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E-TOURISM, ITS PROSPECTS "SCOPES" AND IMPACT ON THE DEVELOPMENT OF TOURISM INDUSTRY (THE JORDANIAN EXPERIENCE)

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ABSTRACT

This study aims to analyze the phenomenon of e-tourism and study E-Tourism Impact on The Development of Tourism Industry. Therefore, that is relied on two approaches in scientific research, using the historical and the descriptive exploratory approach. By employing some measures and indicators for e-tourism and information technology, also books, references, data and statistics obtained from official bodies, in addition to many theses, articles, periodicals, international information networks, and official websites of the Jordanian government. The results are shown the E-Tourism Impact on The Development of Tourism Industry via the tourism development plans, the productivity and the competitiveness and developing the quality of banking services in Jordan

develop Online Payment and Reservation Systems (Jaffer, 2018).

Foreign capital inflow INTRODUCTION

The emergence of more modern and sophisticated means such as, computers and Web services, due to the tremendous scientific revolution in recent years, has led to the various transactions which being carried out automatically. So, the technology of e-tourism has become a necessity and a requirement for the tourism sector to increase its contributions, as well as the rate of economic growth. In order to benefit from e-tourism, it is necessary to work to overcome the obstacles facing the use of this technology. In addition to support the infrastructure related to its applications and the development of this sector.

The motive of this study is to show the extent of the importance of using technology in the tourism sector and other economic sectors by analyzing the phenomenon of e-tourism and studying its reality and prospects in light of the experience of (the Jordanian state). In addition to investigating the extent of e-tourism application and the problems it faces in this field. The study will focus on identifying the different concepts of e-commerce and e-tourism, their origins and development and their fields and economic impacts. Clarify the requirements, fields, and legislative framework for the application of e-tourism. The reality of e-tourism is also studied and analyzed by presenting the experience of (the Jordanian state) in the fields of information and communication technology and e-tourism activities.

The study problem can be formulated in the main question

What are the prospects for e-tourism and its impact on the development of the tourism sector? To clarify this problem, a set of sub-questions can be asked, the most important are: 1- What is the concept of e-tourism and the requirements for its application? 2- What are the laws that govern e-tourism? 3- What is the impact of e-tourism on the tourism sector in Jordan? And 4- how successful is the Jordanian state's experience in implementing e-tourism?

LITERATURE REVIEW

E-tourism Definitions

The concept of e-tourism is classified as one of the very modern concepts in the science of tourism that severely overlap with the concept of e-commerce; one of the most important of these concepts refers to "the use of electronic means in the field of travel and tourism (Jonathan & Tarigan,2016), and the use of Internet technologies to activate the work of tourism suppliers to provide access to more effective facilities for tourism consumers" (Condratov,2013). Another concept defines e-tourism as "a pattern in which some of its transactions are carried out between a tourism establishment and another or between a tourism establishment and a consumer (tourist) through the use of ICT ". (Bou baker, 2014).

The International Organization defined e-tourism as "those services provided by ICT for the purpose of achieving and promoting tourism and hotel services through various open and closed networks, relying on the principles and foundations of electronic commerce."(IOETI, 2019). This includes mobile tourism using electronic devices... and other kinds of tourism. Thus, ICT are used by all companies in the tourism sector. A comprehensive definition of e-tourism can be provided as: the activities related to tourism transactions, which are the announcement of tourism provided services over the Internet through virtual stores or online sales sites, information exchange and interaction between tourism service providers and tourists, as well as making deals through the Internet and paying financial obligations through electronic means. It is noted that these concepts attach great importance to technological progress in the international information network, and its impact on the various tourism patterns. Any tourism pattern can nowadays be called

"electronic", and this includes all the typical tourism operations known from the offers of tourism programs, to the reservation and organization of tourist trips over the Internet, and the provided after services.

The Importance of E-tourism

The huge benefits provided by e-tourism to tourism service providers or tourists contribute to overcoming traditional barriers in the pattern of tourism transactions, including: 1- Facilitating obtaining the information on which the tourism industry depends, so that tourism service is characterized by the variation in its product in information (Jolly & Dimanche, 2009). 2- Reducing tourism marketing costs, production and distribution expenses. 3- Estimating public opinion about tourist destinations to develop a tourism product in accordance with their desires. 4- e-tourism contributes to increasing sales and profits. This is reflected in the increase in the added value of the tourism sector in the gross domestic product (Beatrice & Mihălcescu, 2013).

E-tourism contributed to raising and increasing the volume of trade exchange and its development. It also contributed to supporting the international economy and opened broad horizons for the advancement of nations. So, E-tourism is considered an effective mean of concluding deals through direct electronic communication, and thus it saves administrative and other expenses, as the rate of that reaches 80% (Tharwat, 2002). In addition, E-tourism is considered a tool for improving the exchange of information within institutions and overcoming many obstacles that hinder the timely dissemination of information. It also increases the benefit accruing from improvement within the institution and ultimately serves the decision-making process in terms of updating conizations, achieving competitiveness, cost management, marketing and production (Peter, et al., 1997). Also, E-tourism is considered a tool that provides tourism companies with access to current markets, openings to new markets and increases the competitiveness of their products in global markets, while benefiting from the experiences of their competitors and learning from the experiences of other countries in the field of electronic tourism.(Economic-Policy, 2009).

Previous studies

1- Melkawi, N. M.(2016), studied, the role of electronic reservation systems in improving the level of services in Jordanian five-star hotels. This study aimed to identify the level of electronic reservation systems and their role in improving the level of services in Jordanian five-star hotels. The study found some results, the most prominent of which is that electronic reservation systems are available at high rates, and there is an important statistical relationship between electronic reservation systems and the improvement of services at (α at 0.01) level in the Jordanian five-star category Hotels. The study suggested some additional recommendations; Building synergy between hotels to share information and capabilities about electronic reservation systems, update electronic reservation systems and enhance their role in improving the level of services provided by hotels.

2- Asmaa Ferdas.(2018) studied, the role of information and communication technology in revitalizing the tourism sector - Tunisia and Algeria case study - This study aimed to know the role that tourism information and communication technology plays with the global technological development, the use of (TIC) in revitalizing the information and communication technology sector has become an imperative in the tourism sector due to the advantages and facilities provided by the latter for various tourism establishments. In revitalizing the tourism sector, selected two tourism agencies to study the case, one of them (TIC) and in order to study a role from Tunis and the other from Guelma (Algeria) and to clarify the similarities and differences between them in terms of their use of information technology and communication in providing their services and offerings and The advantages and benefits provided by the latter to them, given that the tourism agencies have a major role in revitalizing the tourism sector, the following results were reached:1- Tourism agency management, quick response to customers and direct communication with them and (TIC) helped meet their needs. Thus gain their satisfaction and loyalty. 2- Ease of presenting services provided by tourism agencies and promotion of local and international tourist areas. 3- Ease of entry to international markets and competition agencies Tourism establishments in general and tourism agencies in particular. But despite the benefits they provide, there are obstacles that prevent them from being fully implemented, and among these obstacles: Electronically working. The absence of a legal framework that regulates electronic transactions, as is the case in Algeria, in addition to the absence of electronic payment methods with them, and this is what affects the work of tourism agencies in Algeria in particular and the tourism sector in general.

3- Medalus Faisal & Atou Muhammad (2018) studied, The relationship of information technology in developing information systems and achieving information quality : This study aims to identify and know the modern methods provided by IT to develop information systems in order to efficiently and competently perform the processes and achieve the quality of the information by conducting a field study in a sample of industrial and service establishments based on analytical descriptive methodology Using statistical tests. The main data of this study revealed that the adoption of information technology to support the various elements of the assistance in improving the quality of information has contributed to the development of methods and improve performance in the institutions studied with the achievement of most of their objectives identified, resulting in increased efficiency and effectiveness of many processes with improvement Performance and productivity, meet its requirements and achieve its objectives.

E-tourism in Jordan

Electronic tourism has played a prominent role in the modern tourism industry, as this technology has succeeded in imposing itself as a strategy that relies on ICT in the implementation and development of various tourism transactions (Adlan, 2010). The Jordanian experience in this field is considered one of the pioneering experiences in the Arab region. Although it is still in its early stages, the efforts made by Jordan in developing e-tourism

have had an impact on the development of the tourism sector (Al-Rifai, 2019). Despite the problems that Jordan faces in applying e-tourism, e-tourism remains among the priorities that Jordan is working to expand its uses to develop the efficiency of its tourism institutions in particular and to expansion the tourism sector in general.

Jordanian Administration and E-government

The Jordanian government sought to make several enhancements regarding websites, government projects and many tourism institutions (Boubaker, 2014). In this regard, the government started preparing the new generations for these changes, through the implementation of the special action plan - government information methods - for serving citizens and tourism institutions. The government started by reinforcing the following concepts, E-commerce, Electronic tourism, Electronic Management, E-government and ICT to improve tourism services (Mota, 2014).

The General Environment for E-Tourism in Jordan

Jordan is making great efforts to embed and develop the tourism sector, activate the role of tourism institutions and create an appropriate climate for e-tourism. E-tourism imposes itself on the tourism sector, whether through the development of information and communication systems applications, with regard to electronic tourism in tourism institutions, or with respect to the electronic linkage between banks (Alghad, 2020).

H₁: The development of electronic tourism activity has resulted from many developments in the tourism sector, as it is necessary to include the technological dimension in the tourism development plans, including the needs of the present and future generations.

The Jordanian Tourism Industry in Light of Electronic Tourism: Jordan has turned to the private sector to play the main role in the development and enhancement of the e-tourism sector through:

1 - E-tourism development Projects in Jordan: Jordan's experience in the field of e-tourism is still in the formative stages, as it needs to enhance the performance of tourism institutions and gain new customers at lower costs. In this regard, the government's focus in developing e-tourism based on requirements or needs (Boubaker, 2014).

Preparing human cadres in the field of electronic tourism marketing

The Jordanian government is striving to facilitate internet access to tourism institutions within planned procedures under the supervision of an electronic committee affiliated with the Ministry of Tourism and Antiquities (Adlan, 2010).

USAID: The one of the most important projects presented to develop e-tourism in Jordan is (the funded tourism development project, a project carried out by the Jordanian government in cooperation with USAID from the United

States Agency for International Tourism Development). This project, which has a proposed implementation period of 3 years, aims to develop the tourism industry in Jordan by strengthening the capacity of tourism institutions to meet the requirements of the tourism sector, providing the logistical requirements for the development and producing the necessary equipment (such as computers and software) to

Tourism contributes significantly to attracting an important part of foreign exchange for the implementation of comprehensive development plans through the types of foreign cash flows obtained, whether from the contribution of foreign capital in investments for the tourism sector or tourism revenues that the state receives in return for granting entry visas And other revenues (Al-Rifai, 2019).

Transfer of modern and advanced technologies

Countries wishing to increase their tourism resources work to use modern and advanced technology whenever possible in all of their tourism facilities and services, and foreign investments can do so in a way that leads the national capabilities used in this field (Boubaker, 2014).

Employment of manpower

Tourism is one of the largest economic sectors in providing job opportunities, as it absorbs 11% of the total workforce in the world, due to the bifurcation of this industry and its overlap with many other industries. Table (1) shows the number of workers in this sector (Statistics and Ministry of Tourism, 2018).

Section	2018
Hotels	2500
Tourism and travel offices	4969
Tourist restaurants	20380
Car rental offices	1755
Tour guides	1075
Tourist transport companies	1047
Oriental antique stores	862
Total	32588

Source: (Statistics and Ministry of Tourism, 2018).

Table (1) shows that expanding the establishment of tourism projects helps create many new job opportunities, which lead to the achievement of a high degree of social and political stability in the country.

H₂: The use of modern ICT in tourism activity has a positive impact on both the productivity and the competitiveness of the tourism sector.

The Jordanian tourism establishments are trying to be in line with the new virtual reality of service businesses, which forces them to exploit all their resources to adopt a new strategy to penetrate the global markets through e-tourism applications. Despite the obstacles that these institutions face in adopting electronic tourism, It is trying to control the fundamentals of

electronic work in the path of large tourism companies in global markets (Adlan, 2010).

One of the basics of adopting e-tourism is its use of media and internet technologies, which are part of the globalization of the tourism sector. Statistics vary regarding the use of e-tourism in tourism establishments in Jordan. based on field studies on the use of e-tourism, the following table shows the transactions of tourism institutions in Jordan (Azzam, 2010).

Table (2): Percentage of Electronic Tourism Transactions in Various Tourism Activities During the Year 2019.

Section	Percentage of Electronic Tourism Transactions
Hotels	%40
Tourism and travel offices	%12
Tourist restaurants	%35
Car rental offices	%4
Tour guides	%3
Tourist transport companies	%4
Oriental antique stores	%2
Total	%100

Source: (Jordan Ministry of Tourism and Antiquities, 2019)

Table (2) shows that tourism establishments focus heavily on electronic reservation services, such as hotels 40%, tourist restaurants 35%, travel and tourism offices 12% and others. Despite the weakness of these percentages, they are constantly increasing with the increasing developments in e-tourism. The distribution of electronic tourism services across the branches of tourism activity in Jordan can be clarified through the table (3):

Table (3): Distribution of Electronic Tourism Services Across the Tourism Sectors in Jordan

Activity	Number of tourism establishments	Percentage of Jordanian tourism services	Branches
electronic tourism services	2055	41.1 %	Hotels Tourism and travel offices Tourist restaurants Car rental offices Tour guides Tourist transport companies Oriental antique stores

Source: Jordan Ministry of Tourism and Antiquities 2019

Table (3) shows that the percentage of establishments that provide electronic tourism services is estimated at (41.1%) of the total number of tourism establishments in this field, which reached 2055 establishment.

The figure: 1 shows the percentage of internet usage in tourism establishments in some service areas such as: providing purchase offers and hotel reservations, as well as inquiring and searching for various information and others as follows:

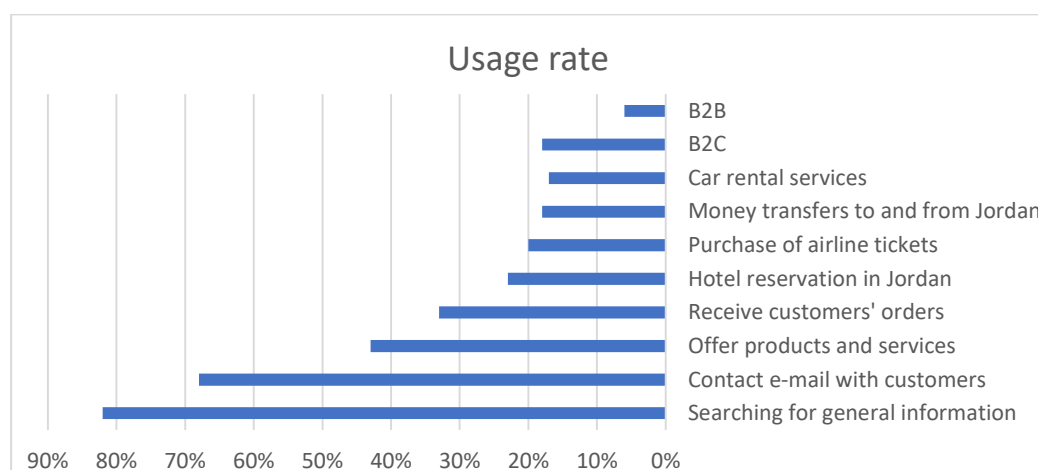


Table (4): Internet activity in Jordanian tourism establishments

The Activity	Usage rate
Searching for general information	82%
Contact e-mail with customers	68%
Offer products and services	43%
Receive customers' orders	33%
Hotel reservation in Jordan	23%
Purchase of airline tickets	20%
Money transfers to and from Jordan	18%
Car rental services	17%
B2C	18%
B2B	6%

Source: (Boubaker, 2014).

From Figures (1) and Table (4), we note that most of the Jordanian tourism establishments that practice their activities mainly use the Internet. As for the tourist dealings of the establishments with tourists, we find that the growth of the network connectivity of the institutions remains modest compared to the modest number of Jordanian sites that exceed 1700 sites, which requires efforts to multiply it and to remedy this delay, and we also note that most of the tourism companies in Jordan are foreign companies, and they are the ones that lead e-tourism operations in Jordan, which enabled the tourism institutions in Jordan to keep pace with these developments.

H₃: The development in information technology has led to the emergence of competition and stimulation of tourism activity, the introduction of

technology in the tourism industry and the interest in developing the quality of banking services in Jordan to improve the performance of the tourism sector.

E-tourism services in Jordan

Jordan is receiving increasing interest from new generations of tourists who flock to visit it from all over the world. Therefore, the Jordanian Ministry of Tourism and Antiquities launched a set of electronic services aimed at developing its tourism services and increasing their effectiveness to facilitate the use of the services provided by the tourism sector institutions to tourists (Mota, 2014); that is through the development of electronic payment systems and other supportive tourism services. The most important of these services are summarized as follows:

1-Quality standards of Jordanian electronic tourism establishments: The Quality Standards Section of the Directorate of Professions and Licensing at the Ministry of Tourism and Antiquities has always worked to reach the highest quality standards that make Jordan an unparalleled tourist attraction that attracts visitors and achieves the good reputation of the Jordanian tourism product in the world (Al-Rifai, 2019). The efforts of this section are focused on providing tourism projects' owners with the expertise and means that will help them raise the standards of their facilities and achieve prosperity in response to the increasing demand for tourism services in Jordan (Boubaker, 2014).

2- Electronic payment systems in the Jordanian tourism sector: Electronic payment systems have a great impact on the tourism sector, as electronic banking services are one of the most important stages on which electronic tourism is based. Jordan has worked to develop payment systems through tourism service providers in Jordan with the electronic payment gateway system PAYNET, affiliated by the STS and Visa Jordan consortium and the system has been prepared according to what suits the Jordanian tourism sector (Melkawi, 2016). The Ministry of Tourism's plans aim at developing the tourism sector by keeping pace with the latest global trends in tourism and travel and attracting greater numbers of visitors to Jordan by providing booking and online payment facilities (Hamarneh, 2009). By operating the electronic payment service, the tourism sector will be able to take advantage of the electronic payment gateway PAYNET with a reduced commission, and benefit from local banks, which will contribute to attracting of more tourists and encouraging them to buy tourism products and services (Al-mawajdah, 2017). PAYNET offers secure payment services through multiple payment methods including Visa and MasterCard, credit cards and debit cards, and direct online bank transfers. The Jordan Tourism Development Project has organized programs to assist the hotel sector in adopting the electronic reservations system provided by Nights Bridge, a reservation system for Jordanian hotels in cooperation with the local Sky Software (Elwan & Abedalrazaq, 2016).

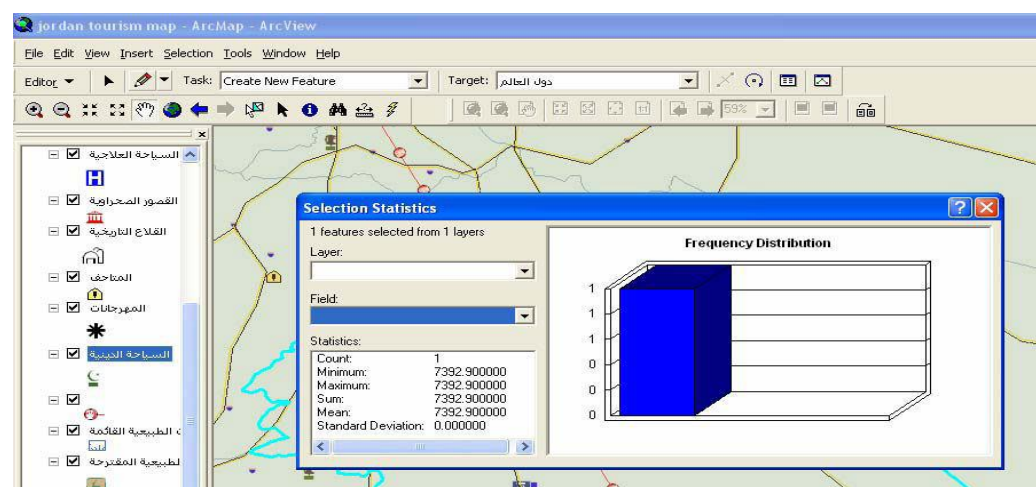
This achievement will contribute to increasing the efficiency of the tourism sector, and will constitute a quantum leap in the level of electronic services. It

will also have a major role in providing the opportunity for all categories of hotel establishments to flourish, and will increase the number of tourists who will obtain facilities for safe and fast reservations in hotels at reasonable costs.

3- Tourism and travel offices services: These offices, whose number exceeds 466 websites, serve to market and promote Jordan in tourism through integrated tourism programs, and these sites attract large numbers of tourists, due to the opportunities they offer on the Internet favorable to most tourists, as they organize tourist trips individually or collectively within and beyond the Kingdom (Shaalán, 2010).

4- The Jordan Hotels Association services: that works to raise the level of Jordanian hotels' websites on the Internet through the information systems for searching for hotels. One of the most prominent methods it adopts on the Internet is the use of a special system that enables the public of tourists to book immediately and in places specified by the tourist, according to demand, and the form The following shows the system page on the Internet (Melkawi, 2016).

Figure 2: Internet search for hotels in Jordan.



Source: (Elwan & Abedalrazaq, 2016)

5- Information systems Applications in electronic tourism marketing in Jordan: The introduction of modern technologies in the field of tourism marketing provided many opportunities to integrate marketing with the TIC systems, and in the marketing of tourist sites on the Internet (Melkawi, 2016). This resulted in many applications of these systems in the field of tourism marketing, in both supply and demand, and in marketing planning. These previous factors have a great impact on the Jordanian tourism sector, which worked on the application of information systems to market tourist sites, as is the case in the use of ARCIMS technology to market tourist sites and display 3D holograms (Boubaker, 2014):

- The use of ARCIMS technology to serve the tourist sites, which can be enlarged, minimized, moved, flipped, or even a virtual flight over it. The figure 3 Shows the geographical distribution of tourism services within the sites.

Figure 3 The template for a satellite image used to describe Jordanian tourist sites

Source: Ministry of Tourism and Antiquities homepage, online services



- The use of (LVD) List View Display. All the tourism components inside any tourist site in Jordan are either on the list or according to the proximity and distance from the site. The display here is arranged alphabetically or location.

- GPRS Mobile Phone Service: This service provides tourists in Jordan with the ability to search for any location, address or landmark on a mobile phone with the ability to provide tourists with comprehensive maps that show the location of the required address with great accuracy. This service works by communicating with the central server dedicated to it for addresses and information through GPRS service.

The provision of this distinguished service drives the tourism development in Jordan, it also represents a major role in supporting and developing e-tourism in terms of providing comprehensive information to tourists.

METHODOLOGY

This paper is performed to understand how E-tourism has become a fundamental factor in the growth of the tourism sector, an important mean of increasing the competitiveness in the marketing of tourism services and the provision of immediate information to tourists. In addition to enabling tourists to procure immediate services, therefore that is relied on two approaches in scientific research, **The First**: using the historical method for the emergence and development of the Internet, e-commerce and e-tourism. **The Second**: The descriptive exploratory approach was used by employing some measures and indicators for e-tourism and information technology recognized in this field to reach the required results and recommendations. Also, this paper relied on books, references, data and statistics obtained from official bodies. In addition to many theses, articles, periodicals, international information networks, and official websites of the Jordanian government.

The current paper intends to establish the relations depicted in Fig. 4. Specifically, those relations are stated as the working hypotheses **H₁** to **H₃**.

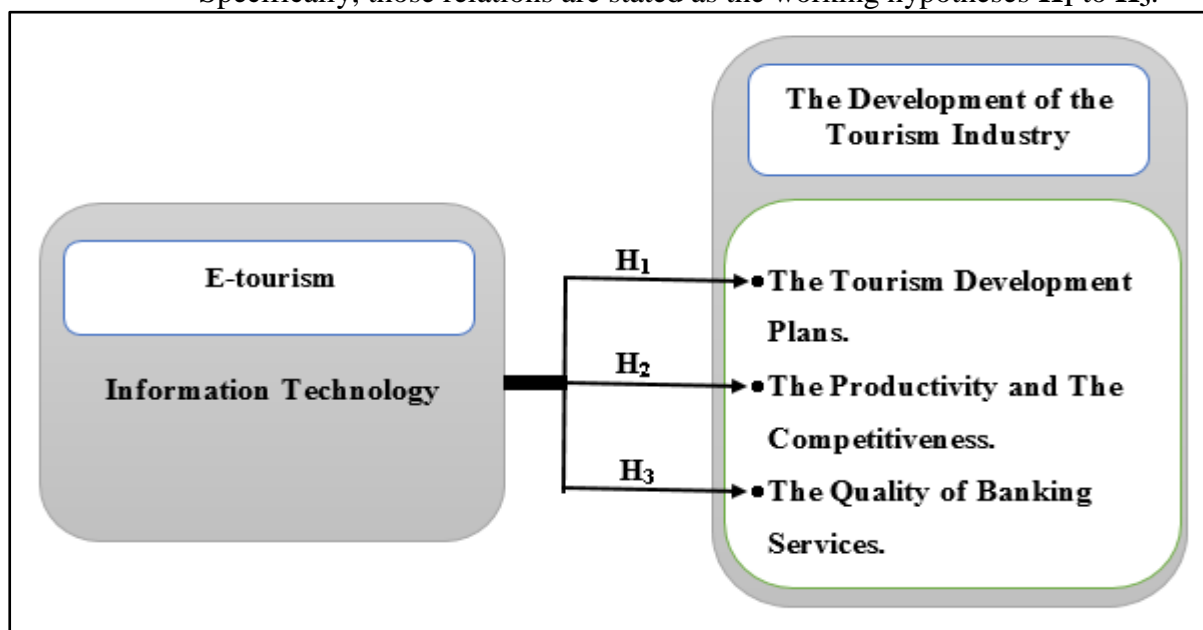


Fig. 4 The Current Research Framework.

H₁: The development of electronic tourism activity has resulted from many developments in the tourism sector, as it is necessary to include the technological dimension in the tourism development plans, including the needs of the present and future generations.

H₂: The use of modern ICT in tourism activity has a positive impact on both the productivity and the competitiveness of the tourism sector.

H₃: The development in information technology has led to the emergence of competition and stimulation of tourism activity, the introduction of technology in the tourism industry, and the interest in developing the quality of banking services in Jordan, to improve the performance of the tourism sector.

RESULTS

The results of the first hypothesis showed that: Statistics related to tourism show its economic impact in increasing tourism receipts from foreign exchange, as tourism income has become the primary source of foreign exchange for about 38% of the world's countries. Also, statistics related to the establishment of tourism projects as well as other related projects appear, helping to create many new job opportunities at a rate of 11%, which also results in an increase in the level of economic well-being and other effects and other benefits, which lead to achieving a high degree of Social and political stability in the country.

According to the second hypothesis, the results showed that the tourism establishments in Jordan that use the Internet, which account for 38% of the total Jordanian establishments, that the results were reached is considered little, but it remains a catalyst for doubling the efforts to develop their uses of information and communication technology in their tourism transactions. Communication technology, it does not exceed 7% of the total active establishments with the account of all the institutions specialized in electronic and informatics, as 25% of them are specialized in the distribution and marketing of products, and about 4% of them are specialized in establishing websites and developing electronic content (for tourism institutions on the Internet).

According to the third hypothesis, 1- The role of both the banking sector and the private sector is weak in Jordan, which lacks the initiative in the areas of information and communication, awareness and awareness of the controls that govern electronic transactions over the Internet. 2-The annual growth rate of Internet subscribers is 116.6%, despite the increase in the number of service providers in Jordan. It is characterized by weak investments, the prices of communications and information services are higher than the global mediation. As for the number of internet users per 100 people, which is considered weak compared to the size of the population.

DISCUSSION

After reviewing the aspects of e-tourism and through a detailed study of its most important elements, we reached the following results:

- 1- E-tourism is considered one of the latest technological phenomena with commercial and economic dimensions, which strongly embody the activation of the use of information technology in economic practices and trade.
- 2- That the novelty of that phenomenon is clearly embodied in the great discrepancy between the different concepts of that phenomenon.
- 3- In order to give a concept of e-tourism, we must not limit it to a specific field or a sector. Rather, the concept of e-tourism must be inclusive of all fields and disciplines.
- 4- Electronic tourism has changed the nature of the various related activities such as (hotels, plain tickets, conference tourism), which lead to the use of new and different methods.
- 5- Jordan like other developing countries faces major challenges in the use of e-tourism. Among the most prominent of these challenges is the lack of

infrastructure necessary for the establishment of e-tourism, the weakness of the culture, technical and electronic awareness, the lack of trained and qualified human capacities in the field of e-tourism applications. In addition to the absence of regulations and legislations related to e-tourism.

6- The study of the horizons of e-tourism through the experience of Jordan proves the validity of the research hypothesis "that e-tourism has a positive impact on the competitiveness of the tourism sector" by increasing the market share and improving productivity.

CONCLUSION

E-tourism has succeeded in imposing itself as a strategy that relies on ICT in the implementation and development of commercial business, especially in the tourism institutions in Jordan. Although it is still in its early stages of development, it is confirmed that it is an important channel that achieves many advantages for tourism establishments and tourists alike. However, the lack of capabilities at the level of tourism companies in Jordan, especially the qualified human capabilities in the field of e-tourism, makes it difficult for tourism institutions to adopt e-tourism. Here, the government's role emerges through the various strategies that, if implemented, will have a major impact on the development of the tourism sector, which plays a prominent role in the Jordanian economy.

What we conclude from this study is that Jordan has all the material and human capabilities to benefit from the application of e-tourism, especially in the service sectors such as the financial, travel and tourism sectors, which do not require the presence of huge infrastructure (airports, ports and road network). The data available in Jordan encourage the expansion of e-tourism uses within the work of Jordanian tourism institutions, in order to keep pace with developments in the global tourism industry.

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