The Impact of Entrepreneurship over Tourism for the Destination Marketing of Jordan

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Abstract

Jordan has a potential and a huge stockpile of talent, but trapped under the rubble of doubt, hesitation, and lack of confidence. Thus, as an example in the Arab countries, especially in Jordan, in humans find a large number of sites and tourist centers of archaeological, religious, and therapeutic needs to adopt precise characteristics and the potential of reality. Also, insight in force, including its latent potential and the innovation of an act or through open ways of the future and to allow the potential represented by the fact that to grow and presentation in a new dress for the tourists is to encourage and convince them. This is the task and the duty of leading them.

This study aims at identifying the entrepreneurship in tourism Jordanian significant impact factor on the economic and social development. Also, this study shows administrative leadership working in the tourist areas that was conducted during the period between 1 /6 / 2012 and 28 /10/ 2012.

However, the study found that Jordan is a leading country in tourism and distinct in the Arab world and in the whole world. Therefore, all types of sites and tourist centers in Jordan were considered as one of the world's tourism map. The factors that help to attract tourists to the Kingdom, which increase tourism include: archaeological, religious and humanity sites that link civilizations, former nations of the past, freedman glorious present evolving science, the diversity of climate-chapter four, the availability of the solution and stocks like airports and the network of roads linking the old continents with each other and leadership in medical tourism rest and recreation.

Keywords: tourism, entrepreneurship, leadership, Jordan

Introduction

Economic development concerns president of developing countries, which is the cornerstone in building a comprehensive and sustainable development in these countries. It is given that
progress in any country from developing countries is not only the interaction and participation of all sectors and segments of society. So, it was necessary to develop mechanisms and means for the slides society's poorest and most vulnerable of the shift i.e. from consumer to participant and contributor in the development process.

Promotion of the work of the pilot projects, small, and micro-one of the main projects means that it is to ensure the participation of poor and marginalized in the development process. The key challenge is to achieve this goal in providing funding to these groups, especially in rural areas. These groups can not have access to lending institutions, banks and conventional banks, either because they can not meet the access to services, or after these institutions for the areas in which they live or working that are not mentioning the scarcity of financing for the poor rural population origin.

Microfinance is a way most likely to involve small groups and marginalized in the economic cycle for developing countries. Experience has shown that in areas of limited resources, societies tend to achieve economic growth at a faster pace in the provision of financial services especially the poor, compared with communities where there are no such services. Unique micro-finance provides financial services in order to benefit within their environments in a manner suitable for economic, social conditions and the size of their actions. In addition, limited experience in the areas of lending, savings, financial transfers and insurance to those contribute to the training and capacity building.

The Importance of Research

Jordan is a country leading in tourism, and distinct in the Arab world and the whole world. Thus, there are, in Jordan, a large number of sites and tourist centers of archaeological, religious and remedial works on the following: improve the financial situation of the Kingdom, the provision of job opportunities that fit the workforce, increase income and increase economic growth, more of products and services, encourage more research and studies, create new markets, encouraging the manufacture of local materials into finished products suitable for export, excellence and contribute to the construction for types of tourism sites all over the Jordan.

Objectives of the Study

These objectives aim to:

1- The impact of Entrepreneurship over the concept of leadership and the characteristics of the human pilot commander distinguished.

2- Define information on the conditions and factors and the rules of the success of the lead.

3- Identify the elements of tourism in Jordan.

4- Describe the most important leading spas in Jordan.
5- Investigate the benefits of tourism in Jordan.

Research Methodology

This study is descriptive research that aims to examine the current realities on the nature of the phenomenon or a situation or a group of people or a group of events or set of conditions. Not only the research is descriptive merely to provide information on the aspects that make it subject to search, but it goes beyond that to analyze and draw implications of which, depending on the aim of the research itself, lead to the possibility of making generalizations about the situation or phenomenon and build the basis of facts that can be built upon assumptions i.e. illustrative or explanatory of position or phenomenon, thus providing knowledge. Therefore, research is descriptive of the most important practical steps in building theories and models due to its accuracy and content of the rally and its scope. As the descriptive research is one of the important ways that can be used to study the attitudes and social aspects of human behavior, the social and behavioral research often resort to this type of research.

Based on the foregoing, the study will answer the following questions: What is the concept of leadership in general and leadership tourism in particular? What are the characteristics and qualities of leadership? What are the key factors for success for the pilot? What are the advantages of entrepreneurship cruise? What are the components of tourism in Jordan? What are the most important spas pilots in Jordan? What are the benefits of tourism, archaeological, religious and treatment in Jordan?

The concept and characteristics of leadership and entrepreneurship

Leadership is defined as the process of establishing the organization / organization (s) to develop new or existing organizations, namely the establishment of business / new business or to respond to new opportunities in general. The concept of leadership has several meanings: first, it may mean a person with leadership capabilities of high-race change and that qualities are found only in the minority in society; second, the pilot is any person who wishes to have a tags work. Entrepreneurship is not an easy thing as most new companies (non-well-organized) fail. Entrepreneurial activities vary depending on the type organization that is being created i.e. ranging from pioneering work among the individual companies (often staffed by a single part-time pilot) and pledges to provide new job opportunities.

In 1776, Adam Smith wrote in his book "The Wealth of Nations" that it was not the generosity and good baker that you pay for the provision of bread, but motivated and interest in the self are, which are pushing him to provide bread. From the perspective of Smith, the entrepreneur is the ambassador of the economy that has turned the "demand" to return the profits. In 1848, John Steward described mile lead as, like the registration of any private company, which includes decision-makers, after risks and individuals who hope to get rich through the department of the least resources to establish business corporations. Schumpeter (1950) stated that an entrepreneur is a person who has the will and the ability to convert a new idea or
invention into a successful innovation. The concept of leadership in each of the means, basically the thinker or reformer, or the ruling, adapt accurate to the characteristics and potential reality, and insight to take, including its latent potential, which create an act or a road or an institution to open the way of the future and to allow the potential represented by the fact that to grow. This is done in the context of a unique innovation and through the ability of mental and psychological thinker on the transfer of the importance of calling him to the general public and his staff, and through the ability to mobilize the strength, and renewal to act the leading and the construction of new road and the establishment of the institution that opens the horizon of the future and allow the development and growth.

According to Stevenson and Jarillo (1990), Properties entrepreneurship leading are as follows:

1. the entrepreneur has an ambitious goal, which is a power that build his future leadership.

2. Is usually the goal (Vision) supported many of the specific ideas that are not parallel in the work or the market.

3. Often the overall vision of how to achieve this goal are clear, but the details are not complete, flexible and scalable.

4. Strengthens the pilot himself and supported with great hope and passionate emotion towards the goal.

5. Through determination and design, entrepreneur develops its strategy to turn his dream into reality.

6. Major takes the initiative to reach the success of his idea.

7. Initiators take a calculated risk, the costs, how to access (or create) the work, how to meet the needs of others, as they persuade others to join them and help.

8. An entrepreneur is usually a positive thinker and decision-makers.

Lumpkin and Dess (1996) stated that the fundamental features of leading include self-esteem, the ability to take risks studied, flexibility, cravings for achievement, growth and independence of action, innovation capacity and innovation and creativity, the ability to turn problem into opportunity, the ability to convince others, learning from mistakes and experiences, self-control, to seek feedback and use, planning and organization of work. According to Kirzner (1997), the features of the act or thought, the leading institution in the field of education as despite her grandmother -, does not represent a paradox full of the past or in fact, re-drafting of this fact, presenting, and leading in a new dress is not surprising, even accepted by the community or can be accepted, although that requires a certain amount of pressure, concentration, or insistence.
Gold and Steven (2005), the personal qualities of leading find opportunities:

1. the vision and the application of new business ideas that capture the moral and legitimate opportunities for funding a machine.

2. Determination and perseverance continue to work in different ways to cover the obstacles, make personal sacrifices in order to ensure the success of a task and design rule on the continuation of personal things in front of the initial failures in achieving the goal.

3. Commitment to work and the employment contract which take personal responsibility when you impede the work of the Interaction with the customer and his co-workers.

4. Preoccupation with efficiency and quality work to achieve better results than the required specifications and work to achieve better results faster and cheaper.

5. Risk is always measured and is a reasonable option.

6. Goals must be clear, specific and min. difference between short-term goals and long-term goals.

According to Drucker (1970), creativity and leadership success are:

1- Try to create compatibility with the views of others rather than provide new ideas or different views.

2- To justify all our actions of the feeling need, instead of developing new concepts for the future, or playing with ideas to generate new ideas.

3 - Anxiety caused by the ignorance statement of something, or many questions and inquiry.

4 - The tendency to safety and choose what we know and what is familiar rather than try new ideas.

5 - Non-recognition of the successes of others, and reject any attempt to develop our ideas and improve them.

6 - Fear of the building on the ideas to be incomplete.

7 - Fear that arena cannot avoid risk.

8 - Lack of trust in the motives of others makes us hesitating to exchange information and ideas with them or to introduce new ideas.
9 - Trying to solve the problems immediately, rather than walk several ways and discover the different alternatives to solve the problem.

10 - Inability of the scientific and technical skills to work and killed the creativity routine. Shane (2003) stated that keys to a successful pilot a

1- intelligence is the verses of God (Allah) in this life that can guide the mind through some of the rules such as; sharpen the mind to ponder, think, research what is good and useful in the field, which is developed by the degree of intellect, brought the idea to the mind and ask for help, leave the mind with an opportunity for the analysis of planning, looking for alternatives and solutions, beyond the emotions of the mind to a position to render its provisions clearly, vaccinate the mind with the minds of others, re-look at you, expanded the scope of the ambition of fuel success and volunteering of yourself and hours on the wings of imagination.

4 - Persevered with innovation and creativity. Creativity is not a grant or a gift for the few elite people, but each person has the ability to learn new creative skills and use them to gain access to leadership.

According to Shane and Venkataraman (2000), success factors of leadership are as follows:

1. thinking success and work as if it is impossible to fail that man has a potential and a huge stockpile of talent, but trapped under the rubble of doubt, hesitation, lack of confidence and edit that must: liberalization of the mind from fear, shipping mind confidence, courage and do not hesitate.

2- Rules that can help in this area are to think positively, blot out the comment regarding the memory of adverse situations, always remember the successes in the past before starting a new job and give the mind a picture of internal steps to do what you want and then focused upon.

3. If you're someone who often fills his memory with many failed experiments, show work in small steps and set the goals to assure the ability to accomplish. After the large success, the following goals such as: adorned successful that We being the follower of Messenger of Allah as good example and start the impossible, give the possible and learn the art of influencing people.

4- According to this, there is a set of rules committed by enabling the ability to influence people as the power of persuasion, the art of listening, the art of dialogue, sang long term success, faced the pressures of work wisely, use the art of improvisation, be flexible, computer yourself, pay attention to the quality of work and learn to consult.
Entrepreneurs

Dale and Meyer (2000) described the characteristics of entrepreneurship tourist that each successful tourism entrepreneur adds some features not only for himself/herself but for his district and his country as a whole. The benefits resulting from the activities of entrepreneurs and other tourist attractions are as follows:

1- Improves his current fiscal year, self-employment, providing more job opportunities that satisfy to fit workforce, recruitment of other functions, are often best for them. The development of more industries, especially in rural areas and regions that have not benefited economic developments, for example, impact of globalization. Encouragement of the processing of local materials into finished goods for domestic consumption or for export.

2- Increase income and increase economic growth, competition, thus, encourages higher quality products, more services and products create new markets, encourage the use of modern technology at the level of small-scale industries to increase productivity and encourage more research and studies.

3. the development of qualities and attitudes of entrepreneurship among the new entrepreneurs, liberation and independence from relying on the functions of others, the ability to achieve great accomplishments, excellence to contribute to the construction entrepreneurs, pioneer in all actions have a lot of features that make them to be treated as leaders and some studies have documented entrepreneurship found some features that are related to leadership's work.

- Cole (1959) found that there are four types of entrepreneur: the innovator, inventor, promoter of optimism, and the founders of institutions. These types are not related to the personality but to the type of opportunity faced by the pilot.
- David McClelland (1961) described the entrepreneur as a person driven by the need to accomplish something and having a strong desire to add something to life.
- Collins and Moore (1970) studied 150 entrepreneurs and the result is the following: the most important attributes of intensity and tenacity, intelligence, creativity, and mastery of the art and administrative and communication skills, good, taking into account their interests (pragmatists) driven by independence and achievement. They seldom seek to gain power.
- Cooper, Woo, and Dunkelberg (1988) stated that entrepreneurs exhibit extreme optimism in the process of decision-making. In a study of 2994 entrepreneurs, they report that 81% are considered personal odds of success greater than 70% and a remarkable 33% believe that the likelihood of success of 10 out of 10.
- Bird (1992) sees entrepreneurs as mercury, brainstorms new ideas, thinkers, planners, behave. They are cunning, opportunistic, creative, Ilmanm reason, not emotion.
- Busenitz and Barney (1997) made clear that leading entrepreneurs are very confident in self-overconfidence and over generalizations things.
Criteria for Pilot Projects for Tourism Tourist Attractions

Wahab and Cooper (2001) stated that center is a tourist attraction of projects leading to all kinds of tourist projects which had planned to do. Thus, there are considerations for leading tourism projects that should be taken regardless of the nature of the attraction available, are as follows:

1- Economic considerations are the introduction of foreign currency that makes contribution to the national economy of places of work and contribution to the region.

2- Considerations of marketing and reputation increase the attractiveness of the tourism products on the country level, regional or local level extend the stay of tourists in the country or in the region, appropriate marketing policy for the project or sector of the market or target audience.

3- Policy considerations are considered to be promotion of the number and location of tourism projects of a similar nature for the subject under the development zone.

4- Types of projects provide tourist services or products to the activities of recreation, fun, culture and leisure such as; entertainment, sports and recreation activities, nature and landscapes, culture and history.

5- Commercial services including catering services, nature and excellence of tourism, in areas outside the tourist centers in the communities’ recreation areas - as defined in the structural map of the country like tourist transfer characteristic, special tourist services not included in the preceding items, health and treatment.

6- List of examples of tourism projects by type can be attributed to a particular project among several different types of projects such as nightclubs and entertainment in tourist centers: casinos, amusement or gaming center or water Park, miniature train, a cruise ship and theme park, mini city and farm to ride different animals, entertainment, night club is distinct for tourists, gaming center simulation and multi-purpose center for conferences, presentations and exhibitions.

7- Sport and active recreation include water sports (like all of sailing, diving, water skiing, fishing, sports), sports air (like all of the glider flight and landing by parachute and skate shelves, tours cars (like all of jeeps and tractors and small motorcycles), walking tours and areas overlooking the landscape and bird-watching areas and wildlife park and golf courses.

8- Nature and landscape include animal farm characteristics, zoo with the centre to raise a special, observatory underneath - water basin, dolphins and swimming fish.

9- Culture display sound projector and historical site that incorporates the element of entertainment and/or commercially operated by initiating a special.
10- Production, trade, tourist centers, tourist attractions outside the residential areas, trade-related, nature tourism, and industrial project feature integrates tour and visit the tourist (tourist part).

11- Featured tourism transport are a train antenna, ship and flights for a walk, a tour of the airship and tourist train in tourist centers.

12-Premium tourism services (i.e. facility services and roads): including services, tourist information (according to criteria of the Ministry of Tourism for that matter) and agricultural tourism facilities.

13- Health and treatment that the health facility with a nature tourism, including the trade with the relevance of each of the therapeutic springs, resorts therapeutic, therapeutic benefits and health characteristics of the region, the health facility with a distinctive character of tourism, which is the addendum to the means of hospitality (such as both treatment balthalos).

**Tourism leadership in the Kingdom**

Jordan has one of the largest culture and heritage of tourism in Arab World that keeps pace with scientific and technological progress. Jordan is a young country dense with history and nature.

According to Bzazaw (2008), the clarification of the features of tourism are the factors that help to attract tourists to Jordan by increasing tourism and be a leading country as follows:

1- there are tourist sites i.e. archaeological and religious that spread in most parts of Jordan, which is the most important reason for the existence of tourism in Jordan.

2- Climate variability in Jordan is a mild summer in the mountainous areas where there are tourist attractions, while the Aqaba Gulf and the southern regions are warm sunny as well.

3- Jordan enjoys peace and security, which led to encourage tourists to come. Also, tourism is free and peaceful that is selling its products locally, regionally and globally as a destination area.

4 - Availability of modern airports that provide appropriate services for tourists, especially to their availability in most regions of the Kingdom.

5- Availability of hotels and tourist guest houses to serve tourists, the lack of availability of such incentives that encourage tourists to come, would be the thoughts of tourists to come to Jordan.

6 - Availability of good roads, Jordan is interested in this area where the main roads open, and served them, and continues in this area, to achieve the satisfaction of citizens and tourists.
7 - Good treatment meted out to tourists and the services provided to them, so that the tourists who come from abroad are treated well and provided with good services.

8 - The presence of tourist guides helps the tourists on the definition of the region surrounding them.

9 - The presence of recreational areas near the tourist areas and encourages tourists to come to the entertainment and tourism together.

These incentives - along with others - the arrival of tourists and enjoy the areas and tourist sites in Jordan, we maintain these incentives and further develop them. Tourist sites in Jordan (Alousta, 1999)

1 - Amman: the capital of the Hashemite Kingdom of Jordan, has been known by other names such as: the goddess of Ammon, and (Philadelphia), was built by old and newly expanded urban centers and tourist therein, is represented with the following:

A - Citadel, which includes the Museum of the effects of all cultures and ages.

B - Roman amphitheater and the museum next to the popular districts.

C - The large number of public parks and gardens that attract tourists.

D - The spread of many luxury hotels in Amman.

E - The Martyr.

F - The scene of Jordan.

2 - Madaba: is located to south of the capital Amman, and the tourist centers of the following:

A - the oldest map of the Holy Land of the mosaic (which is the small pieces of colored tiles).

B - Castle Mukawer neighbors, including watching the Dead Sea and the mountains of Jerusalem.

A site leads to the view of a Roman tower and the Church of archaeological sites.

3 - Ma'in: hot baths are used to treat some diseases, a project of integrated services, hotel and restaurants, and therapeutic pools and other pool, and parks for children.

4 - Salt: Founded by the first secondary school in the Kingdom. A beautiful city surrounded by forests, the most famous cultural landmarks:
A - Salt ancient buildings of the Islamic character excellence.

B - Castle Salt.

C - Neighboring village, where Akeshvt i.e. the mosaic floor of a church, is present.

5 - Jerash: is an ancient Roman city, the old name is (Graca), with many monuments, including:

A - South Stage.

B - Street columns.

C - Arc of Hadrian (Arch of Triumphed): The Jordanian government has worked to establish the annual Jerash Festival of Culture and Arts in the summer of each year, and is shared by many local actors and the Arabs and international levels.

6 - Ajloun: Ajloun advantage of moderate weather in summer, therefore, is amongst one of the famous Massaiv Kingdom. Surrounded by dense forest, famous for its castle known Ajloun castle built by the Muslim leader Osama Izz al-Din, one of the leaders of the Muslim hero Saladin, and adopted a rule to the expulsion of the Crusaders from our country.

7 - Umm Qais: ancient city in northern Jordan, which oversees the northern Jordan Valley, and Lake Tiberias and the Yarmouk Valley, containing a break tourism and many of the effects of Romanian, Kalomayp and the runway and caves.

8 - Jordan Valley: Jordan Valley characterized by the warmth of its climate in winter. Contain a lot of famous monuments, and many depressions of the graves and shrines of companions, including: Maaz bin Jabal, reciprocating Ben Azores, Abu Obaida, Amer bin Abi Waqas.

9 - Blue: a desert oasis characterized by abundant springs, where they grow the plant variety. Famous for brilliant palm trees, and there are many ponds and a lot of beautiful bird species. Has been the establishment of a sanctuary, known as protectedShaumari, to keep their livestock from the fishing or external aggression.

10 - Desert Castles: A group of palaces scattered in the Jordanian desert, and most notably:

A - Qasr Amra.

B - Palace Aharanp.

C - Palace Milkmaids.

D - Qasr al.
11 - Petra: Petra is the most famous monuments and historical sites in Jordan, where there are safe and Siq, squares and buildings carved into the rock.

12 - Karak: the most major cities in southern Jordan, known as ancient fortified citadel, and there near the shrines of companions - may Allah be pleased with them - who were martyred in the battle of Muta. Established the modern university is the University of Mutah.

13 - Tafila: There are in the area of Tafila many hot mineral baths, including the bathrooms (Lift) and bathrooms (Brbitp), in addition to some fresh cold water springs.

14 - Shine: There are many meanings in the province of archaeological sites and beautiful desert oases, as (Husseiniya) and (jafr) and (Aldezp), which confers upon them the magic and beauty.

15 - Aqaba: Aqaba, characterized by warm winter climate and visitors can swim or do scuba diving or water skiing, and there is an international airport in Aqaba, in addition to many restaurants and large hotels.

All of these areas, a Jordanian tourist areas, tourists will come to it from everywhere in the world. And there are still areas.

Medical tourism leader in the Kingdom of Jordan (Ghoneim & Osman, 1999). There are few places that achieved by treatment of the body and soul together, or the country, conflates the treatment of diseases of the body with recreation, and Akram God Land of Jordan in all tourism potentials and the foundations of natural treatment of mild weather and natural beauty, and hot water rich in salt, to mud volcanoes, make it a tourist destination and therapeutic pilot frequented by many applicants tourism and treatment of various diseases. Jordan is one of the advanced countries in the field of medical tourism pilot, in addition to the treatment of natural mineral waters and waterfalls of hot water and volcanic mud, characterized by the Hashemite Kingdom of abundance hospitals developed, and doctors are known and respected on a global level (Al-Tamimi, 2003).

The most important of these spas are therapeutic pilot: (Ghoneim & Osman, 1999)

Dead Sea: The lake is located between the West Bank, Jordan and Palestine, and will rely on the Jordan River. The surface of the Dead Sea, the deepest point land in the world, is located at a depth of 417 m below sea level is characterized by its region Btksha sunny year-round, where the average temperatures in the Dead Sea is 30.4 degrees Celsius, and the solar radiation in the region of the type is not harmful to human health. The air is pure and dry and saturated with oxygen. The black mud of the famous Dead Sea is rich in salts and minerals and is characterized by waters high percentage of natural minerals which, especially calcium, and magnesium, and bromine, and the composition of salt and mineral to the water, is one of the most important sources of treatment available under the supervision of competent experts in the centers of
Physical Therapy, as the salts it contains heal many skin diseases such as psoriasis and various skin allergies. It discovered therapeutic benefits of water and mud of the Dead Sea by about (2000) years since the days of Herod the Great.

Ma'ın Spa: Located in Bathroom Ma'ın Alybad 58 km south of Amman, near the Dead Sea, and down this region, more than 120 meters above the sea level, around the high mountains a dark color due to heat, there are several waterfalls coming out of the rocks. There are famous spas and natural clinics that provide treatment to people with skin diseases, diseases of the circulatory system, bone pain, joints, back and muscles. And characterized by springs, mineral hot with a temperature of more than fifty percentage, which Matakasip treatment is excellent, and pouring the water in the form of a waterfall of gorgeous, and has become an important location from sites of medical tourism along the Dead Sea. In the five-star hotel, as well as a tourist village integrated.

Humma area of Jordan: Hummah lies about 100 km north of Amman, and 40 km from the city of Irbid, one of the most important sites of treatment and tourism in the region, has established resort that offers all tourist services and treatment and includes treatment centers important for the treatment of respiratory diseases, and infections of the respiratory system, diseases of the nervous system, skin diseases, and diseases of the joints. All treatment and tourism services are available in the resort and Humma hotel.

Bath Lift: Located 26 kilometers from the city of Tafileh in southern Jordan, the water flowing from more than 15 springs characterized by the water of the springs Barbatah and contains metals, which are of special characteristics in the treatment of infertility, and atherosclerosis, and anemia, rheumatism and has been a center of tourism services in Bath Lift to the restaurant and a medical clinic. In addition to these natural curative spas, Jordan has an advanced medical network of both the public and private sectors, characterized by modernity in which medical services, hospitals and medical centers, and a number of skilled specialists in the world for the treatment of various diseases.

Hospitals: in the capital Amman abound hospitals specialized in treating cancer, heart disease, and eye disease, infertility, family medicine and other medical specialties. The King Hussein Medical City of the most important medical centers in the region and the world, embracing a number of senior physicians and surgeons respected at the international level (Summerlin, 2000).

The Wim respect to income from medical tourism to the national economy according to figures from the Ministry of Tourism that entered Jordan from medical tourism in the year 2008 to about one billion U.S. dollars and the number of patients who came to Jordan for treatment amounted to about two hundred thousand patients and the number of escorts for these patients, about three hundred thousand utilities.

Benefits of tourism in Jordan (Saleh, 2002) summarized the benefits of tourism in Jordan with the following:
1- Tourism is in Jordan, a financial source to help the advancement of the State economically.

2- Help tourism on cultural exchange between people.

3- Help tourism on reducing unemployment, providing job opportunities for some people.

4- Tourism has to declare Jordanian archeological sites in the world.

5- Tourism contributes to provide fun for tourists to see the archeological sites and tourist attractions.

These benefits and other tourism have to be achieved. Many people often incorporate the word leadership with "the small-scale project" and use those concerned together. Although there may be many common features between the two terms, but there is a fundamental and essential difference between the pilot project and the small project and the difference is in the following areas (Histrich & Michael, 2005):

1. The size of the expected gains: In the pilot project, the gains outweigh the small gains much as the successful pilot project could bring great wealth and financial returns are high.

2. The speed of the gains: Although the project may bring small gains over a long period of time, but gains the pilot project be high and in a short period of time should not exceed five years.

3. Risk: A risk in the pilot project is usually high and although we find the person leading it provides what will bring him the profits from high.

4. Creativity: Generally will have leading and pioneering innovative ideas that may not be enjoyed by the small-scale project, these creative ideas that give the pilot project on the status of excellence, innovation may be in the product or service or even in the way of working. (Raad, 2000).

Conclusions and Recommendations

Conclusions

- There are several definitions of entrepreneurship which are used in several meanings, and impact the factors of destination marketing tourism. Moreover, concept influence will be shown as an organizational change, development, and creation in response to new opportunities by person with a high capacity.

- Authors responded to the concept of precise unified entrepreneurship, but they agreed on discriminating the act from thoughts, and from institutions in area of destination marketing tourism.
- Although different authors, to identify the personal qualities of entrepreneurs, they agreed that:

1. looking for opportunities through the vision and the application of new business ideas.

2. Version and regular interaction with the customer and his staff.

3. Preoccupation with efficiency, effectiveness and quality of work.

4. Determine the objectives of the work clearly and concisely.

5. Courage to work through the action planning and follow-up.

Entrepreneurship qualities and tourism in Jordan is available through:

1. The presence of tourist sites of tourism.

2. The provision of modern transportations and airports keeps pace with progress in airports around the world.

3. The provision of tourist hotels and rest houses.

4. Guides provide a safe haven from hazards.

- Tourist sites in Jordan are many and varied, such as the following ancient, religious and cultural sites in Amman:
  - Citadel
  - Roman Amphitheatre
  - the Martyr
  - scene of the Hashemite

- Jordan provides a rare therapeutic tourism as one of the impact factor upon destination marketing which attracts tourists from all around the world. The tourism sites include treatments through natural resources, such as: mild weather, hot water, and salt-rich volcanic clay.

**Future Suggestions:**

- The impact of entrepreneurship over the concept of destination marketing tourism is to be agreed upon by the competent authorities such as any Organization for Administrative Development all over the world.
- To encourage workers involvement in any tourism jobs by continuously granting them incentives and rewards.

- Highlighting the role of destination marketing tourism impacted by entrepreneurship in spreading information internally and externally through seminars, conferences, internal and global.

- Boosts internal and external tourism in Jordan through price support in various areas of travel tickets, accommodation and transportation.

- Take special care of tourism that is characterized by the Kingdom of Jordan through audio-visual media and provide facilities to encourage more to receive a number of tourism treatments.

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