

Jordan's Golden Triangle

New diversification strategies in response to current transformation processes.

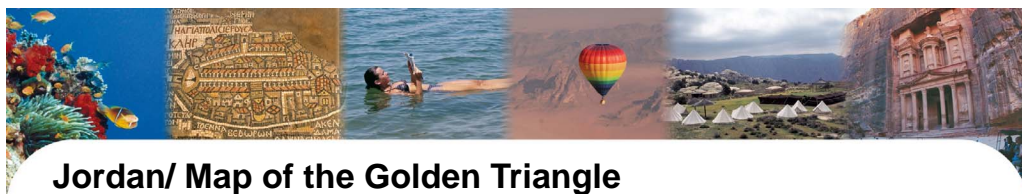
Funded by the German Research Association DFG
Chair of Cultural Geography
Catholic University of Eichstätt-Ingolstadt

Dipl.-Geogr. Markus Pillmayer & Dr. Nicolai Scherle

Background of the DFG project

- ❖ ongoing globalization and transformation processes (FLETCHER, 2008; MOSKOWITZ, 2008; TURUNEN, 2009)
- ❖ focus in tourism research has been on demand side for specific aspects (JURCZEK, 2003; KULINAT, 2003)
- ❖ in this research the supply side and the actor-specific perspective comes into focus
- ❖ tour operators/incoming agencies and hotels (ABU ALIQA/ AL-RFOU', 2010; SCHERLE, 2006)
- ❖ case study: Hashemite Kingdom of Jordan (YIN, 2009)

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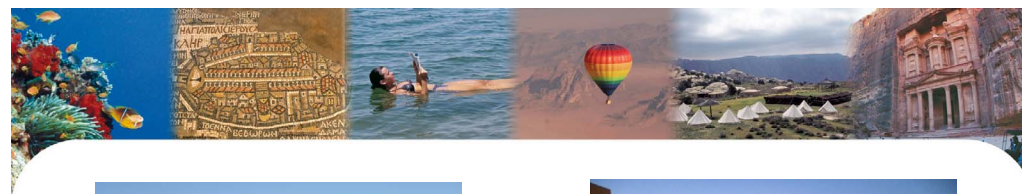


Jordan/ Map of the Golden Triangle

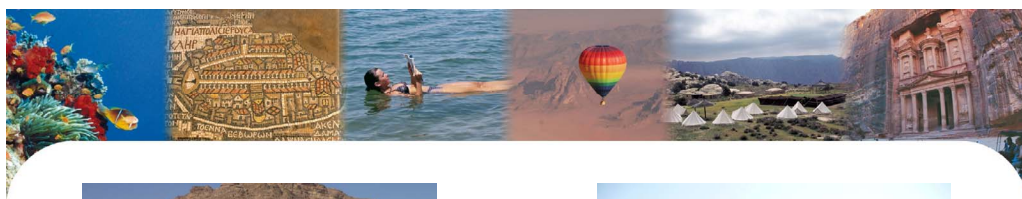


Source: own drawing

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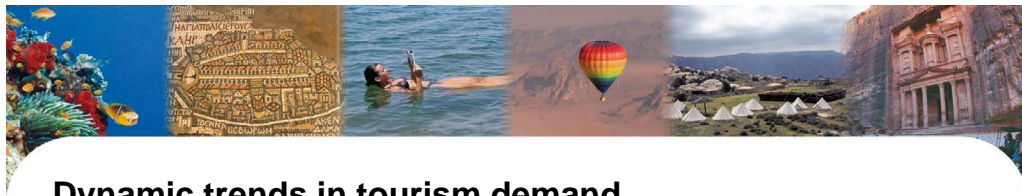
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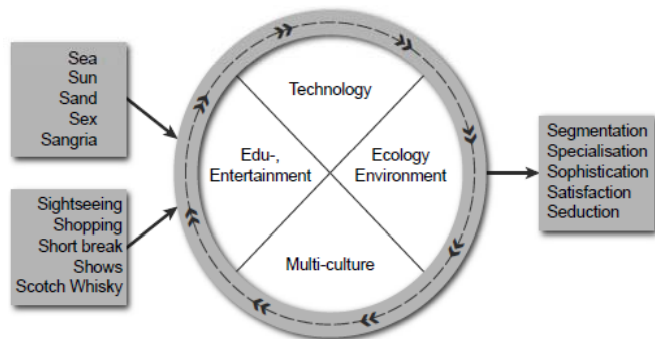
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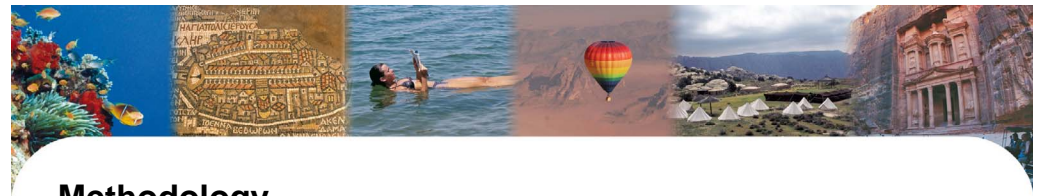


Dynamic trends in tourism demand



Source: Buhalis 2001: 70

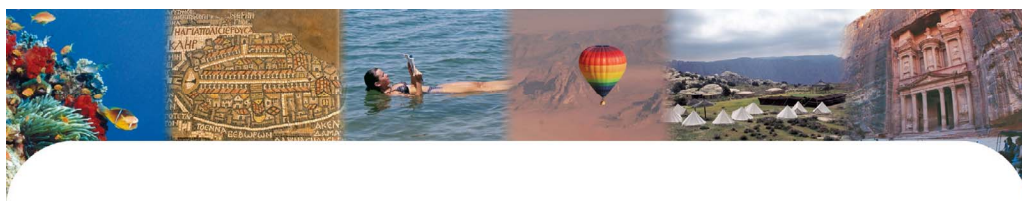
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Methodology

- ❖ interview guidelines & guidelines for the qualitative interviews with experts between April and October 2011
 - included two sets of topics covered by the DFG project – 'Finance and Investment' and 'Institutional Co-operation and Third-Party Support Measures'
 - the individual interviews lasted an average of 60 minutes and were recorded with an audio recorder
 - subsequently the transcriptions comprising 175 pages
 - MAXQDA
- ❖ Questionnaires
- ❖ in the Golden Triangle study area 15 interview partners participated in the study

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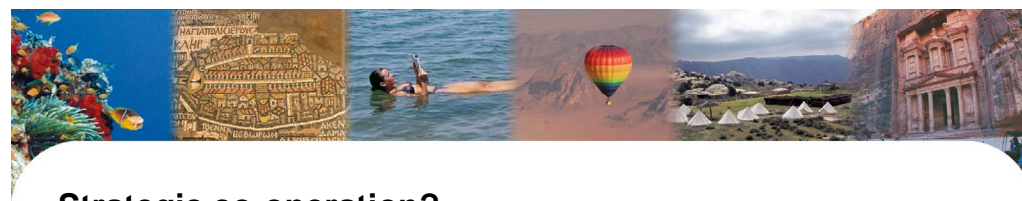


USP – in Jordan???

“The Unique Selling Proposition concerning tourism here in Jordan is the **Golden Triangle**. We offer the tourist a holiday in Aqaba, Petra and Wadi Rum. The big advantage is that **you have a lot of things you can do in a very short distance** with swimming and diving in Aqaba, culture, history and archaeology in Petra and the wild nature in the desert, in Wadi Rum. What else do you need?”

IA-13

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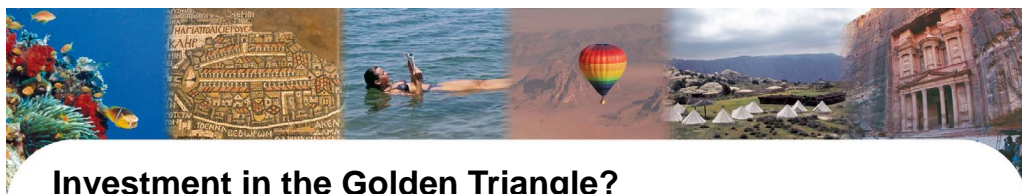


Strategic co-operation?

“**The cooperation should work, but it does not.** It’s very instable, because the coordination level between the players is still poor. The hotels in the Golden Triangle are not nice enough and there is not enough entertainment. In Aqaba you really have nice hotels, if you go for example to the Tala Bay Resort, the 5-star-hotels are amazing. But what else? **Still there is the challenge to make the local people clear that they can only survive if they start working together.** As Aqaba Development Cooperation we try to bring the stakeholders together, but even that does not always work. **It is the mentality of the local communities.**”

Expert-05

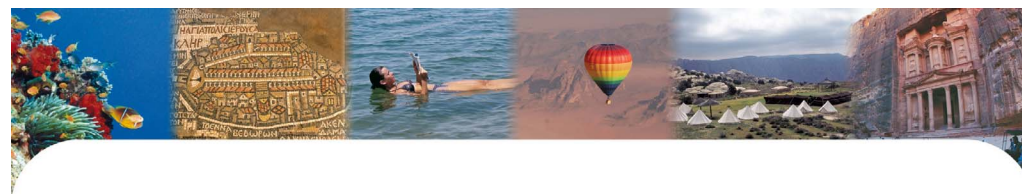
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Investment in the Golden Triangle?

“They should invest in Petra. This is our crown product. So try to invest and get the people to stay longer in Wadi Musa. **The more people staying longer, the more money they spend in Wadi Musa and this is a good return to the local community and to the Jordanian economy in general.** I think local investors are neglecting that, they just keep their money in the bank. **I think all potential investors in the tourism sector should take their money out from the bank and invest, especially in the current situation. Now we have a chance for investments and also place the Golden Triangle on an international level.**”

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Expert-06



Losing its original charm?

“**But we need no Disneyland in the Golden Triangle.** Maintain the image what we have and take the message further. We do not want the negative impact of tourism with masses of people only looking for sand, sea and nothing else. We want the positive part of tourism and sophisticated travelers to come to Petra, Aqaba and Wadi Rum.”

Expert-08

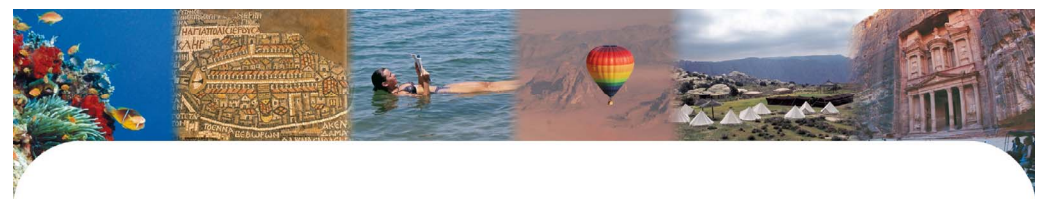
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Discussion & Conclusion

- ❖ the Golden Triangle has an extremely **varied** and **competitive product portfolio**, but the potential is **by no means exhausted**
- ❖ complex **implications of the Arab Spring** and the global economic and financial crisis/ most of the investment projects are currently on hold
- ❖ **new National Tourism Strategy** stresses intensified internationalisation and considers the Golden Triangle as one of its main assets
- ❖ necessary **diversification strategies** and the resulting combination of the individual regional components into a tailor-made product for incoming tourists have not yet been realised

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Thank you for your audience!

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DFG - Project

The Tourism Industry and the Process of Internationalization in the Middle East: The Example of Jordan.




Layout: Dipl.-Ing. (FH) Albert Klaus

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