).
- Amra Castle : It is located 32 km to the southwest of Azraq and considered as one of the best desert castles in Jordan since its structure is still built properly, and the castle was established during the reign of the Umayyad Caliph Walid 1st in 705-715m, and it was used as a center for fishing, comfort and healing, this is shown through paintings on all interior walls, and the castle includes a well, water reservoir and a reception hall with a beautiful mosaic floor, in addition to the bathroom that has three rooms, the first is for clothes change, the second for cold water and the third is for hot water. The paintings and drawings inside this castle represent the lifestyle of the Umayyad heritage including fun, fishing, singing, dancing and poetry (Althaher & Elias, 2001).
- Al Halabat Palace: It is located in the northeastern part of Jordan, 25 km northeast of Zarqa city heading Azraq, exploration work indicates that this palace was originally a defensive fortress from Roman times, in the eighth century, it was rebuilt and supplied with motifs as fresco, engraved plaster and mosaics that were used to pave the floors, this palace consists of a square shaped construction with 44 meters. The importance of this palace lies in the large number of about 150 written inscriptions, including the Greek, Nabatiyeh and Thamudic eras, and there is also a close mosque near the palace were detected mosque, fountains and bath as in Amra Castle (Abu Ayyash et al., 2007).
- Kharana Palace: It is about 55 km far from Amman, located in the southwest of Amra palace at a distance of 22 km, and the advantage of this palace as it is the only castle that was built for defensive goals, it is dated back to 711 AD, and there was found keffiyeh writing. The palace and appears as a square consisting of two floors with almost the same design and each floor has rooms, arches and other beautiful designs, the palace is still in good condition (Althaher & Elias, 2001).
- Mushatta Palace: It is located in the southwest of Muwagar, near Queen Alia International Airport, and it is one of the largest Umayyad palaces with an area of 144 square meters, dated back to the reign of Caliph Al-Walid bin Yazid 743-744m who was killed before completing the wall, the palace is divided into three parallelogram sections, containing 25 semicircular towers, and it reflects the architectural design of an advanced art of construction and decoration, it has a place for prayer and rooms for meetings living and reception halls, this palace has distinguished decorated motifs with the utmost precision and perfection with animal and geometric and floral forms, and these motifs were cut and sent to Germany as a gift from the

Ottoman Sultan Abdul Hamid, where you can find them in Bergmon Museum in Berlin (Abu Ayyash et al., 2007).

- Qasr Tuba: Located 140 kilometers south-east of Amman, some researchers believe that it was built by the Al-Walid II built but it is unfinished as Mushatta palace (Maqableh & Theeb, 2000).
- Um Ijmal: a Nabataean city, located 12 km to the east of Mafraq, located on an area of 4 km. It comes in the third place after Petra and Jerash. There are similar areas in "Um Alqotain and Um Al Sarab", The Arab Nabatean inhabited the region, where they found a lot of wells dated back to the first century BC, and these ruins include Nabataean memorial tombs and temples and much more. One of the most important monuments in the city is the beautiful churches which are fifteen ones and residential homes, the architecture city was built with black basalt stone which is commonly found in the eastern Jordanian desert (Abu Ayyash, et al., 2007).
- Iraq Al Amir: the name is linked to al-Qasr area of Iraq Al Amir in Wadi Al Seer, and these gains great importance because it is the oldest known building in Jordan dated back to the Hellenistic era, 2nd century BC. The building is a rectangular shaped and has two faces decorated with columns, it was also built with huge stone blocks, at a length of some 20 feet and height of 10 feet, it has sculptures of lions used as fountains that come out of the palace (Abu Ayyash, et al., 2007).
- Aqaba: Aqaba is known as an essential harbor in ancient times and water crossing, which links the Red Sea to the Middle. Today, Aqaba is a modern port and city comparable to a lot of modern world ports, In addition to being a commercial center and seaport in the Red Sea, the nature of water and the beauty and uniqueness of marine creatures there makes one go through a wonderful experience to see colonies of coral and marine fish and exotic animals as well, and the most important ruins in Aqaba is Al Maqas, Nabatiyeh Elah, Romanian Elah, Byzantine Elah, the Islamic Elah and Castle of Aqaba (Taei, 2004). Furthermore the researcher will indicate here bellow in this research an briefly explain for some other important historical sites in Jordan (Alkasawneh, et al., 2015):

Sites	Introducing briefs
Qasr Burqa'	Located in the north-east of Jordan, a building from the reign of Caliph Abdul Malik bin Marwan, 81-700 m and supervised by Walid bin Abdul Malik when he was a prince.
Um Qutain	Located in the Eastern city of Mafraq and it is one of the important sites because it is an integrated city on internal trade route in ancient times, and it witnessed human settlement since the modern Paleolithic Age until the Islamic Ages.
Rehab	Located in the West of Mafraq, where it played a prominent role in the development of human civilization because of its strategic location since the Paleolithic era through the Late Bronze era; it includes many monuments such as churches, residential buildings and the Mamluk mosque.
Um Al Serb	Located in the north of Mafraq, where there is the Church of St. Sergius and Bacchus, built in 489 AD, in addition to many of the archaeological items that indicate to the continuity of housing and settlement in the stage of Nabatiyeh passing by eras of Romans, Byzantine, Umayyad, Ayyubid, Mamluk and Ottoman.
Kherbet Tantour	Located in the north-west of Ajloun, dated back to the Iron Age, the early Roman and the Byzantine.
Salt Palace	Located in the North-west of Amman, about 30 km dated back to the time of the Crusaders, the castle was demolished during the reign of King Baldwin, King of Jerusalem in 1107 AD.
Kherbet Al Der	Located in the southeast of Salt, archaeological evidence indicates it is dated back to the Roman era.
Alouq	The City of Byzantium, located about 26 km west of the city of Zarqa.
Nowaijs Palace	Located on the road to the city of Zarqa, a tomb of a Roman family dating back to the third century AD, a square-shaped building, decorated with amazing decorations and inscriptions.
Rujom Al Korsy	Located in Amman, between King Hussein Medical City and Bayader Wadi Seer, where a Byzantine church dating back to the end of the sixth century and the beginning of the seventh century was found. Also, they found a mosque dated back to the Umayyad period in addition to a number of grapes wine presses, and an oven to cook the grapes.
Rajib landfills	Located in the east of Raqim cave or the people of the cave, which is rock-cut tombs, they are three caves and each one contains a number of landfills, these landfills dated to the Roman period (third century AD).
Ain Ghazal	Located in the northeast of Amman, where they found remains of farming village dating back to 7200 BC, also they found more than 30 sculptures, the building is dated back to the end of the Stone Age (6500-6000q.m)
Al Ruba	Located in the north of Karak, which is one of the greatest cities of Moab ancient times, and it occupies an important position on the Sultan road, where it was flourished during the reign of the Nabataeans kings and the Romans joined it to their states that later flourished in the Byzantine age.
Al Qasr	Located in the north of Al Ruba, and there you can see a Nabataean palace, a witness to the city's history.
Cave Der	Located in the East of Mafraq, dated back to the Nabataeans, it was used by the Romans,

	Byzantines as a fortified military site, and it was used by Muslims, especially in the early period of Umayyad, Ayyubid and Mamluk until the Ottoman Empire.
Tal Huson (Dyon)	It is an artificial form of a hill, which is believed to be part of the ancient city, Idunn, it was reported in the cities of the Decapolis, and also there are tombs dated back to the Late Bronze Age.
Owained Palace	Located in the Southeast of Qasr Amra , dated back to the Umayyad period and it might be a place to the people of a Caliph, who was living in Qasr Amra.
Hayan Meshref	Located in the south of Mafraq, where it was found a Byzantine church characterized by a lot of marble and it is dated back to the sixth century AD.
Marilias	Located in the Northwest of Ajloun Castle, one of Christian pilgrimage sites.
Arm Door	Located in Jordan Valley, and 70 meters above the sea level, the site contains a tomb of a large area and the residential This is a graveyard of the richest graves known to the ancient and the most Middle East continuity in use, dated back to the Arm Door to the beginning of the Neolithic period.
Outranah Palace	Located 90 km south of Amman, a Mamluk building, dating back to 922 AH -1516 AD.
Dhaba'a Palace	Located between Amman and Qatranah Castle to the east of the desert road at a distance of 1 km to the west, it was built during the reign of the Ottoman Empire, in the sixteenth century AD, and was created to serve the pilgrims and commercial convoys between the Levant and the Arabian Peninsula.
Athroh	Located in the Northwest of Ma'an 30 km, a place that witnessed the judgment incident between the representative of the Caliph Ali bin Abi Talib and Mu'awiya bin Abu Sufyan, after the battle of Saffin.
Hubais Palace	Located in the South-West of Al Bent Palace in the city of Petra, a Nabataean building used as a watchtower, it is located on the top of a high mountain in a great strategic site.
Maan Palace	Located southeast of Ma'an, it was built by Sultan Suleiman in 967 -1559 m.
Bayer Palace	Located in the Jordanian desert, the southern Tuba Palace, about 100 kilometers, it is an Umayyad construction related to reign of Al Walid Yazid Bin Abdul Malek.
Noman Palace	Located in the city of Karak, it is a huge Nabataean control tower, the system of the walls tower is similar to the Nabataean building.
Hasa Palace	Located in the north of Tafila, an Ottoman building that was used as a place of break time for pilgrimage.
Kherbet Al Tanour	Located 45 km south of Karak, containing a great Nabataean Temple known with the same name, dated back to the first century AD, which a statue of victory was found, and the statue of the winged Tyche, and the statue of an eagle, a traditional slogan of the Nabateans, and the Statue of Atargats, a Nabataean open- winged eagle.
Hamima	Located 40 km south of Petra, it was a Nabatean site and then became a Roman settlement; it contains many of the most important monuments of wells and reservoirs and a Roman camp, Al Hamima is considered as an important location that witnessed an important historical event which is the starting point of the Abbasid Islamic call (Dawa) against the Umayyad state.
That Ras	Located 5 km to the northeast of the Dead Sea, a Nabatean city containing the remains of three small temples and the structure dated back to the second century AD, and you can see the remnants of columns and ancient walls.
Kherbet Al Thareeh	Located in North Tafeileh 12 km, dated back to 5000 BC, where the site contains a lot of features from remnants of homes, structures and temples, and also it contains many water springs that made it a privileged site from the agricultural point of view.
Tafilah Palace	Located in the west of Tafilah, dated back to the Adomic period and it has a lot of tunnels that lead to water sources, and its location is overlooking the Dead Sea, and it has been reconstructed in the Ottoman period.
Sela Palace	Located in 10 km to the southwest of the city of Tafila, characterized by that they are not built of stone, but carved into the rock in the form of caves and wells, located on a high sharp topography with only one crossing in the rock in the form of stairs. A carved sculpture in the rock dating back to the Babylonian era.
Medwara Palace	Located 60 km south of Ma'an and it contains three important antique elements: the castle, alpaca, paved road; it is a Turkish Ottoman castle that was set up to protect pilgrims and travelers.
Um Al Rasas	Located in the southeast of Madaba, and includes ruins dated back to the 2 nd Iron Age to the Abbasid era. And it contains many of monuments, and it is one of the most important commercial stations between the Arabian Peninsula and the Levant.
Kherbet Al Tanour	Located 45 km south of Karak, and it includes the remains of Nabatean temple, it was built on a high slope, it can be entered from the south side, dating back to the first century AD.
Waeera Palace	Located in the northeast of Petra, dated back to around 1108-1116m representing the Crusader castle Home of Petra.
Balou Palace	Located 27 km north of Karak, a castle built by Moabites to protect the royal road passing by the flowing river Arnon (Sael Al Mujib) where they found Masalet Al Balou, which is dated back to 1200 BC, It is a basalt stone, 30 cm of thickness bearing a drawing of the Moabite king when he received the scepter from the Egyptian God and his successor Hator.
Onaiza Palace	Located in the north of Maan, and it is one of the largest Ottoman castles in Jordan, it was built during the reign of Suleiman Pasha at Damascus in the years between 1583-1589.
Machaerus	Located in the southwest of Madaba, Machaerus is also overlooking the Dead Sea and the West Bank.
Theeban	It is the capital of Almaabin, located on the road to Karak, where it was found an Obelisk stone of black granite, it shows King Mica's achievements and his reaction to the invasions

	of the Jews, and the establishment of dams, canals and irrigation systems dating back to the year 835 AD, and it is now found in the Louvre.
Hamam Al Sarh	Located in the southeast of Al Halabat Palace, built in the reign of Caliph Hisham ibn Abd al-Malik (725-743m), and looks like the building of Amra palace in terms of number of rooms and wall paintings.

Second: Natural tourist sites: Jordan is characterized as containing a variety of natural tourism resources which are used as an important tourist attraction, the most important sites like:

- Geographic location: where Jordan is characterized by geographical location in the middle of the Arab world, making it a station for receiving most tourists as well as a link between all countries and important centers of civilization.
- Diversity of natural terrain: Jordan is like a museum with a variety of natural terrain. For example, Jordan Valley, which extends from the north to the south has a rich environment of plants, fresh mineral salt water, also it is a good place in winter where temperatures there rise compared to neighboring environments; moreover, the salty water of the Dead Sea is considered a means of recreation and wellness as well as the fresh water of Aqaba ensured that the place is a tourists attraction dramatically. Additionally, the mineral springs of water are scattered like Ma'in, Zara, North Shouneh, Ofra, Barbitah, and Himma and along the valley regions, there is a territory of the eastern highlands ranging between 1200-1500 high meter above the sea level with different heights and terrain, which is considered a target for tourists and visitors during summer season, in addition to the mountains there which are covered with forests, such as Ajloun forest, Debbin, Achtevina, Zai, and Burqush. The desert is considered as the third natural territory, it covers about 81% of the area where there are beautiful landscapes as Wadi Rum and Azraq Oasis. (Abu Ayyash et al., 2007).
- temperate climate: As Jordan one of the Mediterranean region, the climate there is one of the best types of climates in the world since it is suitable for the stability and development of civilization as well as the establishment of agriculture, this climate is permanently temperate in the four seasons not extreme, it is environmentally varied between regions; hot in summer and temperate in winter. (Maqableh & Theeb, 2000).
- Salt and mineral water: The salt water in Jordan is found in the Dead Sea and Gulf of Aqaba, which is used for the purposes of treatment of many diseases like skin diseases, the length of the Dead Sea is 93 km, with a flat area about 464 square kilometers, and low surface (406) m above the sea level. Jordan River is considered the main source of the waters of the Dead Sea and valleys of Mujib, Hasa, Karak, Azraq and Ma'in, the water of the Dead Sea is the saltiest worldwide, and the salinity ratio is approximately 32% which is equivalent to 9 times the oceans'. (Maqableh & Theeb: 2000).
- Natural forests: there are large areas of forests in Jordan like forests of Ajloun, Jerash, Naour, Perrin, Burqush and Shu'la. Many of them have been equipped with suitable facilities for tourism, national parks and areas of tourist resorts and spas. One of these parks is Amman National Park, Debbin National Park, Zai National Park, Achtevina Park, Shu'la Park and Malka Park. In forest areas, you can enjoy the spectacular views and the summer temperate climate with fresh pure air. (Maqableh & Theeb, 2000).

Tourism sites associated with festivals: such types of sites are important for tourism as they combine all people worldwide; these festivals include many talents and arts that meet the needs of all segments of local, regional and international societies. Jordan is known for such kind of tourism where many of festivals are held monthly and yearly attracting hundreds of participants and visitors to invest there. For example, Jerash Festival which occurs once a year and many of participants worldwide take part in. Jerash Festival is comprehensive in terms of many activities as culture, singing, acting, dancing, sculpture poetry, literature and much more. Also, Jordan hosts more festivals such as Fhais Festival, Madaba Festival, Irbid Festival, Kerak Festival, Aqaba Festival, Shabib Festival, Azraq Festival in addition to many other international and Arab festivals such as Arab Song Festival, Arab Theatre Festival, Child Song Festival, Music Festival and Poetry Festival. Moreover, there are many other festivals organized by some ministries and government departments like the ministries of tourism and agriculture such as Olive Festival, Pomegranate Festival, Harvest Festival, Orange Festival and Palm Festival.

Third: Medical tourism sites: It means visiting recovery sites that contain mineral natural springs to get physically and psychologically comfortable. Jordanian territories include Rift Valley in the east, including many hot springs that reach a temperature of 60 ° C, these waters flow in the streams of the river and valleys to pour into the Dead Sea, which is the most important site there. (Maqableh & Theeb, 2000: 190):

- Sulfur water in the northern Jordan Valley, Himma region lies on the southern bank of Yarmouk River near Umm Qais archaeological city, and it attracts many tourists and visitors in winter, spring and fall seasons, the temperature of mineral water reaches up to 45 Celsius (Maqableh and Theeb, 2000).

- The Dead Sea, which has a rich privacy in light of the increasing bad environmental situation in the world "ozone", the Dead Sea is the only place which filters the harmful radiation as it is the lowest region in the world, in addition to the evaporation of water into the sea causing fog above the sea that in turn prevents the arrival of harmful UV rays, thus, it is the only place in the world where people can sit under sunshine without harm.
- Ma'in therapeutic water: it is located 58 km south of Amman, 120 meters above the sea level; it is famous for natural spas that cure people with different diseases including skin, circulatory system, joints pain, arteries, chronic rheumatism, and muscle contraction, respiratory diseases, cold and clean up the bronchial tubes. Moreover, it has a positive effect as it stimulates the adrenal glands to secrete its hormones in general that can activate the body of mental fatigue and prevent diseases (Maqableh, Theeb: 2000). Chemical analysis states that the water of Ma'in is rich in mineral, chlorine, sodium, sulphates, calcium and potassium, also this kind of water has radiation characteristic. Althaher & Elias, 2001).
- Afra and Barbita Falls: Located 26 kilometers from Tafila in the southern of Jordan, where mineral water flows from more than 15 springs, Preferably, this water can be for only external treatment as a result of its high atomic effectiveness, it is not recommended to drink a lot of its water; moreover, this water can be used to cure like diseases of skin and allergy, joints pain, persistent joint inflammation, muscles pain, stimulate blood circulation and hardening of the arteries, also it is used to treat infertility and gynecology (Maqableh & Theeb 2000).

Fourth: Eco-tourism sites: it means visiting the sites and nature reserves that attract tourists from around the world, and these reserves include:

- Debbin Forest: it covers part of the Aleppo pine forests in Debbin in the governorate of Ajloun.
- Jordan River Reserve (Al Maghtas): It extends the side of Yarmouk River and it is covered with a part of tropical plants.
- Aqaba Mountains Reserve: It includes Acacia tropical plant, Sudanese plant.
- Yarmouk River Reserve: Located in the northern part of Jordan and includes forests of oak trees.
- Viva Valley Reserve: Located in the southern side of the Dead Sea covered with tropical and Bottoms plants. (Publications of the Royal Society for the Protection of Nature).
- Wadi Mujib: Located along the Dead Sea and extends to the heights of Karak.
- Ajloun Forest Reserve: a nature reserve covered with a part of evergreen oak forests.
- Dhana Nature Reserve: Located on the heights of Tafila, extending up to Wadi Araba, overlooking the beautiful Dhana valley, it give an opportunity for tourists to spend great time in the beautiful nature and enjoy the taste of popular food from Dhana products (Maqableh & Theeb, 2000).
- Azraq Reserve: this reserve is distinguished by being a path for migratory birds, where the visitor can enjoy watching these birds in periods of migration and they can practice jogging inside lanes there.
- Shaumari Reserve: it was founded in 1975 to be a center for reproducing endangered animals such as the Arabian Oryx, ostriches, deer and wild Homar birds, and the visitor can watch these animals from a control tower or a protected transport, with a company of a guide who provides an explanation to the style of living there (Maqableh & Theeb 2000).

Fifth: Religious tourism sites: this means visiting historical and religious places, and there are many of these sites, shrines and holy shrines of companions and places of monotheistic religions. Thus, many researchers worldwide come to these sites of battles and shrines of Prophets and companions, Allah bless them all, as Jordan was the door of the Islamic conquests and was home to major historical battles such as the Battle of Mutha, Yarmouk and Pella. Additionally, in memory of the martyrs and the companions, many of mosques and shrines were built to keep those Islamic triumphs alive in mind.

For example, Muta and Mazar, near the southern of Karak, there are the shrines of Jaafar bin Abi Talib, the shrine of Zaid bin Haritha and Abdullah bin Rawahah as well as there is a memorial shrine for Farwa bin Omar Al Jothamy, known as the first Syrian martyr in Islam, it is located near the Baths of Ofra north Tafilah, also, there is the shrine of al-Harith bin Omair Azadi in South Tafeileh, near the city of Baseera.

As for Jordan Valley, near the city of Salt, there is a number of shrines for companions, including: the shrine of Dirar bin Azwar, near the town of Deir Alla, and the shrine of the great companion Abu Obaida, located in Jordan Valley, Also, Sharhabeel Bin Hasna, located in the town of Masharea', and Muath bin Jabal, Amer bin Abi Waqas, located in the northern of Jordan Valley. In the midst of Jordan, near the city of Salt, there is the shrine of Nabi Ayoub, peace be upon him, in the village of Batna, and Nabi Shuaib, near Salt Valley. Moreover, in the south-east of Amman, there is the site of people of the cave, who were mentioned in the Holly Quran, and it is considered one of the most attractive sites for visitors stating the facts of the story that is also known in Christian history. In Jordan, there are also many holy and sacred places such as Al maghtas in Wadi Kharar, A

stop of Jesus Christ, peace be upon him, when he was thirty years, in the hands of the Prophet Yahya, peace be upon him, to be baptized with water declaring this place as the beginning of his mission to mankind.

Also, the excavations in that region have revealed some remnant ruins of a Byzantine church, built in the reign of Emperor Anastasius, where there are several wells and pools of water where the early Christians believed to be used in a mass ritual of baptism. The Genral Antiques Dept. and the Ministry of Tourism and Antiquities rehabilitated and renovated the site to receive tourists of all nationalities, and states that the site has received four papal visits, the first visit of His Holiness Pope Paul VI in 1964, and the second visit of Pope John Paul II in 2000, and the third visit of Pope Benedict XVI in 2009, and the fourth Pope Francis I in 2014, and during these visits, these sites have been adopted to Christian pilgrimage in the world which are: Al Maghtas, Makawer, Mount Nebo, Marljas, Lady of the mountain in Angara, the shrine of the Prophet Elijah in Kherbet Al Wahadneh (Abu Ayyash et al., 2007).

In Madaba, located in the south of Amman, there is a rare ground of mosaics, dated back to the Byzantine era in the St. George Greek Orthodox Church, where the visitor can see a map of the Holy Land, and to the south of Madaba, there is Machaerus (Mukawir palace) where the Prophet Yahya, peace be upon him, was imprisoned, then was beheaded by Herod to be gifted to the dancer Salome. As for the west of Madaba, there is Mount Nebo overlooking the Dead Sea and Jordan Valley, there are those who believe that the Prophet Moses, peace be upon him, was buried there, on the top of this mountain, it was built a church contains a fascinating mosaics dating back to the fourth and sixth centuries AD, and in Um Al Rasas, located in the south-east of Madaba, excavations revealed a church dating back to the era of the Umayyad with a mosaic floor characterized by the beauty of colors (Maqableh & Theeb, 2000).

The reality of tourist sites administration:

We can say that the administration of tourist sites is a systemic process linked to a range of administrative elements (planning, organizing, directing, control, decision-making) as well as the elements of tourism marketing is also significant including (product, promotion, price, distribution, service, physical environment, human resources) means that the work of these elements is linked to the other element as an entity interacted with different elements as (inputs, processes, outputs, feedback) to form a single system which generated a positive outcome with a high level of excellence.

It can be argued that achieving positive or negative results of the system output is linked to the extent of associative parts of the system and their interaction with each other. If it is steady and governed by some sort of interaction and harmony in the performance, the results will be inevitably positive with a high level of competence, as if there is any defect or obstacles in parts of the system, it is obvious that the results will be negative and reflected on the level of performance to be an obstacle towards development.

Barakat study (1996) on the economic and social aspects in the tourism sector in Jordan, found that tourism in Jordan achieves economic returns to be a supportive of the Jordanian economy in all aspects despite the availability of some obstacles, such as administrative and legislative measures and the weak level of services provided to visitors at tourist sites as well as the weak activity of marketing and promo for all other tourist sites. The study also showed that the tourism marketing strategies in Jordan focus only on specific historical sites forgetting other sites.

The study of Khasawneh & Abudalbooh (2014) on the identifying the obstacles of the tourism sector in Jordan and the weak attractions for tourists, stated that that the main obstacles related to the high prices of tourist services, lack of flexibility of the laws and regulations related to tourism, the strong competitiveness of the tourism at the regional and international level, weak process of tourism promotion, and poor level of infrastructure for tourist sites. As for the study of Domour and Ayesh (2005) on the impact of service marketing mix of five- star hotels in Jordan on the image perceived by tourists, the study found that there is a strong relationship between the elements of service marketing mix and the image perceived by tourists, the study also stated that there is a high level of satisfaction with tourists services in hotels.

As for the study conducted by Al Ardha & Khasawneh (1997) on the reality of the tourism sector in Jordan, the results showed that the obstacles of tourism are referred to the low level of infrastructure services and utilities, in addition to the weak administration of tourist sites in terms of organizing trips and the weak performance of tour guides in terms of language and knowledge. The study of Rabadi (1996) on the reality of tourism in the governorate of Madaba, the results shows that the most prominent obstacles are referred to the low tourism promotional activities, low level of services, high prices and lack of tour guides. The study by Abdel Jaber (1994) on the importance of tourism on the global and local economy, the results have shown that obstacles are related to non-exploitation of various tourism resources, weak process of tourism promotion, poor infrastructure and the weak performance of workers in the tourism sector. As for Al Hadeed's study (2010), he showed that the most prominent obstacles that the tourism sector faces are related the size of the global competition to attract tourists, and the need for more professional ethics and social responsibility and using up the community marketing in the tourism industry.

In the study of Hawkin, et al (2013) carried out by a team of the USAID, the study discovered that the most prominent challenges in the tourism sector in Jordan is the weak process of tourism marketing, low level of tourist services, lack of tourist sites development, lack of action by the Ministry of Tourism because of the rapid change in the upper departments operating in the tourism sites, poor level of performance of employees in the tourism sector. As for the study of Rawashdeh (2014) on the role of tourism museums and archaeological sites on attracting visitors, the study concluded that there is little interest in the archaeological museums in general in addition to the lack of comprehensive statistics for all museums in Jordan, and the weak role of media and offices of tourism and travel in marketing and promoting to the Jordanian museums.

Al Fayeze (2015) in a TV interview, he answered on a question about the obstacles of developing the tourism sector, he pointed out that one of the main obstacles are attributable to that interest in the tourism sector in Jordan came at a late stage, where there wasn't a great interest in the tourism sector before the year 2014 which has led to delays in the development process. He also explained that a lot of services in tourist sites is weak due to financial reasons. Thus, the Ministry of Tourism resorted to allocate a part of returns of tourist sites tickets for the purposes of developing the services of the site. (Khasawneh, et al 2016)

As for Salloum study (1998) on the tourism sector in Jordan, the study aimed to identify the reality of tourism sector in the Ministry of Tourism in Jordan in terms of factors of tourism attractions and the level of services provided to tourist sites, the population of the study consists of 220 employees working in the Ministry of Tourism. The study adopted a questionnaire to the process of data collection, the study found that the level of tourist attraction of the sites in Jordan is high, and the level of satisfaction with tourism services is average, and that the positive effects of tourist sites are high.

According to the answers of the study sample, workers in the Ministry of Tourism and Antiquities, Jordan Tourism Board (JTB) and the Tourism Committee in the House of Representatives members, the majority of answers was varied noting that the most prominent obstacles faced by the Ministry of Tourism is the management of tourism marketing of tourist resources spread in all regions of the Kingdom, returning to the following reasons:

- Focusing and concerning in certain tourist sites that achieved high reputation and popularity among foreign tourists.
- The lack of infrastructure for all tourist sites in Jordan because of the plentiful and diversity of services.
- The difficulty of securing all tourist sites in Jordan, because they are many and varied.
- The difficulty of entering these sites, whether through fences, gates or the presence of security staff.
- The disparity of imposing fees and entrance tickets to tourist sites in Jordan.
- The presence of large numbers of archaeological and tourist sites in Jordan, it is difficult to cover all of them by means of marketing.
- Tourism program prepared by the Office of Tourism (tourism dealer) might not allow visiting all the tourist and archaeological sites in terms of visits' time to Jordan.
- Officials pay much care and focus on the highly popular sites worldwide.
- There is no country in the world with tourism basics that meet the desires of all kinds of tourists as it is in Jordan, despite its small size, it is natural, therapeutic and civilized.
- The state does not consider the tourism sector an economic one tourism and those in charge of promotion and marketing as well.
- The tourists concern in the tourist sites which are available on the tourism map.
- The lack of justice in foreign grants allocated to projects of tourism development which created a big gap in tourist areas across Jordan.
- The poor recognition of tourism development by local communities which are new in the field of organizing tourism products and local communities.
- The tourism activity is linked to a political dimension; the fact that some areas are close to political and sensitive regions of security specifically in Palestine, the Golan Heights and Southern Lebanon. So, this was one of major reasons for moving the tourism sector backward as some historical tourist sites cannot be entered without official permissions and some sites are totally banned to access.
- After the peace treaty (Wadi Araba), the dealing has become more flexible in agreement resulted in rising prices of land overlooking the bordering and neighboring countries (some investors resorted to invest and buy in these bordering the neighboring countries sites).
- Lack of justice in distributing the financial resources and support to the tourist sites in the Kingdom.
- Supporting and caring in the tourist sites depend on personal affairs of officials working in tourism sector and exchange benefits with local communities and individuals with a social position.
- There is no institutional work in the ministry as each official who takes over the work of the Ministry of Tourism runs the tourist affairs in accordance with policies without referring to a long-term strategy.
- Focus on advertising and promotion to certain specific tourist sites.

- Non-inclusion of sites under the tourist programs.
- The weakness of infrastructure appropriate for all tourist sites.
- The high cost of infrastructure and rehabilitate tourist sites.
- Promotion process is only restricted to the Tourism Board.
- The Ministry of Tourism takes over the role of coordinating and regulatory in terms of running tourist sites in Jordan.
- The ministry's budget should be increased and activate all sites without depending only on the Tourism Board.
- Overlapping the powers of official institutions in the sector, which hinders the actions of the Ministry of Tourism and their inability to make quick decisions in the development process, such as properties of the ministry of agriculture and the ministry of antiques and others.
- The process of development is financially expensive and can't cover all tourist sites.
- The development of a tourist product for marketing needs a plan, work and functional staff.
- Lack of cooperation between official institutions to develop the tourist sites putting the burden only on the Ministry of Tourism.
- Lack of recognition of the local community about the importance of tourism sector.

III. CONCLUSIONS

Based on the contents of the study in its theoretical framework on the administration process of marketing the tourist resources in the Jordan, we can summarized the most prominent obstacles to manage the marketing of tourism in Jordan, which are as follows:

1. Paying attention to limited tourist sites with a prestigious reputation among foreign tourists, and this negatively affected the other tourist sites in Jordan.
2. Lack of cooperation between official institutions to develop the tourist sites putting the burden only on the Ministry of Tourism.
3. The cost of infrastructure and rehabilitating tourist sites are very expensive and requires high financial resources.
4. Jordan has a large number of archaeological and tourist sites that cannot be all covered by means of marketing.
5. The state does not consider the tourism sector as a major economic sector.
6. The process of promotion to tourist sites in Jordan is linked to the Tourism Promotion Authority not the Ministry of Tourism.
7. The lack of justice in foreign grants allocated to projects of tourism development which created a big gap in tourist areas across Jordan.
8. Lack of understanding to the tourism development by local communities as they are still new beginners in the field of organizing tourism products and local communities.

RECOMMENDATIONS

Upon the results of the study, the researcher may recommend the following:

1. Paying attention to the development of human resources working in the management of tourist sites to be able to efficiently manage the tourist sites.
2. The work of the Ministry of Tourism should be institutional, which means to operate according to long-term unified policies and strategies that can be applied through fixed consecutive stages. The need for the cooperation between official institutes to develop the tourism product such as the Ministries of Municipalities, Public Works, environment, culture, agriculture, antiques and others.
3. Creating justice in distributing the financial allocations for the development of tourist sites in various regions across the Kingdom.
4. Increase the budget of the Ministry of Tourism's to develop and improve various tourist sites all over the country.

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