Evaluating Study for Elements Affecting Tourism Awareness in Jordan: Applied on Aqaba and Wadi Rum Areas

Farouk A. H. Attaallah  Noora I. Al-Ehewat
Faculty of Tourism & Hotels, Fayoum University Aqaba Special Economic Zone Authority, Jordan

Abstract
The objectives of current study are: to clarify issues relating to the factors affecting the tourism awareness, as well as stand on the current situation with regard to the concept of tourism awareness in the areas of study. The study indicated that the role of educational institutions and their contribution to increasing awareness of tourism confined in a positive direction. Moreover, the study cleared that there is a positive relationship between the work in the tourism sector and its contribution to increasing awareness of tourism in Aqaba and Wadi Rum Areas. It was found that there are significant differences between the mean of sub-groups of respondent variable, as well as the presence of weak correction between the study areas and their impact on respondents’ answers. The study recommends holding awareness seminars and lectures to increase tourism awareness and publicize the importance of tourism, especially in non-urban areas, as well as the participation of the community to work to improve the level of tourism awareness they have.

Key words: Tourism Awareness, Aqaba, Wadi Rum, Educational Institutions, Jordan

1-Introduction
1-1 Background of Problem
The term "consciousness" took its semantic evolution towards processions to raise the intellectual and cultural life. It is significant to combine and save to signify an understanding and good perception, since consciousness is the result of mental and emotional complex co-formed of thought, intuition, imagination, feelings, emotions, the will, conscience, the principles, values, foundations of instinct, life events and social systems and circumstances surrounding the man's life. This tremendous mixture of components awareness works very complex and each component contributes rate varies from one person to another, which endows each person, a kind of awareness is different from the consciousness of other (Bakkar, 2002, p: 1). The tourism awareness is mainstay of growth and development of tourism activity anywhere. Purpose of allocating a day or a week or a year for tourism is to aware, to enlighten, and to glance the importance of tourism and its role in various fields. For that the World Tourism Organization allocated twenty-seventh of September of every year to be a day of global tourism under certain slogan selected by the World Tourism Organization to address an issue or to shed light on the different roles carried out by tourism (Jafra News, 2012, p: 1).

In Jordan, it is important that the tourism awareness links tourism education with the needs of the labor market, which represents one of the main pillars of the future of tourism in Jordan in both its internal and external; because young boys and girls representing the future demand for domestic tourism. Also they represent an attractive element for incoming international tourism through conscious awareness of Ethics for Tourism and culture, and through the involvement of many of them in career for the tourism sector. This may contribute to the increased polarization for those interested in tourism from outside Jordan, whether from the Gulf States, Arab or from around the world. On the other hand, there is need to focus on the national responsibility
affiliated to system of education in Jordan to supply the tourism sector with qualified candidates to meet multiple needs in various fields related to the tourism sector (Bzazaw, 2012, p: 1).

1-2 Problem statement
Shortage of tourism awareness among a broad range in the Jordanian society.

1-3 Hypotheses of study
- There is a positive and direct correlation between tourism education level and the level of tourism awareness among the local community.
- There is a positive and direct correlation between level of tourism awareness and work in the tourism sector.
- There is a positive and direct correlation between level of modernization of the two regions and the level of awareness of tourism there.

These hypotheses and the degree of correlation of coupling variables are tested at significance degree 5%.

1-4 Objectives of study
- Stand on the level and type of education in the areas of study and its impact on tourism awareness.
- Stand on the types of work and jobs in the tourism sector and their impact on tourism awareness.
- Stand on the cultural level of the two regions.

2-1 Tourism in Aqaba and Wadi Rum
The city of Aqaba is a strategic area and the only sea port of Jordan, and the city has many important industrial facilities, free trade zones, and King Hussein International Airport. It is an important center in South of Jordan. And an origin of phosphate. Tourism in the city of Aqaba is active for various reasons; so it is coastal area located on the Red Sea, a nice place to visit, and an area filled with tourists who come to enjoy the wonderful sea and the nice atmosphere. More over in Aqaba the most important projects interested in eco-tourism in Jordan to observe birds, which attract tens of thousands and perhaps millions of migratory birds during the journey between Europe and Africa during the seasonal migration in the fall and spring. Furthermore, plant of Aqaba for bird watching includes the forest for the large trees and resident gardens trees in addition to large bodies of water. That all play in an integrated manner to attract different types of birds, some of which may be rare in the world, and which drives many interested to monitor birds and ornithologists to visit the area and to conduct of scientific analysis and research on the science of the birds. The Aqaba in particular and the region of Jordan in general are areas of global significance for bird migration based on the classification of International Birdlife. And embraces Marine Science Station located on the southern shore of the Gulf of Aqaba. Gallery of Marine Life where visitors can see the different types of coral, fish and other organisms endemic to the Gulf Aqaba.(www.Wikipedia.org, 2012).

Given the Wadi Rum, also called the Valley of the Moon due to the similarity of topography with lunar craters, and the advantage of the presence of mountains towering relatively there in, it is subject to the highest mountain peaks in southern Levant: the Mount or the bloody and Mount Ram, began Promoting this area began from the late eighties after making the movie "Lawrence of Arabia" in the sixties. Now tourism has become the source of income for many people who
work as guides or any other business. Jordanian Ministry of Tourism markets Wadi Rum as a part of the tourism Golden Triangle, which includes Wadi Rum, Petra and Aqaba. Tourist activities include camping in this region and tours through the mountains on horseback and camels. And also include mountain climbing. (www.Wikipedia.org, 2012).

2-2 Awareness concept and importance of the tourism awareness
There are many definitions for the word awareness like what those mentioned in Oxford University Press as follows: Awareness is knowledge or perception of a situation or fact. Another definition means that awareness is concern about and well-informed interest in a particular situation or development (Oxford University, 2014).

For tourism, literature said, as an example how tourism awareness is formulated, that the scientific knowledge and experience play a key role in the awareness of volunteer tourism activities. Due to their advanced knowledge and practice in volunteer tourism issues, the young researchers are better and active involved in and may be agents and promoters of tourism activities (Manea et al., 2013, p: 126). The significance awareness for the volunteer tourism term is known by almost of young people (less than 40 years old) which are interest in, too. The range of their activities comprises both institutional volunteer actions and tourism related events (Manea et al., 2013, p: 125). Moreover, community characteristics and social factors are rich areas for exploring gaps in tourism knowledge and awareness (Latkova and Vogt, 2012, p: 53).

The importance of tourism awareness is summarized up in the following (Bzazaw, 2012, p: 1):

- Enhancement of the tourism sector and to encourage the accommodation of tourists in the tourist destination for longer.
- To encourage investment in the tourism sector.
- Development of human resources working in the tourism and hospitality industry.
- Advancement of the local community host for tourism.

2-3 Determinants of tourism awareness
Determinants of tourism awareness can be summarized in the following points (Dndraoy, 1994, p: 1):

First: the social factors that may be a real cause in the low tourist awareness among the citizens such as widespread unemployment among most members of the community, which may lead some to fraud on the tourist in a variety of ways and means.

Second: the social factors that may lead to the low level of awareness of some of the workers in the field of tourism as follows:
- The existence of problems among employees that may impede their performance.
- Awarding the tourist work branch offices in tourist areas and archaeological sites to individuals most of whom have medium qualifications and this is not commensurate with the nature of their role in tourism education and counseling.
- Lack of focus on training programs and courses designed to provide workers with scientific and practical experience in how to raise awareness and development of tourism among the citizens in general and among those of tourist areas in particular.

2-4 Case studies on tourism awareness
Case Study 1
-The Title of the study: Trends of citizens in Wadi Musa towards tourism.
- **The conductor of study**: (Altayel, 2003, pp:1,20).
- **The objective of the study**: This study aimed to examine trends of citizens in Wadi Musa towards tourism and their extent affected by type and sector, income, education and age.

- **Results of the study**: The findings of this study need to increase awareness of the importance of tourism to the local community in the areas of social and political by creating job opportunities for the unemployed in the area of tourism so as to improve their attitudes towards tourism, as well as the need to involve young people in tourism activities and the involvement of tourists with the local community in heritage activities.

**Case study 2**
- **The Title of the study**: the position of the local community towards tourism, a case study Umm Qais.
- **The conductor of study**: (Chanaq and Otoum, 2000, pp: 17.1).
- **The objective of the study**: This study aimed to detect the positions of Jordanian citizens in the town of Umm Qais toward tourism and cultural dimensions social, political and economic.
- **The results of the study**: This study to focus on scientific studies of different aspects of tourism, as well as the establishment of training centers for local people to make them aware of the importance of tourism as a source of income and to encourage residents to invest in tourism projects.

**Case Study 3**
- **The Title of the study**: tourism awareness of the community and its role in promoting.
- **The conductor of study**: (Alqarta and bani Isa 2011, pp.: 3,1).
- **The objective of the study**: to stand on the role of tourism awareness in the promotions process, of the tourist area.
- **The results of the study**: This study concluded the need to raise the cultural level of the inhabitants of the host, as well as comprehensive awareness campaigns for the local community, cooperation and coordination between the Ministries of Education in the development of tourism awareness programs.

The study benefited from previous studies in the preparation of a questionnaire study and compares the results with statistical analysis.

**3- Methodology**
In this section there are details about the method of research used and analysis of the information gathered for the current study.

**3-1 Descriptive Analytical Method and Case Study Technique**
Descriptive Analytical Approach handles the current phenomenon as it is in the real field, whether by a qualitative technique; case study technique. The principal purpose of the descriptive method is to evaluate things and conditions in their natural cases. Regarding the case study method, it has the crux importance in data collection and analysis in Descriptive Approach.

**3-2 SPSS for Data Analysis**
For techniques of analysis, statistics models that are suitable for measuring and analyzing attitudes and opinions towards a phenomenon are the Frequencies, the Mean, the Standard
Deviation, the Standard Error of Mean, Test of Variance, ETA Value of Correlation, and ETA Square Value of Regression.

3-3 Sample and Questionnaire

The current research depends on the random simple sample for data collection. This is the most basic type of probability, where each subject or unit in the population has equal chance of being selected. To do this, Researchers use a table of random numbers and select the starting point in the table by arbitrary decision. The researchers then select the remaining numbers by going down throughout the lists such as: lists of academics arranged in descending order of rank beginning with the first number of each rank. Other example, for local community selecting was a mix of different social status in both the two areas numbered at 12 citizens in Wadi Rum and 25 citizens in Aqaba. The sample of the current study includes staff of tourism sector (6), tourists (5), Academics of the University of Jordan and the University of Al-Balqa (19), students of tourism and hospitality in both universities (8 ), and local community(37). The questionnaire was distributed through the three - months period (September – November 2012 ). This study adopted the Likert Scale, with choices strongly disagree = 1, disagree = 2, neutral = 3, agree = 4 and strongly agree = 5.

Seeing that questions, each answer has been given a special number by the number of answers in each question was as follows:

-Question No. (3): colleges and institutes tourism =1, tourist friends associations =2, training centers belonging to government agencies =3, training centers belonging to the tourism private sector =4, and other =5.
-Question No. (4): theoretical =1, practical =2, and theoretical and practical =3.
-Question No. (6): academic position in tourism education institutions =1, job in government agencies of tourism =2, and jobs in the private tourism sector =3.
-Question No. (7): more awareness =1,less awareness =2, equal in the awareness =3, and I do not know =4.
-Question No. (8): Aqaba =1,Wadi Rum =2, and another region =3.

4- The Result of study

Table 1: Respondents answers about tourism awareness in Aqaba and Wadi rum.

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequencies</th>
<th></th>
<th>S. Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>S. Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational institutions contribute to increase tourism awareness in</td>
<td>18.7%</td>
<td>34.7%</td>
<td>16%</td>
<td>14.7%</td>
<td>16%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>the local community in Aqaba and Wadi Rum.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>Std.Error of Mean</td>
<td>Std. Deviation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.25</td>
<td>0.157</td>
<td>1.357</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We find that the most answers of respondents are in the positive direction, where the mean degree = 3.25, confined between the neutral and agree alternatives. There is dispersion between the respondents answers about the mean degree, where we find the degree of standard deviation = 1.357 greater than correct one; and there is no dispersion between the degree of the sample
mean and the degree of the community mean where the value of the standard error of the mean was less than one = 0.157.

Table 1 continued

<table>
<thead>
<tr>
<th>Question</th>
<th>Significance F</th>
<th>Eta degree</th>
<th>Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational institutions contribute to increase tourism awareness in the local community in Aqaba and Wadi Rum.</td>
<td>0.133</td>
<td>0.175</td>
<td>0.031</td>
</tr>
</tbody>
</table>

In the continued table, we find that there are no significant differences between the means of sub-groups of respondent variable, where degree $F = 0.133 >$ degree of 0.05, as a result the null hypothesis is accepted; There is a weak correlation between the type of the study area and its impact on the answer of respondents, since the degree of ETA = 0.175, and the variable of the area of the study explains only (0.031) of the respondents answers.

Table 2: Responses of respondents about the role of education and awareness-raising tour.

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequencies</th>
<th>Mean</th>
<th>Std.Error of Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased in the educational level led to increased tourist awareness.</td>
<td>S. Agree: 34.6% Agree: 28% Neutral: 22.7% Disagree: 12% S. Disagree: 2.7% Total: 100%</td>
<td>3.81</td>
<td>0.132</td>
<td>1.147</td>
</tr>
</tbody>
</table>

We find that most of the answers of respondents are in the positive direction, where the mean degree = 3.81 confined between the neutral and agree alternatives. There is dispersion between the respondents answers about the mean degree, where we find the degree of standard deviation = 1.147 greater than correct one, and there is no dispersion between the degree of the sample mean and the degree of the community mean where the value of the standard error of the mean is less than one = 0.132.

Table 2 continued

<table>
<thead>
<tr>
<th>Question</th>
<th>Significance F</th>
<th>Eta degree</th>
<th>Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased in the educational level led to increased tourist awareness.</td>
<td>0.118</td>
<td>0.182</td>
<td>0.033</td>
</tr>
</tbody>
</table>

In the continued table, we find that there are no significant differences between the means of sub-groups of respondent variable, where degree $F = 0.118 >$ degree of 0.05, According the null hypothesis is accepted; There is a weak correlation between the type of the study area and its impact on the answer of respondents, since the degree of ETA = 0.182,and the variable of the area of the study explains only (0.033) of the respondents’ answers.

Table 3: Respondents answers about sources of education in the Wadi Rum and Aqaba
We find that the most answers of respondents are in the Tourist Friends Associations and training centers belonging to government agencies alternatives where the mean degree = 2.99. There is dispersion between the respondents answers about the mean degree, where we find the degree of standard deviation = 1.935 greater than correct one, and there is no dispersion between the degree of the sample mean and the degree of the community mean where the value of the standard error of the mean is less than one correct = 0.223.

Table 3 continued

<table>
<thead>
<tr>
<th>Question</th>
<th>Significance F</th>
<th>Eta degree</th>
<th>Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>The most important sources of tourism education in the areas of study (you can choose more than one source):</td>
<td>0.867</td>
<td>0.020</td>
<td>0</td>
</tr>
</tbody>
</table>

In the continued table, we find that there are no significant differences between the means of sub-groups of respondents variable, where degree F = 0.867> degree of 0.05, consequently the null hypothesis is accepted; There is a weak correlation between the type of the study area and its impact on the answer of respondents, since the degree of ETA = 0.020, and the variable of the area of the study explains (0) of the respondents answers.

Table 4: Responses respondents about the predominant state of education in the areas of study

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequencies</th>
<th>Mean</th>
<th>Std.Error of Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predominant status in tourism education</td>
<td>Theoretical and practical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theoretical</td>
<td>Practical</td>
<td>Theoretical and practical</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Predominant status in tourism education</td>
<td>46.6%</td>
<td>10.7</td>
<td>42.7%</td>
<td>100%</td>
</tr>
</tbody>
</table>

We find that most of the answers of respondents are in the only practical alternative, where the mean degree = 2. There is no dispersion between respondents answers about the mean degree, where we find the degree of standard deviation = 0.973 less than correct one, and there is no dispersion between the degree of the sample mean and the degree of the community mean where the value of the standard error of the mean is less than = 0.112.

Table 4 Continued

<table>
<thead>
<tr>
<th>Question</th>
<th>Significance F</th>
<th>Eta degree</th>
<th>Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predominant status in tourism education</td>
<td>0.210</td>
<td>0.146</td>
<td>0.021</td>
</tr>
</tbody>
</table>
impact on the answer of respondents, since the degree of ETA = 0.146, and the variable of the area of the study explains only (0.021) of the respondents answers.

Table 5: Responses of respondents about working in tourism jobs

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequencies</th>
<th>Mean</th>
<th>Std.Error of Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work in one of the jobs in the tourism sector increases the awareness of tourism</td>
<td>30.7% Agree</td>
<td>22.7% Agree</td>
<td>24% Neutral</td>
<td>14.7% Disagree</td>
</tr>
</tbody>
</table>

We find that most of the answers of respondents are in the positive direction, where the mean degree = 3.53 confined between the neutral and agree alternatives. There is dispersion between the respondents answers about the mean degree, where we find the degree of standard deviation = 1.288 greater than correct one, and there is no dispersion between the degree of the sample mean and the degree of the community mean where the value of the standard error of the mean is less than one = 0.149.

Table 5 Continued

<table>
<thead>
<tr>
<th>Question</th>
<th>Significance F</th>
<th>Eta degree</th>
<th>Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work in one of the jobs in the tourism sector increases the awareness of tourism</td>
<td>0.314</td>
<td>0.118</td>
<td>0.014</td>
</tr>
</tbody>
</table>

In the continued table, we find that there are no significant differences between the means of sub-groups of respondent variable, where degree F = 0.314 > degree 0.05, as a result the null hypothesis is accepted; There is a weak correlation between the type of the study area and its impact on the answer of respondents, since the degree of ETA = 0.118, and the variable of the area of the study explains only (0.014) of the respondents answer.

Table 6: Responses of respondents about the jobs that since tourism awareness.

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequencies</th>
<th>Mean</th>
<th>Std.Error of Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>From the point of view of you to the most important functions that achieve tourism awareness (you can choose more than one job).</td>
<td>29.3% Academic job in tourism college</td>
<td>20% Formal government job</td>
<td>36% Work in private sector</td>
<td>14.7% More than one choice</td>
</tr>
</tbody>
</table>

We find that most of the answers of respondents confined between the Academic position in tourism education institutions and position in the private tourism sector alternatives, where the mean degree = 2.36. There is dispersion between the respondents answers about the mean degree, where we find the degree of standard deviation = 1.061 greater than correct one, and there is no dispersion between the degree of the sample mean and the degree of the community mean where the value of the standard error of the mean is less than one = 0.122.

Table 6 Continued

<table>
<thead>
<tr>
<th>Question</th>
<th>Significance F</th>
<th>Eta degree</th>
<th>Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work in one of the jobs in the tourism sector increases the awareness of tourism</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
In the continued table, we find that there are no significant differences between the means of sub-groups of respondent variable, where degree $F = 1 >$ the degree of 0.05, so the null hypothesis is accepted; There is a weak correlation between the type of the study area and its impact on the answer of respondents, since the degree of ETA = 0, and the variable of the area of the study explains (0) of respondents Answers.

Table 7 : Respondents answers compared to urban areas to other regions

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequencies</th>
<th>Mean</th>
<th>Std.Error of Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>More awareness</td>
<td>42.7%</td>
<td>1.99</td>
<td>0.127</td>
<td>1.097</td>
</tr>
<tr>
<td>Equal awareness</td>
<td>33.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less awareness</td>
<td>6.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I don’t know</td>
<td>17.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We find that the most answers of respondents are in the more awareness and equal awareness alternatives since the degree of Mean = 1.99. There is dispersion between the respondents answers about the mean degree, where we find the degree of standard deviation = 1.097 greater than correct one, and there is no dispersion between the degree of the sample mean and the degree of the community mean where the value of the standard error of the mean is less than one = 0.127.

Table 7 Continued

<table>
<thead>
<tr>
<th>Question</th>
<th>Significance F</th>
<th>Eta degree</th>
<th>Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban areas compared with other regions</td>
<td>0.159</td>
<td>0.164</td>
<td>0.027</td>
</tr>
</tbody>
</table>

In the continued table, we find that there are no significant differences between the means of sub-groups of respondent variable, where degree $F = 0.159 >$ degree 0.05, according the null hypothesis is accepted; There is a weak correlation between the type of the study area and its impact on the answer of respondents, since the degree of ETA = 0.164, and the variable of the area of the study explains only (0.027) of the respondents answers.

Table 8: Responses of respondents about their place of residence

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequencies</th>
<th>Mean</th>
<th>Std.Error of Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aqaba</td>
<td>46.7%</td>
<td>1.64</td>
<td>0.077</td>
<td>0.671</td>
</tr>
<tr>
<td>Wadi Rum</td>
<td>42.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>10.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We find that most of the answers respondents between the Aqaba and Wadi Rum alternatives where the mean degree = 1.64. There is no dispersion between respondents answers about the mean degree, where we find the degree of standard deviation = 0.671 less than the correct one, and there is no dispersion between the degree of the sample mean and the degree of the community mean where the value of the standard error of the mean was less than one = 0.077.

Table 8 Continued

<table>
<thead>
<tr>
<th>Question</th>
<th>Significance F</th>
<th>Eta degree</th>
<th>Eta Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>You are from</td>
<td>0</td>
<td>0.425</td>
<td>0.180</td>
</tr>
</tbody>
</table>

In the continued table, we find that there are significant differences between the means of sub-groups of respondent variable, where degree $F = 0 <$degree 0.05, so the null hypothesis is rejected and we accept the alternative hypothesis, which means that there is significant difference between the means. There is a weak correlation between the type of the study area and its impact
We find that the most answers of respondents are in the positive direction, where the mean degree = 3.24 confined between the neutral and agree alternatives. There is dispersion between the respondents’ answers about the mean degree, where we find the degree of standard deviation = 1.051 greater than one correct, and there is no dispersion between the degree of the sample mean and the degree of the community mean where the value of the standard error of the mean is less than one = 0.121.

5- Conclusion and Recommendations

Study achieved its objectives, as clarified issues relating to the factors affecting the tourism awareness, as well as stand on the current situation with regard to the concept of tourism awareness in the areas of study.

The study indicated that most of the answers about the role of educational institutions and their contribution to increasing awareness of tourism confined in a positive direction, therefore accepted hypothesis of the study, which indicate the presence of a positive relationship between the level of education and awareness in the areas of tourism study. This is matching with what Manea et al. (2013, p: 126) stated that The scientific knowledge and experience play a key role in the awareness of tourism activities. Due to their advanced knowledge and practice in volunteer tourism issues, the young researchers are better and active involved in and may be agents and promoters of tourism activities (Manea et al., 2013, p: 126). Also, this result is fit with Dndraoy speech (1994, p: 1) pointing out the social factors that may be a real cause in the low tourist awareness among the citizens such as widespread unemployment among most members of the community, which may lead some to fraud on the tourist in a variety of ways and means.

On the subject of work in one of the jobs in the tourism sector respondents in both regions pointed out that there is a positive relationship between the work in the tourism sector and its contribution to increasing awareness of tourism, therefore accepted hypothesis that indicate the...
presence of a positive relationship between work in one of the sectors of tourism and increase awareness tourism.

Regarding zones study, we find that there are significant differences between the mean of sub-groups of respondent variable, as well as the presence of weak correction between the study areas and their impact on respondents Answers, therefore we rejected the hypothesis that there is a direct positive correlation between level of modularization of the two regions and the level of awareness, The For Answers investigator them about the existence of the involvement of the visitors to the two regions activities for those areas were the answers confined in the positive direction, which indicates the presence of active participation in certain activities. This is contrary with words saying that community characteristics and social factors are rich areas for exploring gaps in tourism knowledge and awareness (Latkova and Vogt, 2012, p: 53).

The study recommends the following:
- Holding awareness Top and Down seminars and lectures to increase tourism awareness and publicize the importance of tourism, especially in non-urban areas, as well as the participation of the community to work to improve the level of tourism awareness they have.
- Inserting orientation courses about tourism in schools especially in the two areas of the current study. This will be compatible with speech of Manea et al., 2013, p: 125, revealing that the significance awareness for the volunteer tourism term is known by almost of young people (less than 40 years old) which are interest in, too.
- Adopting charitable donations for the local communities by tourism stakeholders, this will raise awareness about the benefits of tourism for local communities in the areas of the current study.

References
Altayel, Hashem Mohamed (2003), Trends of Citizens in Wadi Musa towards Tourism, Mutah University, Karak, Jordan.
We wish you to answer the questions of this questionnaire with emphasis that the information received will be treated confidentially and scientific research purposes only.
Thank you for your cooperation, Accept respect...........

First: Education and awareness of tourism

1- Educational institutions contribute to increase tourism awareness in the local community in Aqaba and Wadi Rum.
   Strongly Agree (  ) Agree (  ) Neutral (  ) Disagree (  ) strongly disagree (  )
   Comment: ................................................ ..............................................
2- Increased in the educational level led to increased tourist awareness.
   Strongly Agree (  ) Agree (  ) Neutral (  ) Disagree (  ) strongly disagree (  )
   Comment: ................................................ ..............................................
3- The most important sources of tourism education in the areas of study (you can choose more than one source):
   Colleges and institutes Tourism (  ) Tourist Friends Associations (  ) training centers belonging to
government agencies (  ) Training centers belonging to the private tourism sector (  ) other (  ) mention
   ........................................................
4- Predominant status in tourism education  Theoretical(  ) practical (  ) theoretical and practical (  )

Second: working in the tourism sector and tourism awareness

1- Work in one of the jobs in the tourism sector increases the awareness of tourism.
   Strongly Agree (  ) Agree (  ) Neutral (  ) Disagree (  ) strongly disagree (  )
   Comment: ................................................ ..............................................
2- From the point of view of you to the most important functions that achieve tourism awareness (you
can choose more than one job).
   Academic position in tourism education institutions (  ) function to government agencies, the official
tourist (  ) function in the private tourism sector (  ) More than one (  )

Third: civilization level and the level of tourism awareness

1- Urban areas compared with other regions
   More awareness (  ) equal awareness (  ) less awareness (  ) I do not know (  )
2- You are from
   Aqaba (  ) Wadi Rum (  ) other mention.................................
3- There are contribution by visitors to the area in the activities of the region
   Strongly Agree (  ) Agree (  ) Neutral (  ) Disagree (  ) strongly disagree (  )
   Comment: ................................................ ..............................................

Fourth: Personal data

Name: ................................................................................
Age: ................................................................................
Gender: ............................................................................
Job: .......................................................................................

Thank you for your cooperation