The impact of introducing international brands on the development of Jordanian tourism

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Abstract. The aim of this study is to explore the impact of introducing international brands (accommodation services, food services, transportation services, entertainment, and international tourist agents) on the development of Jordanian tourism. This study is expected to increase the number of tourists and revenues and will develop the services offered to tourists. To achieve the goal of the study, the researchers developed a questionnaire for the purpose of data collection. A total of 500 responses were collected from the respondents using a convenient sample method. The results of the study showed that there is an impact of introducing international brands (accommodation services, transportation services, entertainment, and the international tourist agents) on the Jordanian tourism development. The study also signals the results to the absence of differences in the perceptions of respondents about the role of demographic factors in the Jordanian tourism development. The study recommended the need to increase the interest of tourist facilities food service, attention to service shelter, the need to provide adequate means of mobility, an increase in the number of tourist facilities, and enhances the possibility of tourist service from the moment of arrival until the moment of departure.

Keywords: *international brands; tourist facilities; Jordan tourism.*

1. Introduction

Tourism these days is considered as one of the most important sectors since tourism became civilized and a social phenomenon which represents the basic axis in the services activities (Habes, Alghizzawi, Salloum, & Ahmad, 2018; Magatef, 2015). It is one of the fastest-growing economic sectors; it became to be known as the first industry in the world, and an effective tool to achieve sustainable development. For these reasons, many countries have made this sector the pillar for their national economy since marketing tourism services occupies great importance because they are directed to the beneficiary (the tourist) (Ricafort, 2011). The tourism industry is strongly connected with the development in the field of using basic components in marketing activity (Alghizzawi, Ghani, et al., 2018; Alghizzawi, Salloum, & Habes, 2018; Habes, Alghizzawi, Khalaf, Salloum, & Abd. Ghani, 2018).

The researchers mentioned several related previous studies. Al-Khader (2005) aims to determine the most important factors that influence loyalty to the trademark, and ordering them according to their influence power and the effect of that on the purchase decision. Also, it aims to determine the effect of the demographic variables on loyalty to the trademark through a sample consisted of 389 students from public and private universities in Great Cairo Governorate. The results showed that the functional benefits of the trademark influence the university student's loyalty to the trademark, and the emotional benefits of the trademark influence the university student's loyalty to the trademark. Also, the study showed that the perceived value and quality of the trademark influences the university student's loyalty to the trademark. Finally, the study showed the university student's loyalty to the trademark influence by the store's perceived mental image. The study aims to place an integrated method for managing the trademark, including the trademark strategic planning, organizing the responsible management for the trademark, and monitoring the trademark performance. The study also aims to determine the requirements that should be available in the Egyptian companies working in the house applicants' sector

to be able to build high value for their trademarks. The researcher depended in her study on a sample consisted of (390) individual from (18) companies holding Egyptian trademarks, and (7) companies hold foreign trademarks. The results showed the presence of a strong correlation between the perceived quality and loyalty to the trademark, and the most important elements of the perceived quality that influence loyalty to the trademark are the product's distinguished performance, external design, and package. Also, results showed the presence of a strong correlation between the trade mark's mental image and loyalty to it. Wang, Siu, and Hui (2004) aimed to study the consumers' sector of the imported trademark by the application to cloths market. Data were collected from a sample of 281 consumers from one of the Chinese cities. The study reached the conclusion that sales activating tools that focus on price negatively affect loyalty to the trademark and it is impossible to depend only on the behavioral side in measuring loyalty to the trademark. It should rather depend on attitudinal loyalty. The study showed the presence of a positive correlation between the trademark market share and the consumer's loyalty. Basrawi (2009) conducted a study to measure the effect of the competitive advantage provided by trademarks on the consumers. The study depended on the quantitative method to collect and analyze data through a questionnaire designed and developed for this purpose. The study sample consisted of a stratified sample according to the demographic variables. The results of the study showed the need for receiving feedback from the consumer to enhance the possibility to acquire their loyalty and enhancing the competitive advantage of the investigated companies. To achieve the study objectives, three general questions were formulated:

1-   What is the level of participation of respondents in the introduction of international brands (accommodation services, food services, transportation services, entertainment services, and tourism agencies services) in Jordan hotels with international brands?

2-   What is the level of perception-based research for the development of Jordanian tourism (increase in the number of tourists, increase in tourism revenues, development of tourist services) in branded Jordanian hotels as a global business?

3-   What is the impact of the introduction of global brands (accommodation services, food services, transportation services, entertainment services, tourism agencies services) on the development of Jordanian tourism, the number of tourists, tourism revenues, and developing tourism services?

4-   Is there an impact on the demographic factors of the tourists (gender, age, education level income) on the development of tourism in Jordan? From this basic question, we have formulated carry out sub-questions:

a-   What is the impact of the introduction of international brands on the number of tourists? By how much did the introduction of international brands increase the number of tourists?

b-   What is the impact of the introduction of international brands on tourism revenues? By how much did the introduction of international brands increase tourism revenues?

c-   What is the impact of the introduction of international brands on the development of tourism services?

2.   Research Model

In this current study, the independent variables are introducing the international brands, including food services, transport services, and entertainment means where the dependent variables are determined based on what has been mentioned in the study by (Bong Na, Marshall, & Lane Keller, 1999; Chaudhuri & Holbrook, 2001; Oh & Fiorito, 2002; Orth, McDaniel, Shellhammer, & Lopetcharat, 2004; Sengupta, 2014; Zhang, Li, Gong, & Wu, 2002). Regarding the dependent variables of developing Jordanian tourism, these include (increase in tourists, revenues, developing the services provided to the tourists). The current era has witnessed a huge revolution in introducing international brands since they made a significant change in the social, economic, and political world. Also, tourism destination interests should be taken into consideration for the branding principles to a tourism destination through characteristics such as social relationships, history, and geography. These are used in the global context to construct identity and, in turn, contribute to distinguishing a place from its rivals and raising awareness of the historical nature and the concept of culture. Therefore, it is essential that the development of a

tourism destination brand should adhere to a coherent theoretical framework with all these characteristics (Konecnik & Go, 2008).
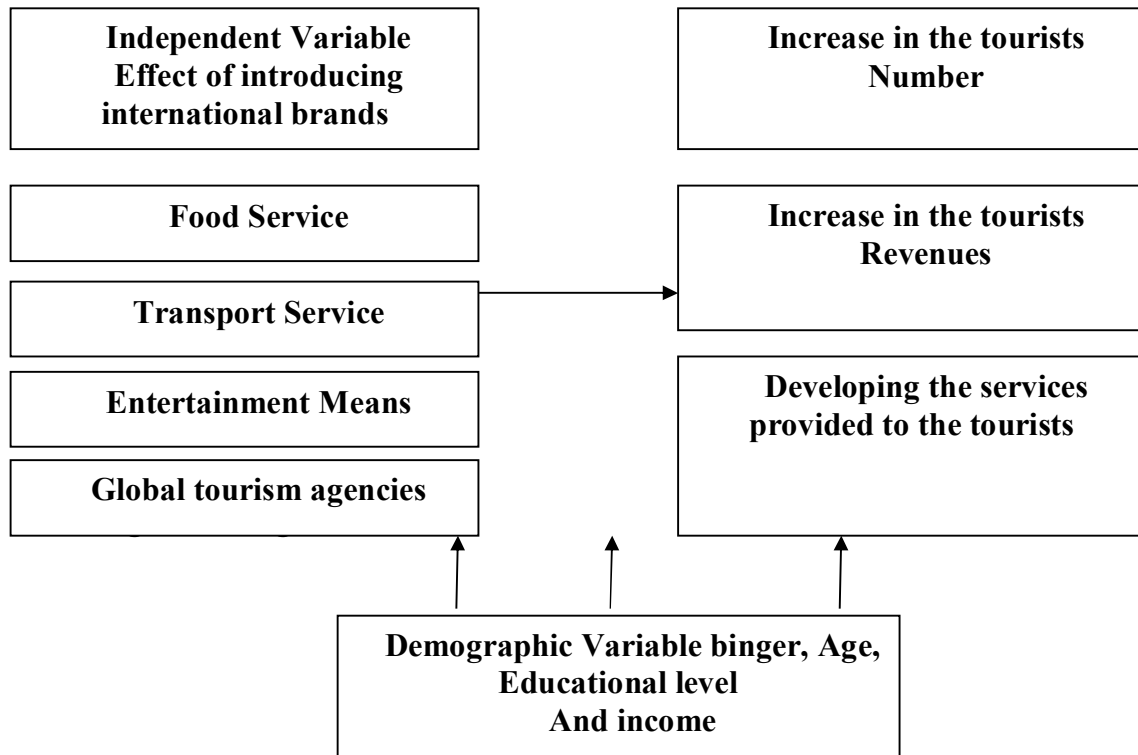
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┌─────────────────────────┐        ┌─────────────────────────┐
│   Independent Variable  │        │  Increase in the tourists│
│    Effect of introducing│        │         Number          │
│    international brands  │        │                         │
└─────────────────────────┘        └─────────────────────────┘

┌─────────────────────────┐        ┌─────────────────────────┐
│      Food Service       │        │  Increase in the tourists│
└─────────────────────────┘        │         Revenues        │
┌─────────────────────────┐────────▶│                         │
│    Transport Service    │        └─────────────────────────┘
└─────────────────────────┘
┌─────────────────────────┐        ┌─────────────────────────┐
│    Entertainment Means  │        │  Developing the services │
└─────────────────────────┘        │   provided to the tourists│
┌─────────────────────────┐        └─────────────────────────┘
│  Global tourism agencies│
└─────────────────────────┘

              ┌────────────────────────────────────┐
              │  Demographic Variable binger, Age, │
              │        Educational level           │
              │          And income                │
              └────────────────────────────────────┘
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Figure 1. Research Model.

2.1 International Brands

International brands are a broad concept that requires an understanding of the various factors which have an impact on the sectors in which they operate. Therefore, culture and competition factors are significant and limited to global trademark determinants. As the world becomes more influenced by brands, global business executives should view the world as a market, and global brands have been used more commonly by companies seeking to implement global strategies in marketing of their products. Therefore, the competitors who own strong global businesses will able to effectively market their business globally (Konecnik & Go, 2008).

2.2 Jordan Tourism Developments

Tourism is a temporary transit phenomenon in which the tourist leaves the place of residence. Foreign tourism is when the tourist goes to areas outside the borders of the country in which they live. Domestic tourism is when a tourist travels to areas within their country. There is no doubt that the duration of this travel varies according to the wishes of the tourist, but it also depends on the financial ability of the tourist to spend money abroad. This is based on the time they stay outside their home country, exchange rates for cash, and laws governing the movement of tourists in the country they are visiting. Tourism is a dynamic activity that has an effect that covers all economic aspects inside and outside the country. It is also influenced by productive activity, namely consumerism, transportation, communications, hotels, banks, and trade both internally and externally (Alzoubi, 2013). The basic sides of tourism can be divided into the following (Tawfek, 1999):

1.   **Accommodation services:** The first thing tourists look for at the time of arrival in any country or place is a suitable place to stay. They will look for accommodation before searching for food, drink, or

recreation Accommodation represents hotels, motels, tourist apartments, rooms, and camps. There is no tourism in the real sense without shelter (Alzoubi, 2013).

2. **Food services:** This refers to what can be provided to the tourist regarding his desires and tastes in line with his cultural background. Restaurants are everywhere today, especially in tourist destinations, parks, and shopping centers. Hotels and restaurants are places where food and drinks are offered to the customers. Tourists and some hotels are distinguished by many international restaurants including Italian, Chinese, French, and other cuisines (Al-tai, 2000).

3. **Transportation services:** Transportation activity is defined as the movement of goods, people, and resources (aljubore, 2002), while tourism transport is defined as "an important means of linking the complementary markets for tourists (Al-tai, 2000). As mentioned earlier, the tourism industry is linked and related to the transportation industry because tourism cannot be established without transportation. Forms of transportation include planes, vehicles, and boats.

4. **Entertainment services**: Entertainment services provide a temporary escape from their daily routine. Some tourists may want to enjoy leisure spaces in quiet places such as on beaches or in mountainous areas (Samurai, 2006).

5. **Tourism agencies services**: The tourism agency is the place where technical services, advisory information, and arrangements for transportation to anywhere are provided. All these services and consultations are provided to the citizens with payment. The travel agent represents many tourism services such as tour operators, aviation companies, shipping companies, and accommodations such as hotels, motels, and resorts. They may provide access to tour operators, local tourism offices, restaurants, and entertainment venues (Alzoubi, 2013).

3. Research Hypothesis

This study aims to test the validity of the following hypotheses:

There is no effect with statistical significance at the significance level (a = 03-1-2 First Main Hypothesis .05) of introducing international brands (accommodation services, food services, transportation services and entertainment services, tourism agencies services) on developing Jordanian tourism (increasing the number of tourists, increasing tourism revenues, developing the services provided to the tourist).

From this hypothesis, we derive the following sub-hypotheses:

First Sub-Hypothesis: There is no effect with statistical significance at level (a = 0.05) of introducing the international brands on increasing the number of tourists.

Second Sub-Hypothesis: There is no effect with statistical significance at level (a = 0.05) of introducing the international brands on increasing tourism revenues.

Third Sub-Hypothesis: There is no effect with statistical significance at the significance level (a = 0.05) of introducing international brands on developing the tourist's services.

Second Main Hypothesis: There is no difference with statistical significance at the significance level (a = 0.05) of the demographic variables of the tourist (gender, age educational level & income) on developing tourism in Jordan.

4. Research Methodology

This section shows the methods used to achieve the study goals, including a description of the study population and its sample, methods for selecting it, and how to collect the study data, study variables sources, study instruments, and its validity and stability. The authors used statistical processing methods in analyzing the study data.

4.1 Study Method

This study considers an analytical, descriptive field study based on the field analytical method in terms of the study variable represented in: introducing international brands and developing Jordanian tourism.

4.2 Study Population

The study population consists of all foreign tourists in the operating hotels in Jordan that holds the international brands in (Petra, Aqaba, and the Dead Sea).

4.3 Study Sample

The study sample consists of a convenient sample of visiting non-Jordanian tourists to the operating hotels in Jordan that hold the international brands through the use of questionnaire surveys. This technique has been widely used in previous research (Al-Emran, Alkhoudary, Mezhuyev, & Al-Emran, 2019; Alghizzawi, Ghani, et al., 2018; Alshurideh, Salloum, Al Kurdi, & Al-Emran, 2019; Salloum & Al-Emran, 2018; Salloum, Al-Emran, Khalaf, Habes, & Shaalan, 2019; Salloum, Maqableh, Mhamdi, Al Kurdi, & Shaalan, 2018; Salloum, Mhamdi, Al Kurdi, & Shaalan, 2018). Further, using the questionnaire survey in data collection can achieve more reliable results (Al-Emran, Mezhuyev, & Kamaludin, 2018a). A sample of 500 tourists is used, and 500 questionnaires were distributed to them. 475 questionnaires returned usable for analysis, by (95%), and 25 questionnaires were omitted because of wrong inputs, or placing one answer to all clauses. The final number of usable questionnaires that were used for analysis reached 450, by (90.0%) of the distributed questionnaire. It is an acceptable percentage for scientific research purposes (Krejcie & Morgan, 1970). Table 1 shows hotel names in which the questionnaire was collected.

Hotel	Number	Hotel	Number
Marriott Petra	80	Movenpick (Aqaba)	72
Movenpick Petra	60	Kempenski (Aqaba)	65
Carawan Plaza (Dead Sea)	38	Intercontinental	35
Marriott (Dead Sea)	100	Movenpick (Dead Sea)	25

Table 1. Hotels names from which the questionnaire collected.

A group of variables from the respondents' demographic variables has been selected from the tourists (gender, age, educational level, and monthly income) in order to show some of the characteristics related to the study sample. Table 2 shows that most of the individuals are almost equal regarding gender, since the females' percentage formed (48.7%), and for the males (51.3%). As per Table 3, the results regarding age category showed that (38.7%) of the individuals' study sample is less than (30) years, and (19.8%) whose ages between (40) less than (50) years. Finally, more than (58%) of the study sample are in the category (40) years and less, this indicates that the tourist's category from middle ages who visit the touristic regions in Jordan, in addition to the importance of this category and its role in performing the touristic practices. As per Table 4, the specifications of the educational level of the tourists to the tourist locations and hotels in Jordan came as follows: (40.7%) hold a diploma or less degree, (35.1%) hold a first university degree (Bachelor), (24.2%) hold master and Doctorate degree. This indicates that the tourists are individuals who may control their vacation times more than those who are committed to official works at this time of the year, mid-summer in the Middle East region. While for those who hold the graduate studies degree, they form a low percentage, 25% of the sample size; this indicates that they are busy with works and obligations.

Gender	Number	Percentage%
Male	231	51.3
Female	219	40.7
Total	450	100.00%

Table 2. Distribution of the individuals according to gender.

Age category (year)	Number	Percentage%
Less than 30 years	174	38.7
30 – less than 40	132	29.3
40 – less than 50	89	19.8
50 years and more	55	12.2
Total	450	100.0

Table 3. Study sample distribution according to age category.

Educational level	Number	Percentage
Middle diploma and less	183	40.7
Bachelor	158	35.1
Master or Doctorate (graduate studies)	109	29.2
Total	450	100

Table 4. Study sample distribution according to the scientific qualification.

4.4 Primary Sources

The study data have been collected depending on a questionnaire developed as the main instrument for the study, and it included a number of items reflecting the study's objectives and questions. Also, Likert five-point scales are used, and the researcher used (SPSS) software. The questionnaire included three parts:

1-   Personal and occupational variables of the individuals using (4) dimensions (gender, age, educational level, and monthly income).

2-   Introducing international brands and developing the Jordanian tourism using five dimensions (i.e., accommodation services, food services, transportation services, entertainment services, and global tourist agencies).

3-   Dimensions of developing Jordanian tourism came in three categories (increasing the number of tourists, increasing the tourism revenues, and developing the services provided to the tourists).

The response rate ranged from (1-5) according to Likert's five-point scale in which Strongly agree = 5, agree = 4, neutral= 3, disagree=2 and strongly disagree=1. As per Table 5, it has found that (48.4%) of the tourists are from the monthly income category less than (1000). We think that most of them have savings and retirement salary, and because hotels have a high vacancy, this has led the hotels to reduce the rooms and services prices, and this has led them to provide some free services to attract more tourists.

Monthly income (Dollar)	Number	Percentage
Less than 1000	218	48.4
From 1000 to less than 2000	156	34.7
More than 2000	76	16.9
Total	450	100.0

Table 5. Sample distribution according to monthly income.

4.5 Secondary Sources

Included references and books related to the study and its variables, also referring to some modern/recent, scientific journals, internet sites and scientific periodic. The following scale is used for data analysis purposes: from 1-2.33 = (Low); from 2.44-3.67 = (Medium); from 3.68-5 = (High) through using the following equation then adding (1.33) to the end of each category to reach its higher limit.

The variable	Dimensions	Item's order
Introducing international brands	Accommodation service	1-10
	Transportation service	11-17
	Transportation service	18-27
	Entertainment service	28-35
Developing the Jordanian	Global tourism agencies	36-40
	Increasing tourists' number	41-46
	Increasing tourism revenues	47-53
	Developing the services offered to the tourists	54-61

Table 6. Study variables and their items number measuring the variables dimensions.

4.6 Instrument Validity

To test the instrument face validity, it has to be introduced to a number of specialized reviewers to find the extent of validity as a study instrument and to judge the extent of the items relevance to the study purposes (Al-Emran, Mezhuyev, & Kamaludin, 2018b).

4.7 Instrument reliability

To confirm the instrument reliability, it has to be applied to a pioneering sample consisted of 25 respondents from outside the study sample by application and re-application with two weeks interval between application and re-application, by using Cronbach Alpha Coefficient. It is noticed from Table 7 that Cronbach's Alpha Coefficient value ranged between (0.765 – 0.945) on the dimensions as a whole which are accepted percentages to the scientific research purposes. It is noticed from the table that Cronbach Alpha Coefficient value ranged between (0.765 – 0.945) on the dimensions as a whole which are accepted percentages to the scientific research purposes.

Sequence	Axis	Cronbach Alpha Coefficient
1	Accommodation service	0.758
2	Food service	0.721
3	Transportation service	0.804
4	Entertainment means	0.766
5	Global tourism agencies	0.642
5	Independent variable as a whole	0.929
6	Increase in the number of tourists	0.716
7	Increase in tourism revenues	0.771
8	Developing the services provided to the tourists	0.733

Table 7. Results of Cronbach's Alpha test to measure the questionnaire reliability.

5. Statistical Methods

The SPSS software is used in processing the data to answer the study questions and testing the hypothesis. The following measures were used:

- Descriptive statistical measures are used to describe the study sample features and to answer the study questions.

- Multiple regression analysis was used to test the validity of the study and the influence of the independent variable and its dimensions on the dependent variable and its dimensions.

- Variance Inflation Factor (VIF) and variance tolerance to make sure of the absence of a high correlation between the independent variable.

- Skewness coefficients values – to confirm that data follows the normal distribution.

- ANOVA test to measure the differences between the variables' categories.

- Cronbach's Alpha coefficient to measure the study instrument stability.

6. Testing the Study Hypothesis

For testing the first main hypothesis:

Ho-1: There is no effect with statistical significance at the significance level ($a \leq 0.05$) of introducing the international brands on developing Jordanian tourism. The hypothesis variance analysis is used as seen in Table 8.

Source	R² coefficient	Sum of the squares	DF	Mean Squares	F Calculated	Sig.
Regression	0.733	92.525	2	18.505		
Error		33.724	444	0.076	243.631	0.000
Total		125.250	449			

Table 8. Results of variance analysis test to confirm the model's validity for testing the main hypothesis.

The results in the above table indicate the validity of the general model to test the main hypothesis, and that there is an effect with statistical significance at the significance level ($a \leq 0.05$) of introducing the international brands with their dimensions on developing the Jordanian tourism with its dimensions. Based on (F) calculated value which reached (243.631) at the significance level ($a \leq 0.05$) of introducing. Also, the results show that introducing the international brands dimensions explain (73.3%) of the difference in developing the Jordanian tourism, which is an explanatory power relatively high and reflects the power of the study model. From the reached results, first null main hypothesis is rejected and the alternative hypothesis was accepted which states: There is no effect with statistical significance at the significance level ($a \leq 0.05$) of introducing the international brands with their dimensions on developing the Jordanian tourism in its dimensions at the significance level ($a \leq 0.05$). As per Table 9, it is clear from the results and from (Beta) Coefficients and (t) test that the dimensions of introducing the international brands have an effect on developing the Jordanian tourism.

Independent variable's dimensions	B value	S.E	β	T-value	Sig.
Constant	0.389	0.113		3.087	0.02
Accommodation service	0.163	0.037	0.163	4.466	0.00
Food service	0.131	0.035	0.140	3.741	0.00
Transportation service	0.236	0.041	0.258	5.775	0.00
Entertainment service	0.225	0.038	0.240	5.934	0.00
Global Tourism Agencies	0.172	0.034	0.193	5.066	0.00

Table 9. Multiple regression test results for testing the effect of introducing the international brands with their dimensions on developing Jordanian tourism.

For testing the sub-hypothesis:

H01-1: There is no effect with statistical significance at the significance level ($a \leq 0.05$) of introducing the international brands on increasing the tourists' number. To test this hypothesis, variance analysis for regression is used to confirm the model validity for testing the main hypothesis, and the effect of introducing the international brands with their dimensions on increasing the number of tourists, as seen in Table 10.

Source	R² coefficient	Sum of the squares	DF	Mean Squares	F-value	Sig.
Regression	0.590	95.791	5	19.158		
Error		66.505	444	0.150	127.904	0.000
Total		162.295	449			

Table 10. Results of variance analysis test to confirm the model validity for testing the first sub-hypothesis.

The results showed the validity of the general model for testing the first sub-hypothesis, and that there is an effect with statistical significance at the significance level ($a \leq 0.05$) of introducing the international brands on increasing the number of tourists based on (F) calculated value (127.904). Also, the results showed that the dimensions of introducing the international brands explain (59.0%) of the difference in the increase of the tourists' numbers.

Independent variable's dimensions	(B) value	S.E	β	T-value	Sig.
Constant	0.395	0.158		2.495	0.013
Accommodation service	0.0124	0.051	0.109	2.418	0.016
Food service	0.024	0.049	0.023	0.494	0.622
Transportation service	0.203	0.057	0.0196	3.545	0.000
Entertainment service	0.312	0.53	0.294	5.876	0.000
Global Tourism Agencies	0.257	0.048	0.255	5.407	0.000

Table 11. Results of multiple regression analysis test for testing the effect of introducing international brands on increasing the tourists' numbers.

The statistics result from Table 11 showed from (Beta) Coefficients and (t) test that introducing the international brands variables have the effect with statistical significance in the increase of the number of tourists, so accepting the alternative hypothesis (HA) partially which states: There is an important effect with statistical significance at the significance level (a≤0.05) of introducing the international brands with their dimensions on increasing the number of tourists.

For the second sub-hypothesis: There is no effect with statistical significance at the significance level (a≤0.05) of introducing the international brands on increasing revenues from tourism. To test this hypothesis, variance analysis for regression is used to test the model validity for testing the main hypothesis to confirm the effect of introducing the international brands on increasing the revenues from tourism. Results of the statistical analysis indicate the presence of effect with statistical significance at the significance level (a≤0.05) of introducing the international brands on increasing the revenues from tourism.

For the third sub-hypothesis: There is no effect with statistical significance at the significance level (a≤0.05) of introducing the international brands in developing the services provided to the tourists. This hypothesis is an analysis of variance used to assure the validity of the method for testing the main hypothesis and to find out the effect of introducing the international brands on developing the services provided to the tourists. Statistics results showed the validity of the general model for testing the third sub-hypothesis, and the presence of effect with statistical significance at the significance level (a≤0.05) of introducing the international brands on increasing the services provided to the tourists, based on (F) calculated value which reached (118.672). It shows that introducing international brands dimensions explains (57.2%) of the variance in increasing the services introduced to the tourists, so the third null hypothesis is rejected, and the alternative hypothesis is accepted, which states: There is an effect with statistical significance of introducing the international brands on increasing the services provided to the tourists at significance level (a≤0.05).

For the second main hypothesis: There are no differences with statistical significance at the significance level (a≤0.05) of the tourists' demographic variables (gender, age educational level, and income) on developing the Jordanian tourism. A One-way ANOVA analysis is used to test the study sample individuals' perceptions about developing the Jordanian tourism attributes to their demographic variables. The results showed the absence of differences with statistical significance of the educational level variable in developing the Jordanian tourism, by (F) low value, which is less than the tabulated value, and which leads to accept the null hypothesis concerning this variable.

7. Conclusion and Recommendations

7.1 Conclusion

This study attempted to know the nature of the effect of introducing the international brands represented by their dimensions (accommodation services, food services, transportation services, entertainment services, and the global tourism agencies) on developing Jordanian tourism (increasing the number of tourists, increasing the tourism revenues, and increasing the services provided to the tourists) visiting and receiving the hotels services holding the international brands in Jordan. The Results of the study showed that introducing international brands in their dimensions came at a high degree. The could be explained that many tourist agencies care in finding the relevant atmosphere to the tourists, and providing the highest quality of services, especially if these tourism agencies hold the name or the logo of the international brands since the hotels with international brands characterize by employing individuals with high experience. Also, they care about the environment surrounding the hotel. Hotel management

provides the food service to tourists according to global standards. Also, the results showed that the respondents have a perception of the entertainment service in the hotels holding the international brands. Also, the results indicated the importance of the global tourism agencies in what they provide as services to the tourists, including providing a database to the tourism locations, using the tourism agencies the electronic marketing in the reservation and marketing their products, and their ability to compete with global travel agencies. The study results showed that the level of developing Jordanian tourism came at a high level. This might be attributed to Jordan's influence by its geographic location, and the presence of many touristic, ancient, entertainment, and treatment locations which are attractive locations for many tourists from different countries, which increase the number of tourists with the possibility of an increase in the tourism revenues. The results showed the presence of effect with statistical significance of introducing the international brands with their dimensions on developing Jordanian tourism in its dimensions. Explanation of this result pertains to improving the quality of services provided to the tourists which enhances the possibility of increasing the tourists' number and the touristic revenues in Jordan; this is a logical issue since Jordan is rich in its tourism resources. Finally, the effect of introducing the international brands on developing the services provided to the tourists to satisfy their needs and desire to attract them to the Jordanian tourism sector, which leads to increase revenues from the Jordanian tourism sector.

7.2 Recommendations

Based on the results, the study reached the following conclusions. Introducing international brands dimensions collectively influence the development of Jordanian tourism. Tourism agencies are also interested in the introduction of international brands dimensions because of their ability to influence the development of Jordanian tourism. The first necessity for tourism agencies is to care about food services because there are weaknesses in preparing the relevant meals to foreign tourists. Care should be taken in the accommodation service to introduce international brands. The necessity for making available the relevant transportation means, increasing their number in tourism locations to enhance the tourist's service from the moment of his arrival until leaving. Finally, conducting more studies in the future to know other new factors from different environments about introducing the international brands and their effect on the industry level.

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