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(500)

.%80,4

(402)

:

"

2007/09/27

"

%10

%12.2 2007

(GDP)

. 2007

(WTO) World Tourist Organization

2007/07/07

.2009/5/26

2008/10/14

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6.528.626 2007

)
(-5

%61.7 2007

. 2007

-6

:

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2000

"

.(1994)"

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-1

-2

()

:

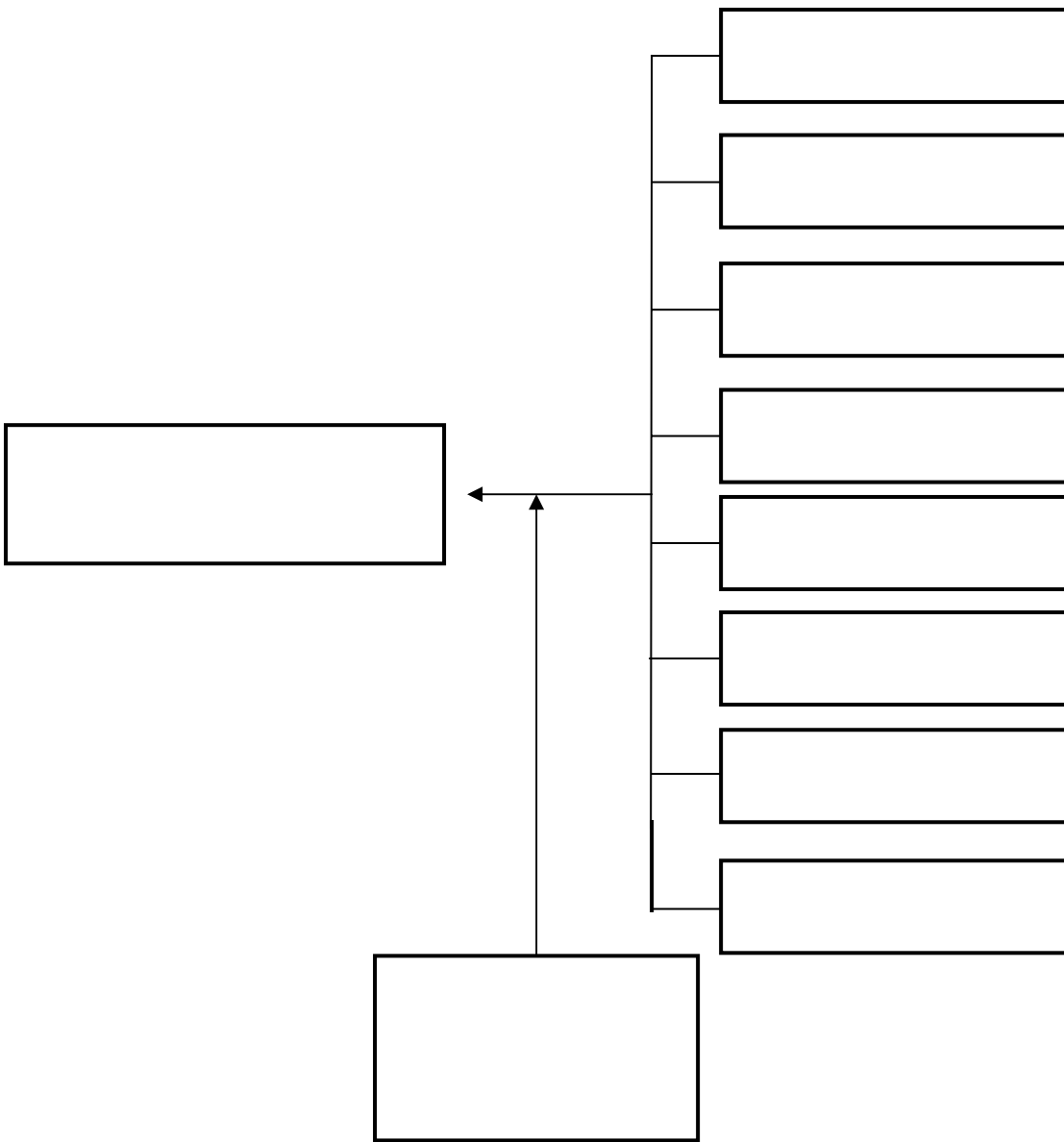
-1

-3

-2

-4

()



(1)

-3

-4

-5

(Independent Variables)

(Dependant Variable)

(Moderating

(1)

Variables)

(Murphy et al., 2000)

"The Destination Product and its Impact on Traveller
(2001) Perception"

(San Martin and Del "

Bosque, 2007) "Exploring the Cognitive-Affective Nature
of Destination image and the Role of Psychological
Factors in its Formation".

" Zeithaml et al. (2007)

(Crompton, 1979)

:

:

(Echtner and Richie,

Kotler and Keller (2006)

:

"

1993)

"

"

(2006)

"

Lynch and Tinsley (2001)

:(Ho)

:(Ho1)

()

:(Ho2)

(Jefferson and lickorish : (1) (1998)

(2000)

(Business) (Leisure)
(Friends) (Family)
) (Meeting Mission)

(2001

:(Touristic product) .1)

:(Price) .2
(2008)

(2001) "

:(Ho3) •

:(Ho4) •

:(Ho5) •

:(Ho6) •

:(Ho7) •

:(Ho8) •

:(Ho9) •

:(Ho10) •

:(Ho11) •

:(Ho12) •

:(Ho13) •

	Middleton (1988)	(Kotler and Keller,	(Distribution)	.3
	:		" (2006	
	.1			
	.2			
	.3		" :	.4
	.4	(2008) "		
	.5	" :	(1994)	
		(2001)		
Crompton (1997)	"			
"	"			
	"	Gartner (1989)		
Calantone (1989)	"			
(Gartner and Hurt	"	"	:	.5
"	"	(1987		
"				
	While and Blgnon (1998)			
(Attributes)		:		
(Echtner and				
	Richie 1993)			
		Tinsley and Lynch :		(2)
		"		(2001)
:				
	Reynolds (1965)	(Hal. and "		
		"		
				Page, 1999)

(1997) : • Gunn (1988)
" - " : (Organic Image)
(Murphy and (Induced Image)
(Echner and Richie, 1993) .Hodel (1982)

1995 (%11.2)

" : (2001) •
." Botterill and Crompton (1996.)

)) ()
(
(Mazursky (1989) (Post-visit)

" : (2003) •
" :
" Affective Cognitive

" : (2004) •

"

" : (2003) •
(SWOT)

"

: Beerli H and Martin J (2004) •
"Factor Influencing Destination Image".

"Toward : Sarma Mrinmoy (2003) •
Positioning a Tourist Destination: A Study of North East
India"

Lanzarote

" : (2004) •

"

(Beerli H and Martin J(2004) •
"Tourist's Characteristics and Perceived Image of
Tourist Destination a Quantitative Analysis a Case Study
of Lanzarote".

-1 Perceived and (Grosspietsch, 2004) •
-2 Projected Images of Rwanda: Visitor and International
Tour Operator Perspectives.

-3

-4

"Destination (Hosany et al., 2007) •
Image and Destination Person personality".

Likert

21

1

)

5

(

5

4

2008

(Convenient Sampling)

(High

500

Season)

500

(2001)

505

Mriming(2003)

500

2008

402

(4) 21 %80.4

(5)

%76.2 381

(2)

45,7	174		
54,3	207		
2,6	10	20-15	
47,8	182	35 - 20	
19,4	74	50- 36	
15	57	65-51	
15,2	58	65	
1,31	5		
19,7	75		
36,2	138		
42,8	163		
58,53	223		
26,51	101		
7,35	28		
3,41	13		
4,2	16		

(0,904) (-)

(0.874)

(0.905)

(0.60)

(Sekaran, 2003)

(1)

()

21	0.904	
21	0.874	
42	0.905	

(2)

(2)

)

.(

%54 (2)

%48

35 20

%79

(2.8583)

3

(4.0026)

.1

(3)

(3)

*				
%65.56	0.98743	3.2782		
%80.05	0.88407	4.0026		
%65.56	1.02378	3.2782		
%80.05	1.02775	4.0026		
%72.70	1.03417	3.6352		
%74.33	0.97410	3.7165		
%79.21	1.02870	3.9606		
%73.66	1.07359	3.6824		
%73.66	1.14971	3.6834		
%74.93	0.99306	3.7467		
%75.11	0.92157	3.7559		
%73.24	0.86695	3.6623		
%61.15	0.88726	3.0577		
%61.20	0.92133	3.0604		
%60.94	0.87823	3.0472		
%62.74	0.96386	3.1372		
%61.41	0.99782	3.0709		
%62.48	0.99829	3.1240		
%57.16	0.92874	2.8583		
%65.56	1.05997	3.2782		

.100 (5)

(2.9003)

(4)

(4.4908)

(4)

%76.74	1.03098	3.8373		
%89.81	0.67125	4.4908		
%83.04	0.83220	4.1522		
%87.61	0.82688	4.3806		
%89.23	0.76897	4.4619		
%83.78	0.85900	4.1890		
%83.04	0.91647	4.1522		
%88.13	1.03098	4.4068		
%82.20	0.96705	4.1102		
%81.26	0.92975	4.0630		
%68.24	0.90946	3.4121		
%67.03	0.94989	3.3517		
%65.09	1.00565	3.2546		
%70.15	0.94192	3.5079		
%65.56	1.03683	3.2782		
%70.44	1.05514	3.5223		
%58.16	1.10714	2.9081		
%58.00	0.99764	2.9003		
%58.16	1.09759	2.9081		
-	-	-		*

*

(5)

(5)

3		0.65	%83.20	4.16	%70.39	3.51	
1		0.52	%86.36	4.31	%75.98	3.79	
2		0.43	%82.20	4.11	%73.66	3.68	
4		0.32	%81.26	4.06	%74.93	3.74	
5		0.09-	%67.21	3.36	%69.13	3.45	
6		0.11	%64.30	3.21	%62.08	3.10	()
7		0.09-	%58.08	2.90	%59.82	2.99	
		0.26	%73,6	3.73	%69,2	3.46	

(6)

(Paired Sample T-test)

			Sigt	T	T	
3.7284	3.3603		000	1.96	11.204	H0
4.1601	3.6387		000	1.96	12.566	H01
4.6989	4.6989		000	1.96	11.926	H02
4.1102	3.7559		000	1.96	5.027	H03
4.0633	3.662		000	1.96	6.807	H04
3.075	3.3553		000	1.96	5.945	H05
3.2164	2.9908		000	1.96	4.27	H06
2.9042	2.8443		0.219	1.96	1.232	H07
2.787	2.606		0.005	1.96	2.862	H08

(t) (Ho) :

(t)

.(Ha)

%5

%95

:H0

(t)

(t)

(t)

(H0)

t) (6.809 = t) (6) t) (11.204 = t) (6)
(Sig=0.000) (1.96 = (Sig= 0.000) (1.96=

:H05

:H01

(t)

(t)

t) (5.945 = t) (6) t) (12.566 = t) (6)
(Sig=0.000) (1.96 = (Sig=0.000) (1.96 =

:H06

:H02

(t)

(t)

t) (4.27 = t) (6) t) (11.926 = t) (6)
(Sig=0.000) (1.96 = (Sig=0.000) (1.96 =

:H07

:H03

(t)

(t)

t) (1.232 = t) (6) t) (5.027 = t) (6)
(Sig. 0.219) (1.96 = (Sig=0.000) (1.96 =

:H08

:H04

(t)

() (t) (2.862 = t) (6)
 () (Sig=0.005,) (1.96=)

:H011

()
 ()
 F) 7
 (1.32 = F) (1.298 = (7)
 (Sig= 0.087)

ANOVA

	T Sig	F	F	
	0.146	1.26	1.209	H09
	0.044	1.40	1.478	H010
	0.087	1.32	1.298	H0 11
	0.000	1.00	2.773	H0 12
	0.000	1.00	1.917	H0 13

:H012

() **:H09**
 F) (7) ()
 (1.00 = F) (2.773 = ()
 (Sig= 0.000) ()
 F) 7
 (1.26 = F) (1.209 =
 (Sig= 0.146)

:H013

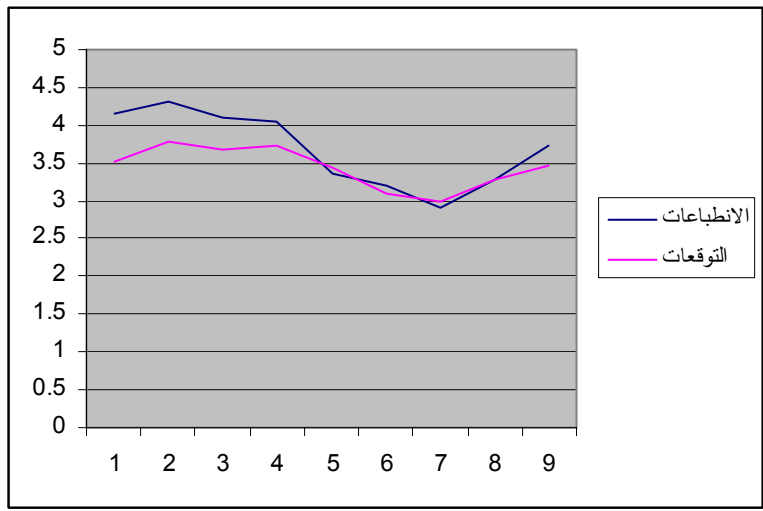
() **:H010**
 ()
 F) (7) ()
 (1.00 = F) (1.917 = ()
 (Sig= 0.000) F) 7
 (1.40 = F) (1.478 =
 (Sig= 0.044)

(8)

.2	•	•
	•	•
.3	•	•
	•	•
.4		
.5		
.6		

.6 :

.1



(2)

:

.1

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The Perceived Image of Petra as An International Tourist Destination from Foreign Tourists Perspectives

*Khedidja Soumeya Benhaddou and Hani Hamed Al-Dhmour**

ABSTRACT

This research attempts to determine the principal factors that impacts the perception of Petra's image, display if the perceived image is positive or negative; determine if there are gaps between the expectations before the visit and the perception after; demonstrate the effect of the natural characteristics and the services provided in Petra on the perceived image; and to propose some solutions that can improve tourism sector by adopting marketing strategies and activate the movement of tourism in Petra and in Jordan. In order to achieve the study objectives and to conduct the research in a systematic approach, a conceptual framework was developed. The main factors of the conceptual framework were proposed as: natural and archeological characteristics of Petra; safety, hospitality of Jordanian, the hospitality industry and transportation; the cost of the visit and the advertising efforts.

The questionnaire was designed to collect the required primary data, the study sample was composed of (500) tourists, and the respondents reached (402) with rate (80.4%).

The study findings were as follows:

1. The perceived image of Petra as a tourist destination by international tourists is very positive; it was positive before the visit and became more positive after in terms of archeological attractions, safety and Jordanian hospitality. The majority of the respondents will recommend it to their relatives and friends. Petra was positioned as the most popular, attractive, wonderful site in the tourist's minds.
2. Respondents did not enjoy the quality of the hospitality industry in the area of Petra like the quality of food served in the restaurant and the services offered in hotels in addition to the mean of transportation inside the site.
3. Tourists perceived the cost of the visit to Petra so high especially the price of the entrance to the site.
4. Tourists were very dissatisfied about the advertising actions done about Petra; they see that they are insufficient for an important destination like Petra.

Keywords: Petra, Tourist Destination, Foreign Tourists.

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