

Table of Content

	Summary	7
	Deutsches Resümee	11
	Acknowledgements	15
1	Introduction to the Study	21
1.1	The Research Problem	21
1.2	The Aim of the Study	26
1.3	Fundamental Questions.....	26
1.4	Dissertation Structure.....	30
1.5	Review of Literature	32
1.6	Difficulties faced the Research	35
2	Conceptual Background of the Research Topic	37
2.1	The Tourism Industry in Developing Countries.....	37
2.2	The Role of the Government in Developing the Tourism Industry.....	40
2.3	Tourism Development and Local Communities: Between Limitations and Empowerment	44
2.4	Cultural Tourism	49
3	The Tourism Industry in Jordan: Nature, Structure and Importance ..	55
3.1	Nature of Jordan's Tourism Product	55
3.2	The Role of the Government in Tourism Development.....	58
3.3	Structure of the Tourism Sector	66
3.4	The Importance of Tourism in the Economy	68
3.5	Education and Employment in the Tourism Industry	73
3.6	The National Tourism Strategy	78
4	The Methodology and Implementation of the Research Project.....	80
4.1	Qualitative Social Research	80
4.2	Methodological Principles and Forms of the Qualitative Interview	82
4.3	The Choice of Methods	83
4.4	The Problem-Centred Interview and its Methods of Inquiry.....	85
4.5	The Fieldwork.....	87
4.5.1	Study Areas.....	87
4.5.1.1	Um-Qais.....	88
4.5.1.2	Jarash	91

4.5.1.3	Madaba	93
4.5.1.4	Karak.....	95
4.5.1.5	Petra (Wadi Mousa).....	97
4.5.2	Interlocutors.....	100
4.5.2.1	Residents.....	101
4.5.2.2	Authorities.....	106
4.5.2.3	Experts	108
4.5.3	Structure and contents of the Interview	114
4.5.4	Pre-test, Timing of Research	120
4.5.5	Conducting the interviews.....	120
5	Tourism and Local Communities	122
5.1	The Interaction of Local Residents with the Cultural Sites and Tourism Activity: Perception, Awareness and Impacts.....	122
5.1.1	Local Perceptions of Cultural Sites	124
5.1.2	Local Awareness of Tourism	138
5.1.3	Impacts of Tourism	148
5.1.3.1	Economic Impacts.....	149
5.1.3.2	Socio-cultural Impacts	155
5.1.3.3	Impacts on the Environment	164
5.2	The Involvement of Local Residents in the Tourism Industry: Investment and Employment Opportunities.....	173
5.2.1	Local Investment in Tourism	174
5.2.2	Employment in Tourism	189
5.2.3	The Employment Opportunities for Women in the Tourism Industry ..	202
5.3	The Inclusion of the Local Community in the Government's Policy for the Development of Tourism	211
5.3.1	The Potential of Tourism in Jordan: Are local Communities a Part of the Tourism Product?	212
5.3.2	The Marketing of Jordan's Tourism Product.....	222
5.3.3	Local Communities and the National Strategy for Tourism Development: Participation and a Vision of the Future	227
6	Conclusion.....	238
	List of Tables.....	243
	List of Figures.....	244
	List of Appendices	244
	List of Abbreviations.....	245
	References.....	246