

**AN EXAMINATION OF RESIDENTS' ATTITUDES TOWARD
TOURISM DEVELOPMENT:
THE CASE OF AQABA IN JORDAN**

BY

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“To Allah be the Glory for the Things He has done”

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Contents

ACKNOWLEDGMENT	ii
LIST OF TABLES	x
LIST OF FIGURES	xiii
LIST OF ABBREVIATIONS USED	xv
CHAPTER ONE	1
INTRODUCTION	1
1.1 Introduction	1
1.2 Problem Statement	6
1.3 Research Objectives	13
1.4 Research Questions	14
1.5 Research Hypothesis	15
1.6 Significance of the Study	16
1.7 Study Organization	18
CHAPTER TWO	19
TOURISM DEVELOPMENT AND SOCIO-CULTURAL IMPACTS	19
2.1 Introduction	19
2.2 The Theory of Tourism Development	19
2.3 Tourism Impacts	27
2.3.1 Economic Impacts	27
2.3.2 Environmental Impacts	29
2.3.3 Socio-cultural Impacts	30
2.4 Perceived Socio-cultural Impacts	36

2.5	Influential Factors on Perceived Socio-cultural Impacts	42
2.5.1	Socio-demographic Factors	42
2.5.2	Distance from tourist attractions	46
2.5.3	Dependence on Tourism	47
2.5.4	Community Attachment	48
2.5.5	Level of Contact with Tourists	51
2.5.6	Level of Knowledge about Tourism	52
2.6	Theoretical Framework	53
2.7	Summary of the Chapter	58
CHAPTER THREE		60
COMMUNITY ATTITUDES TOWARDS TOURISM IMPACTS		60
3.1	Introduction	60
3.2	Community Definition	61
3.3	Community Development	63
3.4	Community and Tourism	67
3.5	Residents Attitudes Towards Tourism Development	69
3.5.1	Residents' Attitude Theories	70
3.5.1.1	Social exchange theory (SET)	71
3.5.1.2	Power Theory	77
3.5.1.3	Further Theoretical Models in Residents' Attitudes	88
3.6	Stakeholders Theory and Tourism Development	92
3.7	Summary of the Chapter	98

CHAPTER FOUR	100
SITE DESCRIPTION	100
4.1 Introduction	100
4.2 About Jordan	100
4.2.1 Geography	100
4.2.2 Demography	102
4.2.3 Historical Background	102
4.2.4 Tourism in Jordan	103
4.2.5 Tourism Strategies in Jordan	105
4.3 Aqaba	107
4.3.1 Population and Location	107
4.3.2 Historical Background	108
4.3.3 Aqaba Special Economic Zone Authority (ASEZA)	109
4.3.4 Tourism in Aqaba	111
4.3.4.1 Historical Sites in Aqaba	113
4.3.4.2 Aqaba Tourism Marketing Straregy (ATMS) 2010-2015.....	117
4.4 Aqaba Community Involvement in Tourism	120
 CHAPTER FIVE	 123
METHODOLOGY	123
5.1 Introduction	123
5.2 Research Design	123
5.3 Study Area	124
5.4 Population and Sample	125
5.5 Mixed Method: Qualitative and Quantitative	127

5.5.1	Quantitative Data	132
5.5.1.1	Validity and Reability	132
5.5.2	Questionnaire Design and Variables' Measurement	134
5.5.2.1	Predictor Factors	134
5.5.2.2	Benefits and Costs (Social Exchange)	138
5.5.2.3	Influence on Tourism Development (Power)	139
5.5.2.4	Support for Tourism	139
5.5.2.5	Demographic Characteristic	140
5.5.3	Pilot Study	141
5.5.4	Quantitative Data Collection Process	142
5.6	Quantitative Data Analysis	143
5.7	Qualitative Data	145
5.7.1	Semistructured Interviews	146
CHAPTER SIX		152
DATA ANALYSIS AND THE STUDY RESULTS		152
6.1	Introduction	152
6.2	Response Rate	152
6.3	Profile of Respondents	153
6.4	Place of Residents of Respondents	156
6.5	Reliability Analysis	157
6.6	Descriptive Analysis for Variables	159
6.6.1	Community Attachment	160
6.6.2	Contact with Tourists	161
6.6.3	Dependence on Tourism	161

6.6.4	Knowledge about Tourism	162
6.6.5	Benefits from Tourism (Objective Number One)	163
6.6.7	Costs from Tourism (Objective Number One)	164
6.6.8	Power (Objective Number One)	165
4.6.9	Support for Tourism Development (Objective Number One)	166
6.7	Correlations	167
6.8	Testing the Hypotheses (Regression Analysis)	169
6.8.1	Testing Hypothesis 1 (Objective Number Two)	169
6.8.2	Testing Hypothesis 2 (Objective Number Two)	170
6.8.3	Testing Hypothesis 3 (Objective Number Three)	172
6.8.4	Testing Hypothesis 4 (Objective Number Four)	173
6.8.5	Testing Hypothesis 5 (Objective Number Five)	174
6.8.6	Testing Hypothesis 6 (Objective Number Six)	178
6.9	Personal Characteristics and Support for Tourism (Objective Number Two)	181
6.9.1	Gender	182
6.9.2	Religion	182
6.9.3	Age	183
6.9.4	Level of Education	185
6.9.5	Occupation	186
6.9.6	Monthly Income	187
6.9.6	Marital Status	188
6.9.7	Length of Stay	188
6.10	Personal Interviews Findings (Objective Number Six)	190
6.10.1	Question 1	190

6.10.2	Question 2	193
6.10.3	Question 3	197
6.11	Comparison of Perceptions (Objective Number Six)	200
6.11	Summary of the chapter	203
CHAPTER SEVEN		204
DISCUSSION OF FINDINGS		204
7.1	Introduction	204
7.2	Recapitulation	204
7.3	Predictor Factors Affecting Attitudes	206
7.4	Benefits and Costs from Tourism	208
7.5	Residents' Power	210
7.6	Support for Tourism Development	211
7.7	Predictor Factors and Support for Tourism Development	212
7.8	Social Exchange Theory (SET)	215
7.9	Personal Characteristics and Support for Tourism	219
7.10	Summary of the Chapter	221
CHAPTER EIGHT		222
RESEARCH IMPLICATIONS AND CONCLUSION		222
8. 1	Research Implications	222
8.1.1	Theoretical Implications	222
8.1.2	Managerial Implications	223
8.2	Limitations	227
8.3	Recommendations	229

8.4	Suggestions for Future Researches	232
8.5	Conclusion of the Study	233
8.6	Summary of the Chapter	238
	References	240
	Appendix A- Questionnaire in Arabic	268
	Appendix B- Questionnaire in English	271
	Appendix C- Realibility Test	280
	Appendix D- Data Analysis	283
	Appendix E- Aqaba Photo	302
	List of Publications	307

LIST OF TABELS

Table 3.1	Typology of Community Participation in Tourism Development .	84
Table 3.2	Stakeholder Types (Tkaczynski, 2009)	95
Table 4.1	Distribution of Package Tours in 2007 and 2012 (MOTA, 2012) .	111
Table 4.2	No. of Hotels and Employees in 2007 and 2012 (MOTA, 2013) ..	112
Table 5.1	Study sample Based on Respondents' Residency Place	125
Table 5.2	The Measuring Questions for Cost and Benefits	138
Table 5.3	The Measuring Questions Asked For Power	139
Table 5.4	The Measuring Questions Asked for Support	140
Table 6.1	Rate of Questionnaire Distribution	152
Table 6.2	Personal Profile of Respondents	153
Table 6.3	Profile of Respondents' Residency Place	156
Table 6.4	Reliability Test	158
Table 6.5	Descriptive Analysis of All Variables	159
Table 6.6	Descriptive Statistics of Community Attachment Items	160
Table 6.7	Means and Standard Deviations of Contact with Tourists	161
Table 6.8	Means and Standard Deviations of Dependence on Tourism	161
Table 6.9	Means and Standard Deviations of Knowledge about Tourism	162
Table 6.10	Means and Standard Deviations of Benefits from Tourism	163
Table 6.11	Means and Standard Deviations of Cost from Tourism	164
Table 6.12	Means and Standard Deviations of Power	165

Table 6.13	Means and Standard Deviations of Support for Tourism Development	166
Table 6.14.	Pearson Coefficients Correlation between Independent Variables.	167
Table 6.15.	Correlation Values between Predictors and Support for tourism ..	169
Table 6.16.	Correlation Values between Benefits and Support for Tourism	170
Table 6.17	Correlation Values between Benefits and Support for Tourism	171
Table 6.18.	Correlation Values between Power and Support for Tourism	172
Table 6.19.	Means and Standard Deviations between Predictor Factors and (Benefit and Costs) as Moderators	173
Table 6.20.	Pearson Coefficients Correlation	174
Table 6.21.	Models' Correlations	175
Table 6.22.	Stepwise Linear Regression and Coefficients	176
Table 6.23.	Descriptive Analysis Predictors and Power	177
Table 6.24.	Pearson Coefficients Correlation	178
Table 6.25.	Models' Correlations	179
Table 6.26.	Stepwise Linear Regression and Coefficients	179
Table 6.27.	T Test Results for the DV Due to Gender	181
Table 6.28.	T Test the DV Due to Religion	181
Table 6.29.	One way-ANOVA for the DV Due to Age	182
Table 6.30.	Scheffe's test results for the DV Due to Age	183
Table 6.31.	One Way-ANOVA for the DV Due to Education	184
Table 6.32.	Scheffe's Test for the DV Due to Education	184
Table 6.33.	One Way-ANOVA for the DV Due to Occupation	185

Table 6.34.	One Way-ANOVA for the DV Due to Monthly Income	186
Table 6.35.	Scheffe's test for the DV Due to Monthly Income	186
Table 6.36.	One way-ANOVA for the DV Due to Marital Status	187
Table 6.37.	One Way-ANOVA for the DV Due to Length of Stay	187
Table 6.38.	Scheffe's Test Results for the DV Due to Education	188
Table 6.39.	Descriptive Analysis for the Perceived Tourism Development	189
Table 6.40.	Descriptive Analysis for Socio-cultural Impacts	192
Table 6.41.	Descriptive Analysis for Future Expectation	196

LIST OF FIGURES

Figure 1.1 Residents' Attitude towards Tourism (Jurowski et al, 1997)	8
Figure 2.1 Product and Destination Lifecycles with Potential Resident Reaction	26
Figure 2.2 Tourism Socio-Cultural Model Impacts by Ratz (2000)	39
Figure 2.3 A New Model of Residents' Attitude towards Tourism	53
Figure 3.1 Community Development Components (Suansri, 2004)	66
Figure 3.2 Contribution of Tourism Development in Community (Starsdas, 2005)	68
Figure 3.3 Social Exchange Theory (Ap, 1990)	75
Figure 3.4 Community Participation in Tourism Development (Philips and Pitman, 2008)	79
Figure 3.5 Butler's Lifecycle Model (1980)	89
Figure 3.6 Stakeholder Groups Model (Sautter and Leisen, 1999)	94
Figure 4.1 Jordan Map	101
Figure 4.2 Tourist Map of Jordan	104
Figure 4.3 Aqaba Castle	116
Figure 4.4 Aqaba Map	117
Figure 4.5 Aqaba Forecast Rooms Available	119

Figure 4.6. ACED’s Suggested Program for Community Involvement	121
Figure 5.1 Study Design and Procedure	124
Figure 5.2 Two Approaches Strategy	129
Figure 5.3 Exploratory Sequential Design of the Study.....	131
Figure 6.1 Aqaba Residential Map	157

LIST OF ABBREVIATIONS USED

ACED	Aqaba Community and Economic Development
ADC	Aqaba Development Corporation
ATMS	Aqaba Tourism Marketing Strategy
ASEZA	Aqaba Special Economic Zone Authority
DOS	Department of Statistics
FDI	Foreign Direct Investment
ISO	International Standards Organization
JD	Jordanian Dinar
MOTA	Ministry of Tourism and Antiquities
SET	Social Exchange Theory
STD	Sustainable Tourism Development
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TORA	Theory of Reasoned Action
UNCTAD	United Nations Conference on Trade and Development
UNESCO	United States Agency for International Development
USAID	United States Agency for International Development
WTO	World Tourism Organization

PENILAIAN SIKAP PENDUDUK TERHADAP PEMBANGUNAN PELANCONGAN

Kes Aqaba di Jordan

ABSTRAK

Secara amnya, sumbangan pelancongan terhadap ekonomi merupakan bidang utama yang dikaji, terutamanya yang berkaitan dengan impak pelancongan terhadap hos komuniti. Walau bagaimanapun, perubahan sosial dan budaya dalam hos komuniti sepatutnya mendapat perhatian yang sama oleh ahli sarjana serta para perancang apabila mengolah dasar dan strategi pelancongan. Bagi mengukur tanggapan ahli komuniti terhadap impak pelancongan, maka suatu asas teori dan set peramal digunakan. Pertukaran sosial adalah satu daripada teori sosial yang digunakan bagi tujuan ini. Berdasarkan penemuan berbeza dalam kajian lepas yang menggunakan teori ini, kajian mendapati penggunaan satu teori tidak menghasilkan penemuan yang memberansangkan. Kajian ini bertujuan membangunkan satu model baru berdasarkan model Perdue et al's (1990). Model teori ini terdiri daripada teori pertukaran sosial (SET) dan teori kuasa. Sejumlah enam hipotesis telah diuji untuk mengetahui hubungan pemboleh ubah bebas (satu set faktor peramal, kuasa dan SET) dengan pemboleh ubah bersandar (sokongan terhadap pembangunan pelancongan). Kesan penyederhanaan dari kuasa dan SET dikaji untuk mengetahui hubungan dalam pelbagai situasi lain untuk memahami perkaitan di antara faktor peramal dan tingkahlaku.

Berdasarkan penemuan kuantitatif, perkaitan signifikan didapati di antara semua pemboleh ubah bebas dan sokongan terhadap pembangunan pelancongan. Kaedah kualitatif juga digunakan dalam kajian ini melalui temubual dengan 13 orang pemegang taruh dan pengusaha perniagaan di Aqaba. Dengan menggunakan prosedur triangulasi, penemuan responden tinjauan dan persepsi pemegang taruh adalah konsisten dengan teori pertukaran sosial tetapi bercanggah dengan persepsi responden ahli perniagaan. Implikasi utama kajian untuk pembuat keputusan dan perancang pelancongan termasuk melibatkan penduduk tempatan di Aqaba dalam proses perancangan, memperuntukkan projek pelancongan skala kecil kepada mereka, dan mendidik penduduk tempatan terhadap impak pelancongan. Kajian di masa akan datang perlu menilai lebih dari satu komuniti, hubungkait faktor peramal dengan tanggapan impak sosio-budayaan, dan mengkaji lebih variabel berkaitan kesan hubungan komuniti dan tingkahlaku penduduk.

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ABSTRACT

Generally, the economic contribution of tourism is the most highly researched field in terms of tourism impacts on host communities. Nevertheless, social and cultural changes in host communities should have equal attentions by scholars and official planners when designing tourism policies and strategies. To measure how community members perceive tourism impacts, theoretical foundations and a set of predictors were used. Social exchange was one of the first social theories that have been used for this purpose. Based on the contradictory results in many previous studies that used this theory, it was found that using a single theory does not lead to meaningful findings. Accordingly, the current study is an attempt to develop a new model based on Perdue et al's (1990) model. This theoretical model consists of social exchange theory (SET) and power theory. Six main hypotheses were tested to point out the relationship between the independent variables (a set of predictor factors, power, and SET) and the dependent variable (residents' support for tourism). The moderation relationship of power and SET was also examined in order to explain this relationship in other conditions; this is a way to explain possible contradictory results concerning the relationships between predictor factors and attitudes. Based on the quantitative results, significant relationships were found between all the independent variables and support for tourism. Qualitative method

was used in the study by interviewing 13 stakeholders who are decision makers and business owners in Aqaba. By using triangulation procedure, findings showed that the survey respondents and decision makers' perceptions were consistent with social exchange theory that is contradictory to business owners' perceptions. The main implications for decision makers and tourism planners included the need to involve Aqaba residents in the planning process, to allocate small-scale tourist projects for locals, and to educate local residents about tourism impacts. Future studies shall investigate more than one community, examine the relationships between predictor factors and the perceived socio-cultural impacts, and examine more items relating to the effect of community attachment and residents' attitudes.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Tourism industry is now a great catalyst of change worldwide. There were about 806 millions international tourist in 2005 and this number is expected to increase sharply by 2020 (WTO, 2004). These figures relate to international flights, and in most countries, the volume of domestic tourism is much greater than the number of international tourist arrivals. It is currently believed that tourism creates 215 million jobs (8.1 per cent of the total jobs in the world), and tourism will grow in less developed countries faster than that in countries with developed economies over the next ten years (Governing Council of the United Nations Environment Program, 2005).

The progress and advancement of urbanization that is being witnessed in the Aqaba Special Economic Zone Authority (ASEZA) (South Jordan, about 325 km from the capital of Amman) confirm that the region at the beginning of 2015 will be a tourist city in all senses. The number of hotels and tourism projects that will be established in the region of Aqaba will need about 5000 personnel to manage these hotels and tourist facilities (ASEZA tourism marketing strategy, 2010-2015). In view of the remarkable development and urban progress taking place in the tourism and hotel sector in the Aqaba Special Economic Zone Authority (ASEZA) in the recent period, local residents should play an important role in this growing sector to achieve a more equitable development to their destination and community and to improve their quality of life.

Therefore, policies and decision makers should consider tourism a “community industry” and involve local residents in planning processes (Murphy, 1985), and to see them as an appropriate context to support the destination development (Dahles & Keune, 2002). Previous researches have confirmed that a successful sustainable tourism development is strongly related to residents’ satisfaction and, by result, to their reaction to the industry (Walpole & Goodwin, 2001; Kim & Gray, 2003; Akarapong, 2006; I. Eraqi, 2007; Aref & Redzuan, 2009).

However, tourism development may bring both negative and positive impacts to a community. Gunn (1988) referred to a great possible benefit from tourism for the community, but he also referred to a great stress. Gunn adds that most residents in tourist destinations are not enough experienced with tourism to achieve a balance between tourists and locals’ development and management. The strong concentration of tourists will probably create negative attitudes in the destination (Pizam, 1978). Accordingly, a great attention is being paid by so many scholars concerning the socio-cultural impacts caused by tourism development. A number of studies (Brunt & Courtney, 1999; Ayres, 2000; Ratz, 2002; Small & Edwards, 2003; Eraqi, 2007) have demonstrated negative socio-cultural impacts represented by some bad aspects such as: inter-generation stress, crimes, overcrowding and pollution, affecting local ceremonies and traditions, acculturation, gambling, alcoholism, language effects, smuggling, family disruption, changes in community structures, and religious conflicts.

On the other side, many studies (Getz, 1994; Acharya, 2003; Azimi, 2007; Spanou, 2007; Bhattacharjee, 2008) have discussed the positive socio-cultural impacts of tourism development such as: development of residents’ quality of life, development of infrastructure and superstructure, appreciating the local architecture, increasing the

employment opportunities, improvement of cultural arts, creation of new leisure facilities, and better tolerance of social differences.

Residents' perception toward tourism development impacts has been seriously undertaken by researchers for four decades (Tucker, 2009). Achieving the balance between benefit and cost of tourism development is not a simple equation, many factors play effective role in drawing this equation. So many studies discuss factors influencing residents' perception and reaction toward tourism. Depending on the social exchange theory, one of the main factors that influence community's perception is how residents can benefit from an industry. The theory leads to that the more a resident's benefit during the touring encounter with tourists the more he supports and applauds tourism (Ap, 1992). People, according to Ap, will be willing to exchange if they perceive that benefits are greater than costs, and this is one of the main basis to achieve the community social sustainability. However, those who gain benefits from any industry will bear all costs resulting from these benefits, and that which explains economic theories' properties (Bryant, 1997).

Alternatively, Gursoy et al (2009) suggest that the social exchange theory is not enough to understand and measure residents' attitude to tourism development. They, therefore, propose an integration between the social exchange theory and the reasoned action theory which contains: salient beliefs, attitudes, intention to support, and behavior. Ambroz (2008) referred to other factors to measure more precisely attitudes toward tourism, such as: length of residency, guests' type coming to a local destination, and resident's place attachment. Ratz (2000) developed a new model containing factors related to the differences between host and guest, number of both tourist and community, demographic characteristics, and characteristics of tourism development.

Such factors, according to Ratz, affect the way of guest-host relationship. Further factors could be studied to identify resident attitudes, and these include: socioeconomic conditions, the extent of economic gain, the way how tourists use local resources, and the impact of tourism on the community standard of living (Eraqi, 2007).

As mentioned above, researches about the impacts of tourism on the community have been taken into consideration four decades ago. Nevertheless, few researches in the field of tourism impact have been conducted in Arab countries and the Middle East. Iraqi (2007) examined the opinions of Egyptian people in five tourist destinations towards the role of tourism development in their standard of living, and the study showed positive attitudes concerning many indicators. While it showed some negative attitudes towards socio-cultural impacts of tourism development, the respondents confirmed that tourism development will affect their lifestyle and local identity. Poirier (1995) discussed the social impact of tourism development in Tunisia, and he asserted that although Tunisia is too much affected by European cultures, residents there still keep their eastern clothing. On the contrary, the study confirmed that French and Italian language have undermined Arabic language. Uriely et al (2000) examined how religious affiliation affects residents' perception towards tourism development in Nazareth town in Palestine. They found that Muslims' support for tourism is weaker than Christians' support, and that Muslims are not enough hopeful to have better growth from tourism development in the future. Azimi (2007) examined the social impacts of tourism development in Esfahan city in Iran which is a world heritage site. The researcher stated that this study is the first in a historic city in Iran. The main findings of the study confirmed the social exchange theory; respondents who gained benefits from tourism seemed to support this industry.

Similarly, few studies about tourism impacts on local communities have been conducted in Jordan. Altaweel (2003) tested the differences in attitudes of Wadi Mousa village residents towards tourism as attributed to demographic factors. The study showed significant differences in respondents' attitudes towards tourism which attributed to education and income. Shunnaq & Otoum (2000) explored the attitudes of Jordanians living in the historical town of Umm Qays towards tourism. The study showed positive attitudes towards economic impacts, while it showed negative attitudes towards social impacts. The study also showed a significant effect of income and age on attitudes toward tourism and no effect was found for gender, educational status and profession on attitudes toward tourism.

Aqaba is the largest city in southern Jordan of about 130000 people. It is now the second hotel zone in Jordan after the capital Amman, the only special economic zone and coastal city in Jordan. The core of what is called the "Golden Triangle" which includes in addition to Aqaba: the archeological site of Petra and the natural reserve of Wadi Rum. Nevertheless, studying the impacts of tourism development in Aqaba has not yet been conducted despite the remarkable growth of tourism development in the city. One of the main reasons behind this development is the conversion of Aqaba into an economic free zone in 2000. The increasing number of tourist arrivals from 1999 to 2010 is an indicator of this development. In 2011, Aqaba received about 411000 international tourists, this number is expected to reach two million by 2016 according to the Aqaba Tourism Marketing Strategy (2010-2015).

Based on that, Aqaba authority has attracted more than 23 billion American dollars of tourist investments that are under construction in the shore area. With relation to the tourism development in Aqaba, studying tourism impacts as perceived by residents is

essential due to the scarcity of previous studies. Further, this unusual acceleration in tourism development in Aqaba has caused new socio-cultural and economic impacts as found limited studies about Aqaba. These studies referred to negative impacts from tourism as perceived by local residents and community leaders, i. e. degradation of lifestyle and standard of living, negative behaviors, and changes of physical aspects of the city (Al-Hattab, 2010; Al-Omrany, 2011). Nevertheless, more studies are needed to undertake other types of impacts as perceived by residents using a variety of theories for more meaningful findings. Hence, this study is expected to fill this gap which will examine residents' attitudes toward tourism development in Aqaba. It aims mainly at finding out the relationship between a set of predictor factors such as (community attachment, distance from the tourist area, and knowledge about tourism), costs and benefits, power and residents' willingness to support tourism development. Moreover, it attempts to find out the moderating role of cost, benefits, and power on the relationship between predictor factors and support for tourism.

1.2 Problem Statement

A clear consensus among authors in the context of residents' perception of the tourism industry is shown about the importance of understanding how and why communities react positively and/ or negatively to the impact of tourism development. This consensus seems to be absent when choosing measurement methods represented by theories, models, and other factors influencing the way locals think about tourism. However, studies on residents' perception of tourism are mostly similar in purposes, different in using theoretical orientations. Social exchange is one of the most measured theories by many authors in this field. Ap (1992) was one of the best adopters of this theory which

explains why residents perceive positively or negatively the tourism socio-cultural, economic, and environmental impacts of tourism. Later, the theory was tested differently depending on other factors or models linked with the theory thrust (Gets, 1986; Carmichael et al, 1996; Jurowski et al, 1997; Faulkner & Tideswell, 1997; Kayat, 2002; Deccio & Baloghu, 2002; Andriotis & Vaughan, 2003; Jurowski & Gursoy, 2004; Andereck et al, 2005). Jurowski et al (1997), for example, used a developed model consisting, in addition to the social exchange theory, of factors such as one's community attachment and economic gain. They aggregated the benefits and costs into three categories: the economic, social, and environmental. Jurowski & Gursoy (2004) referred to the distance between habitants' home and tourist attraction and how it can be a factor to evaluate costs and benefits. Andereck et al (2005) assume that the extent of engagement with tourists reflects benefits from tourism, whereas they assume that associating length of stay in a community with the social exchange theory is not a good option. Kayat (2002) linked the social exchange theory with power theories justifying that this integration leads to a better understanding of residents' perception than using the social exchange theory alone.

According to what is already mentioned, the social exchange theory is relatively preferred to be adopted to evaluate residents' reactions to tourism impacts, but the different point of view of how to use it is an indicator of the inadequacy of this theory to find out a correct evaluation as far as possible. Consequently, a weakness of theoretical understanding of residents' perception, and then their attitudes is a persistent problem, and this problem results from the absence of the social structural interpretation of a community receiving tourists (Husband, 1989). To overcome early investigations' weakness in early studies (Rothman, 1978; Sethna, 1980; Liu & Var, 1987), Ap (1992)

offered a model of social exchange process to facilitate understanding residents' attitude to tourism. Behind the exchange, he begins with need satisfaction as a driving force that would improve the socio-economic and psychological well-being of community residents. This is considered a rationale that many official planners use to justify their decisions in tourism strategies. Accordingly, residents will evaluate the perceived benefits and costs (Kayat, 2002).

Apart of the exchange process, Jurowski et al (1997) in a study on Virginia residents in USA revealed that respondents' attitudes to tourism were determined by their evaluation of costs and benefits which were in turn affected by their community values. For example, they found that ecocentric residents were negative about tourism because tourism may influence the natural environment negatively. Although Jurowski et al (1997)'s study was not traditional in terms of social exchange theory, they recommended further research with other factors that may affect residents' attitude.

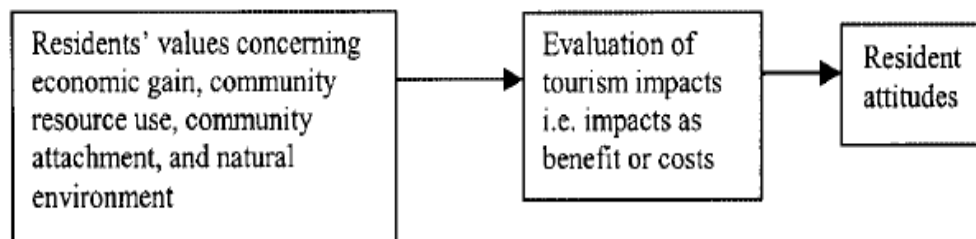


Figure 1.1 Residents' Attitude towards Tourism (Jurowski et al, 1997)

Perdue et al (1990) developed a new model for rural communities in Colorado based on social exchange theory to examine residents' perceptions and their willingness to support tourism and their future vision and support. In terms of personal benefits, they found that residents' reaction did not relate to respondents' characteristics. Accordingly, they suggested that a resident should be more knowledgeable about the benefit from tourism. In other words, the theory should be supported by other predictors to work

more effectively. Later, Snaith and Haley (1995) offered a model based on Perdue et al (1990)'s model which was applied on York rural community in United Kingdom. One of the main findings of the study is that respondents' characteristics did not play a significant role in their perception like the economic factors. The study of Ko & Stewart (2002) referred to the importance of social exchange theory. Nevertheless, they referred also to the necessity to support the theory with further theories and factors for better measurement of residents' perceptions. For the same reason, Kayat (2002) developed a new model integrating the social exchange theory with power theories.

The majority of the studies about residents' perception towards tourism may be described as: i) focusing, firstly, on economic impacts, and then social and environmental impacts ii) ignoring the community social structure when measuring residents' perceptions iii) being mostly limited with not more than two theories. Hence, the problem of this study is to examine local residents' perception in Aqaba city towards the socio-cultural impact of tourism development using a developed framework including the social exchange theory using Jurowski et al (1997)'s developed model, power theories thrust used by Kayat (2002), and some significant determinant factors which are mainly: community attachment and (Terkenli et al, 2007), level of contact with tourists (Murphy, 1985), dependence on tourism (Lepp, 2008), distance from tourist attraction (Jurowski & Gursoy, 2004), knowledge about tourism (Ap, 1990), length of residency and socio-demographic factors such as gender, income, education and ethnicity (Jakson, 2008). Aqaba community social structure (as an Islamic and conservative one) may affect the way this community reacts to tourism impacts.

Emerging negative impacts are nowadays appearing in Aqaba as a result of tourism growth, such as the spreading of international chains such as fast food

restaurants and cafe shops that affect residents' behaviors. In this context, Murphy (1985) argues that the speedy growth of fast-food restaurant chains, as a result of an increasing demand of tourism, makes residents feel they lose the function of their community. These chains in Aqaba are a result of local authority effort in the city to attract huge external investments (Shunnaq & Otoum, 2000). Tourism development can be seen when comparing the number of international tourists in Aqaba between 1999 (112000 tourists) and 2010 (40300 tourists) (MOTA, 2013). This development created problems in terms of local resources such as water , power, and food (Al-Hattab, 2010).

Based on a qualitative study conducted by Al-Omrany (2011), it was pointed out that Aqaba community leaders felt that residents in the city did not benefit from tourism. They argued that economic benefits are gained by the government and that nothing is spent for social development such as local small projects. On the other hand, prices of goods, services, and real estates are being increased as a result of tourism development in Aqaba. An example that explains a social problem is that a high number of young residents are facing the increasing price of houses that delays their marriages. According to the study, this problem appeared as a result of the increasing tourist arrivals in Aqaba. Usually, when people pay costs without benefits, negative attitudes to any development will be the result. This is the case in this study. After Aqaba was converted into an economic free zone, many parts of the city center which are now the main tourist areas of Aqaba have been transformed into different images of buildings with new architecture designs.

The new tourist investments in Aqaba include high classified hotels and resorts which will add about 5600 rooms by 2016 (JIC, 2007). A big number of these projects will be constructed on public beaches which are close to the tourist attraction zones.

Accordingly, the local authority in the city is now planning and working to remove old residents elsewhere outside of their actual residency places which are close to the hotel zone. These projects have remarkably increased prices of real estate making a social problem with the fact that a big part of Aqaba residents cannot now stay wherever they prefer (Al-Hattab, 2010).

Within this intended development, it is necessary to take into consideration the potential further impacts of tourism development. ASEZA (2009) referred to the need for more studies about the future of Aqaba residents within this development. In fact, decision makers in ASEZA admitted this gap since they mentioned that there is no serious plans to make a balance between the development projects and the local lifestyle standard of living. In the same context, it is argued that Aqaba residents, including community leaders, are neglected when designing tourism strategies of Aqaba. This can be proven by a review of the Aqaba Tourism Marketing Strategy (2010-2015) that did not include any item about local people. Moreover, the increasing tourist arrivals in Aqaba is expected to decrease local residents' opportunities to enjoy the city beaches because of tourist projects. According to ASEZA (2010), tourist resorts and hotels will be constructed on 82 percent of Aqaba shore by 2016. Since Aqaba shore is not more than 28 kilometers, Aqaba residents will find difficulties to enjoy their city's beaches. This problem may be extended to other tourist facilities and sites such as the traditional and archeological monuments of Aqaba.

Consequently, a large segment of Aqaba population nowadays worries about their future in the city. This bad feeling leads to a bad image by repeating a statement, among Aqaba people, that Aqaba in the few coming years will be the city of the upper class. This is a clear indicator that Aqaba people expect increasing prices and greater

external investment. However, this feeling stems from the inability to involve themselves in the industry, from the lack of their power as resource owners in the city, and may be from the lack of confidence in decision makers of their community (Ghazal, 2008). Differently, tourism development in Aqaba brings some benefits to the community represented by economic development in the city (USAID, 2010). However, the economic benefits are widely related to social benefits since employment in tourism sector, for example, is described a socioeconomic impact. According to JIC (2007), the new hotel and resort investments will need more than 7000 employees by 2016. This led to the establishment of tourism and hospitality management educational institutions represented by the Aqaba University College and Jordan University which was newly established in 2009.

Within these figures which represent real costs, it is argued that perceiving Aqaba local community's attitude towards tourism development in the city seems necessary, and this community should get benefits opposite these costs, otherwise sustainable tourism will lose a basic element of its success with residents' support (Choi & Sirakaya, 2005). The research scarcity of the research on Aqaba residents and residents' attitude to tourism addresses the need to focus more on a city that witnessed the most accelerated tourism development in Jordan. Moreover, the few previous studies on Aqaba have undertaken limited issues that are mainly the economic benefits for local people from tourism and the competence with tourists on local resources. These studies have neglected the variety of theoretical orientations. To achieve that, the study will develop a model consisting of two theories and some determinant factors as mentioned above. This new model is a contribution of the study which is expected to be, relatively,

a rational evaluator of residents' perception and attitudes toward tourism due to its various variables logically linked to the sample state and characteristics. Furthermore, the study would be a base to examine residents' future expectation of tourism development which, according to Kim & Gray (2003), was rarely examined by researchers.

Therefore, the study will enhance policy and decision makers to think more about residents when adopting development processes in the future, especially that the Aqaba community is small, which means that it is easier to involve them consciously in the tourism industry. The lack of such a study in Jordan is a good occasion to enhance knowledge in the field of tourism and community approach.

1.3 Research Objectives

The main purpose of this study is to identify the influences of the perceived benefits, costs, and power on community residents' attitude towards tourism development in Aqaba. Residents' perceptions and attitudes of tourism development are not yet fully understood despite the numerous studies which were previously conducted (Kayat. 2002). Thus, the current study is an attempt to use a developed model based on the social exchange and power theories and a group of predictor variables in order to examine why residents perceive negatively or positively socio-cultural impacts caused by tourism development. The study aim can be sub-defined into the following objectives:

- To determine residents' opinions of the cost and benefit of tourism development.
- To examine the linkage between predictor factors and residents' willingness to support tourism development.

- To examine the relationship between residents' perceptions to socio-cultural impacts and their willingness to support tourism development.
- To examine the relationship between residents' power and their willingness to support tourism development.
- To investigate the moderating role of social exchange and power theories on the relationship between predictor factors and residents' willingness to support tourism development.
- To compare residents' attitude with decision makers and business owners' attitude to tourism development in Aqaba in order to support and validate the study main findings.

1.4 Research Questions

Depending on the social exchange theory and some other factors, the research questions are:

- To what extent benefits and cost affect residents' support for tourism development in Aqaba?
- To what extent predictor factors such as: "community attachment, level of contact with tourists" affect residents' support for tourism development in Aqaba?
- To what extent residents' power affects their support for tourism development in Aqaba?
- To what extent residents' power, costs, and benefits affect the relationships between predictor factors and level of support for tourism development in Aqaba?

1.5 Research Hypothesis

Based on the study comprehensive model, the research tested hypotheses are:

- i) Predictor factors such (community attachment, dependence on tourism, and level of contact with tourists) have a significant relationship with the level of support for tourism.
- ii) There is a significant relationship between socio-cultural impacts (benefits) and level of support for tourism development.
- iii) There is a significant relationship between socio-cultural impacts (costs) and level of support for tourism development.
- iv) More power (influence) for residents will have a positive relationship on the level of support for tourism.
- v) Positive and negative socio-cultural impacts (benefits and costs) will moderate the relationship between the predictor factors and level of support for tourism.
- vi) Level of power will moderate the relationship between the predictor factors and the level of support for tourism.

1.6 Significance of the Study

Residents' attitude towards the impacts of tourism development is a considerable base for planning, policy, and future projects (Lankford, 1994; Azimi, 2007). Kavallinis and Pizam (1994) pointed out that the socio-cultural impact of tourism development is an important element in the planning process. Murphy (1985) defined tourism as a socio-cultural event for travelers and guests. Ap (1992) argued that with any level of tourism development, new social and cultural aspects will appear. Several studies about residents' attitude to tourism impacts have shown reactions not only to the economic

impacts, but also to some changes in the community's quality of life and new socio-cultural aspects. These changes may affect differently local residents' perceptions in tourist destinations when receiving or not receiving the benefits that come from the exchange processes (Jorouski & Joursoy, 2004). However, these studies may differ when using factors and theories as measurement tools according to each community's condition and characteristics as a destination.

Few researches in Jordan have been undertaken on tourism and community approach. In 2000, Aqaba was converted into a free economic zone. This conversion led to more tourism development in terms of tourist investments and tourist arrival. Moreover, Aqaba proximity to the magnificent archeological site of 'Petra' and the desert reserve of 'Wadi Rum' is a supportive reason for more tourism development. According to the Aqaba Special Economic Zone Authority (ASEZA) (2008), Aqaba will be a distinguished international destination by 2016. Thus, there is a need to study the potential extent of socio-cultural impacts on Aqaba residents within this remarkable change and development in such a conservative community.

As part of its responsibility in tourism development, ASEZA approved a long-term tourism marketing strategy (2010-2015). One of the main goals of the strategy is to re-position Aqaba as an international holiday destination as more quality and high yield product comes on stream. It also aims to increase bed-nights in Aqaba from 880,000 in 2003 to two million by 2015, all that was without a hint of the social carrying capacity and processes to achieve serious protection and benefits to local residents. Because the strategy did not show the local community as a basic priority, the result of this study would allow decision makers and planners of ASEZA to review their marketing and development strategies and policies in the sector to consider tourism a "Community

Industry’’. The study, therefore, will remind these planners that local community is a basic element of sustainable tourism, and that they should involve Aqaba community in tourism planning processes to accelerate destination development in the correct way.

The continuous studies on residents’ attitude to the tourism impact prove the need to develop more comprehensive models for more understanding to the residents’ needs and perceptions. This study developed a new framework to measure how local residents react to tourism development with its impacts on their community. As mentioned in the introduction, previous studies recommend adding other relationships due to some gaps appearing in this kind of research. Hence, this study used the social exchange theory supported by power theories to moderate the relationship between predictor factors and respondents’ willingness to support tourism. In fact, all variables in the framework have been studied before, but this study adds other forms of relationships between all variables. In addition, the study seems more comprehensive than the previous studies by using this number of predictor factors and two theories to measure residents’ attitudes to tourism socio-cultural impacts. Regarding the study area, this study is the first to be conducted in Aqaba; it is however among the few studies in the country. Moreover, this study is the only in Jordan to undertake more specific impacts (socio-cultural) due the nature of changes that are happening in Aqaba nowadays.

1.7 Study Organization

The present study is organized into eight chapters. Chapter One consists of an introduction including the problem statement, research objectives, research questions, research hypothesis, significance of the study, and a general background of the study model used to guide this study. Chapter Two includes a review of literature related to the

theory of tourism development and residents' attitude. Chapter Three provides an in-depth overview of community-based tourism and related issues. Chapter Four presents general information about the study area (Jordan and Aqaba). Chapter Five discusses the study methodology by outlining the methodological approaches, the sample, data collection procedures, and data analysis. Chapter Six provides an overview of data analysis and findings focusing on descriptive and regression analysis. Chapter Seven includes the discussion and interpretation of the study findings. Finally, Chapter Eight summarizes the study by a conclusion and presents theoretical and managerial implications.

Chapter Two

Tourism Development and Socio-cultural Impacts

2.1 Introduction

This chapter discusses the sequential history of development theory generally and tourism development specifically. It takes into consideration tourism development platforms and other issues that relate to community attitudes toward tourism development impacts. Then it undertakes the impacts of tourism on host communities including a brief review about the economic and environmental impacts and deep discussion about tourism socio-cultural impacts on which the current study is conducted. The next section undertakes local residents' perceptions of socio-cultural impacts based on previous empirical studies. This section is followed by a discussion of a set of predictor factors that relate to residents' perceptions and attitudes. These factors were undertaken in the current study. The last section explains the study's framework and how the variables and relationships were selected

2.2 The Theory of Tourism Development

Development can be conceptualized as a process that explains how a society moves from a condition to another. It refers further to the purpose of that process in achieving the condition or state of development (Cowen & Shenton, 1996, p. 3). Thomas (2000) sees development to mean positive transformation and 'good change'. According to Sharpley and Telfer (2002, p. 24), "*although the aim of development had become more broadly defined with investment in education, housing and health facilities (with corresponding*

‘social indicators’ measurements), economic growth and modernization remained the fundamental perspective”.

With a temporal consideration, Tefler (1996) and Burns and Novelli (2008) referred to the four main development paradigms provided by Todaro (1994) and Brohman (1996) which evolved since the Second World War. Tefler stated that it should be stressed that there are various classification systems for development theories with their information shown in the table below. It is used to introduce the examination of tourism development. Yet, it is difficult to indicate exactly when a development paradigm has started since the time frames are only general guidelines. It is indicated here that the paradigm had prominence after the Second World War with many components being so far applicable today. Each new development paradigm can be presented as a reaction against the theories which preceded it. According to Rist (1997), “every perspective involves a particular point of view, which should be defined so as to dispel the illusion of objectivity or exhaustiveness”.

Table 2.1 Evolution of Development Theory by Todaro (1994) and Brohman (1996)

Time Guide	Development Paradigms and Key Concept/ Strategies
1950s and 1960s	Modernization: societies pass through similar development stages; speed growth impulses from developed areas.
1950s and 1960s	Dependency: under development caused by exploitation by developed countries; poverty is functional to global economic growth; creation of domestic markets, social reforms, protectionism, and social involvement.
1970s and 1980s	Economic Neoliberalism: supply sides microeconomics, free competitive market, preservation; focus on market forces and competitive exports; new world financial systems
1970s early 1980	Alternative Development: women in development, gender relation, empowerment; environmental management and meet the needs of the present generation without comprising the future needs.

However, tourism research, like all relatively recent academic fields of enquiry, has been growing slowly to the level of understanding that can indicate to the prediction of behaviour and outcomes. The inductive approach in this process has been dominant. Research has concentrated mostly on descriptive empirical analysis of specific case studies that lead, either explicitly or implicitly, to the proposal of a theory. So far, many theories in tourism have focused on challenges appearing from a lack of management of tourism resources. Many of these theories yet have their roots in other fields since tourism is a multi-dimensional field (Murphy & Murphy, 2004).

Evolution of development theory and tourism starts since the Second World War, while tourism research has advanced after the Second War due to the rising rate of mass tourism (Britton, 1982). According to Pearce (1993), papers on tourism have appeared in the 1930s but the bulk of tourism research evolved from 1960. The function of tourism research was working as an instrument for development by economists and planners who were involved with organizations such as the United Nations, the Organization for Economic Cooperation and Development, and the World Bank due to a belief that tourism generated increases in employment, foreign exchange, and the multiplier effect resulted from tourist expenditure (Davis, 1968; Graburn & Jafari, 1991; Liu & Wall, 2008).

Yet, due to an indication that lower multiplier effect and leakage were questioning tourism benefits (Bryden, 1973; Okumus & Karamustafa, 2005), there was uncertainty involved in considering tourism as a development tool (Alipour & Kilic, 2005). In the 1980s and 1990s, tourism industry was overlooked in the international market. In this

context, Sharpley and Telfer (2002, p. 51) described tourism development status in this period stating: “the neoliberal economic paradigm and tourism studies focused on international markets and competitive exports as tourism is an invisible export industry in the tertiary sector. In addition, the negative impacts of tourism development began to be documented more intensively particularly in developing countries. This documentation was conducted in fields such as sociology and anthropology (Graburn & Jafari, 1991). Tosun (2000) referred to many problems to moving towards a sustainable tourism development in developing countries. He attributed the cause to the priorities of national economy, the structure of the public administration system, a lack of a modern tourism development approach, and the emergence of environmental matters.

Later, tourism has been seen in a vision of sustainability as an alternative development paradigm (Piagram, 1990; Butler, 1993; Tosun, 1998, 2000; Holden, 2000; Oliviera, 2003). Altinya et al (2007) and Tosun (2000) argued that sustainable tourism development as an adaptation paradigm should aim at contributing to the goals of sustainable development by determining specific basics in the light of its parental concepts. Further, it should be accepted for all types of development that do not contradict the maintenance of development principles and the ability of future generations to suit their needs (Liu & Wall, 2008). Moreover, sustainable tourism development could be maintained in a community or an environment in a scale that it keeps viable over an indefinite time without degrading or altering the human and physical environment and well-being of other activities and processes (Butler, 1993; Choi & Sirakaya, 2006).

Four themes in tourism research were aggregated by Jafari (1990) called as tourism's platform: the *advocacy platform* that was popular after the Second World War. It promoted the economic benefits of tourism as a clean and image-enhancing industry sector for rural communities which try to revitalize their economy (Gibson, 1993). Policy makers were willing to promote tourism due to its contribution to development and growth, providing employment opportunities, and earning foreign exchange which could be used to import services and physical goods (Jafari, 2002). This is a result of rapid mass tourism growth, but considerations to exceed negative environmental impacts in tourist destinations should be taken. Sofield (2000) reminded that such a growth should be well planned particularly in the developing world where natural resources face further challenges.

The *cautionary platform* was developed in the 1970s. Through it, researches showed very negative perspective of tourism, proposing that any kind of tourism may eventually cause negative impacts to destinations in case good planning process is not present. The movement to the cautionary platform seems to match with the 'flower-power' era and the anti-war movement. The Vietnam War was an exception since it created a sense of peace and conservation among people. Conservation includes traditions, environment, and promotion of culture. The growth of tourism was not good as suggested in the past decade because of some intervention. While the first and second platforms were related mainly to the impacts of tourism, a different focus in the 1980's to alternative kinds of tourism and sustainability described as more 'sensitive' (Alipour & Cilik, 2005). The following *adaptancy platform* concerns an alternative kinds of tourism such as ecotourism, cultural tourism, volunteer tourism, and green tourism.

These kinds have been seen to be more community-centred, using local resources, and employing local people towards a creation of more control over all impacts of tourism on local communities. Advocates of this platform paid much attention debating over the concept of sustainable tourism development and pathways through which it could be generated to work for all stakeholders in the community (Hardy et al, 2002).

Jafari (1990)'s theorises of tourism's platform referred to a multi-disciplinary research that can be used in a scientific foundation. Promotion for more specific destinations and tourism activities in the 1990s aimed at determining the impacts of tourism and capabilities of tourist destinations. This exists in the *knowledge-based* platform that takes a more balanced perspective of the costs and benefits of tourism development (Gartner, 1996; Gossling, 2003). This view acknowledges the economic benefits created by tourism. Considering the impacts of tourism development is essential in this stage since one of the most important concerns of the research is the quality of life of local people. Ramaswamy & Kuentzel (2005) offered some example concerning the increasing property values with its potential changes in the community social structure. They also referred to long-time community residents when they become negative to tourism regarding the increasing property taxes. These residents offer more negative attitudes when the development attracts more newcomers to the community having different classes and different image to this community.

Different to Jafari, two outstanding theoretical models have been offered to explain how the inductive approach leads to theory and prediction in different stages of tourism development. These are Doxy's (1975) 'Irridex' model and Butler's (1980) model of the evolution of the destination area life cycle. Based on Murphy and Murphy's (2004)