

Review Article

The Development of Tourism Between the Past, Present and Future in the Civilizing Impact of Modern Technology

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Abstract

The aim of this paper is to identify the development of tourism industry through different eras. However, it was argued that the historical roots of tourism can be drawn back roughly to the existence of mankind on earth. Also, the origins of civilizations epoch of tourism history commenced side by side with Adam's journey of religious, heritage, cultural and educational tourism to all races who lived on earth (Almegooth,2005; Alhroot, 2012). The current study shows tourism tools of travels that have been used by human beings and their prophets and messengers. In the context of accomplishing the prophets and messengers' missions to human races, the reason of these missions was mainly a religious type of tourism that had been promoted by first prophet Adam (Khan and Al-Hilali,1999; Almegooth,2005; Alhroot, 2008). Moreover, these tourism tools in travel and accommodation are to include: ships, beasts, animals, places of worship, hotels, resorts, airlines, land, sea, space vehicles, online tools such as: Facebook, YouTube, mobiles, network, website, Fax, e-ticketing, and electronic service in airports, restaurants and tourist villages. Furthermore, these tools are utilised the other types of tourism such as; religious, old civilisation, historical, medical, environmental, cultural, adventure, desert, educational, heritage, eco-tourism and tourism humanitarian (DG ECHO, 2012). Thus, the objective of this paper is to be specified and recognised original of tourism industry throughout the entire life that contributes to knowledge of mankind and the tourism industry as well as the tourism and cultural heritage theories.

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Key words : Tourism history; marketing destination; atals of the world; internet, network, transportation

Introduction

The word tour was nearly related to the idea of a journey or voyage that is used in term of tourism today. Therefore, there is no origin date that determines the beginning of pre-industrial revolution (prior to 1840AD) age of tourism history in text books, but the word tourism emerged in the English language in the early nineteenth century (Walker, 2004, Page, 2007; Alhroot,2009). However, it was called that the historical roots of tourism can be started to the existence of mankind on earth

and the origins of civilization. through different ages of life. Accordingly, the tourism industry has achieved much progress the world economy of the twenty-first century will be led by the following industries: telecommunication, information technology, internet of facebook, twitter, you tube and tourism (Alhroot, 2009; 2012).

This universe is the creation of our Lord (Allah); He has shaped the heaven and the earth with truth. He makes the night to lead into the day and constructs the day to lead into the night (V.39:5). Also, He has subjected the sun and the moon where each one of them runs on a fixed course for an appointed term (Alhroot, 2012). He has created the angels who live in heaven and then He has created the devils who lived on earth who spoiled therein (Khan and Al-Hilali, 1999; Almegooth, 2005). He created the earth in two days that He placed therein (i.e. the earth) firm mountains from above it, and He blessed it, and measured within its nourishment (for its dwellers) in four days equal in the length of time(V.41:10). Then God (Allah) rose over the Throne in the seventh day in a manner that suits His Majesty, and Allah is over His Throne over the seventh heaven(V.41:12). The Lord said “O Adam! Dwell you and your wife in the Paradise and eat both of you freely with pleasure and delight, of things therein as wherever you will, but come not near this tree or you both will be of the wrongdoers”(V.2:35). Then the satan who spoiled life made Adam and Eve slip from paradise, and got them out from that in which they were. When Adam had sexual relation with Eve, she became pregnant and she carried it. Both Adam and Eve invoked their Lord (Allah) to give them a child good in every aspect (V.7:189;V.39:6). The historians believed that the flood had occurred in 2900BC to Noah's people. Thus, Noah's offspring (i.e.Japheth, Shem and Ham) were made the survivors by Allah who carried them in the ship with Noah, which is illustrated when The Lord said “And, his progeny, them We made the survivors” (V.37:77). Then, people of Ad came after the people of Noah (2400BC) who escaped from the flood and built homes like amazing palaces, constructed the factories and Allah increased them amply in stature (Khan and Al- Hilali,1999; Almegooth, 2005). The people of Thamud (2100BC) hewed out rocks in the valley to make residences with great skill and cut out in the mountains (V.26:149). These houses represented their ancient civilization in the period of (2100 BC) after people of Ad in a sequence time. The God (Allah) bestowed aforesaid on Abraham (1997BC-1822BC) his portion of guidance and was well acquainted with him as to his belief in the Oneness of Allah (V.21:51). Therefore, Abraham started his dramatic journey travelling from Iraq to Palestine via Syria and Turkey when they refused his message. . In the meantime, God (Allah) sent Lot (1950BC-1870BC) to his people who lived in Sodom and Gomorra /Jordan and disbelieved his message. After Lot's wife defied Allah's order, looked back at flaming Sodom and Gomorra, and was turned into a pillar of salt, Lot and his daughters survived and reportedly settled for many years in a nearby cave (Genesis 19). A Byzantine church and monastery at 7th Century AD dedicated to Saint Lot (a Prophet and righteous man) over a cave in the Jordanian Valley of the Dead Sea Region (JTB, 2000). Around 1892BC The Lord (Allah) made the house (the Ka'bah at Makkah) a place of resort for mankind and a place of safety and security. He commanded Abraham and his son Ishmael that they should purify His House (the Ka'bah at Makkah) for those who are circumambulating it, or staying, or bowing or prostrating themselves (V.2:125). The rule of old civilizations was considered as part of pre- industrial era of tourism industry when Pharaoh of ancient Egypt used the first label for the king around 1450BC, which became common exploitation some centuries later (Dunn, 2007). Three years later, Moses left Egypt with his people the children of Israel when his Lord (Allah) took them across the Red Sea, and Pharaoh of ancient Egypt with his hosts followed them in oppression and enmity, till drowning overtook him.

literature review

There are relatively few studies that state the history of tourism industry through time, with many being purposeful on specific eras or ages in time (BTO,2010). The historians and sereachers have consentrated upon the evolution of tourism in both local and worldwide settings (Page,2003). Consequently, the originality and expansion of the tourism destination history demonstrates two important factors of continuity and change. In other words, tourism is considered to be a dynamic activity which matches dramatic events through time of different eras (Walker, 2004; Page, 2007).

Accordingly to the importance of occurings in a following way, the episodes in the period 1125BC-146BC were considered part of the original age in tourism industry. However, in accordance with the date, 1125BC, the Mosesian judges (followers of Mose's) lasted 400 years ruling the land of Canaan (Palestine). Also, the golden era of Asure State reached its peak in Iraq and the Fenique letters appeared in Lebanon (Almegooth,2005). The original Greek leisure life encouraged the pursuit of music, philosophy, non-work and sport as elements of Greek society. the development of the Olympic Games dated after 780BC, which offered a crucial motivation for tourism based upon a major sporting event. Thus, Greeks travelled to the destination site of the Olympic Games and were housed in tented camps as well as international travel, creating a tourism event (Page,2007). The state of Rome dated 753BC and private entity fashioned leisure facilities and enjoyed similar lifestyles to the Greeks (Page, 2003; Almegooth, 2005). In the meantime, an important event occurred when The Lord (Allah) sent Jonah to the people of the Azure state in Iraq (V.41:140).

However, Pharaoh of Egypt invaded Palestine and occupied its state 608BC as an important event. The period between 721BC and 300BC witnessed important events such as: Nebuchadnezzar II took over Jerusalem around 597BC, destroyed the AlQesa mosque and took its people as servants to Bablyon of Iraq (Wilkinson,1999). The birth of Buddha dated back to 560BC who founded the Buddhism (that the Pain was part of the nature and they believed that Buddha was the son of The Lord) in India, China, Japan and South East of Asia (Almegooth, 2005). Cyrus established the Persian Empire in 539BC and invaded Bablyon. He took the Jews back to Palestine((Klem,2005).Also, nearly at the same time the appearance of Confucianism spread all over China which founded by Confucius a Chinese philosopher (Nicholson and Shaw,1995). At about 333BC Alexander invaded the East territories until he reached the borders of India and took over Egypt and Syria. The historians considered him the legend of war leaders (Almegooth, 2005). In 300BC the Empiror of China built the Chinese Wall which became one of the magnificent seven wonders in the world (Almegooth, 2005).

The rise of Rome is dated 146BC as part of of tourism industry and was based upon the two important factors of tourism can be distinguished in Roman society (Page, 2003). Consequently: local tourism focused on urban places and the take-over of overseas land that created a demand for business-related travel.As such, the Nabatean presence is seen in Petra province in Jordan and Tudmor state appeared in Syria (Vine, 1987; Nasser, 2000; Hazbun,2004). Thirty years later, the prosperity of Sheba kingdom in Yemen appeared which was ruled for the first time by a young lady (V.34:16). Rome emerged in 70BC as a military conquest which extended east towards Palestine and was ruled by the king (Herod Antipas) who inhabited the hilltop of Machaerus (modern Mukawir) in Jordan and he ordered John the Baptist to be beheaded in 31AD (V.21:90). Also, he draned west towards Brittain and controlled it in 43BC (Almegooth, 2005; Page,2007). In the year 32BC, the Roman Empire was founded as a crucial urban tourism destination area due to its capital city function as well as its military power which controlled the Nabatean state in Jordan, Tudmor state in Syria and occupied Egypt. However, many tools of modern tourism were established in Roman times such as provision of infrastructure and facilities (Grimal,1988; Shaw and Nicholson, 1995; Nasser, 2000; Page,2003,2007; Alhroot, 2009).

The perfect birth of Jesus in Bethlehem/Palstine which was the 1st century (1AD) was considered the most important event in life history (Khan and Al- Hilali,1999) due to the following facts: first, The Lord (Allah) made Jesus talk to his people who is a child in the cradle (V.19:29). Second, the Lord made Jesus a prophet of Allah (30AD). Finally, the importance of Jesus's birthday dated the first day that was named before and after (BC/AD) of this crucial event.

The period between 32AD and 476AD witnessed events that influenced on Jesus Christ (son of Mary) and the Roman Empire. Thus, the conspiracy over Jesus Christ's life, but his Lord (Allah) rescued him from it which was dated 32 AD (V.4:157). Then, the wars started between the Romans and Jews in 66AD and five years later,the Romans defeated the Jews that were destroying Jerusalem. Thereafter, papers innovated in China had enhanced the spread of the books and dated 105AD; at the same time the Romans took over the Arabian kingdoms. Also, Constantine I considered Christianity in 313AD as an official religion and took Byzenta as the capital for the Roman Empire in 330AD. Then in 395AD the Roman Empire divided (395AD) into two parts: the Eastern Roman Empire with its capital of Constantine and the Western

Roman Empire with its capital of Rome. Finally, in 476AD, the Roman Empire collapsed and the civilization of America prospered.

The period of the birth year of prophet Muhammad dated back to 571AD. Forty years later, The Lord (Allah) sent Muhammad to all that exist as the messenger of Allah in order to bring all mankind and jinn out of the darkness of polytheism into the light of monotheism. In the meantime, historians have illustrated the years from 500AD to 1450AD when the reign Henry VII took over as the Middle Ages. Also, the early part of this period has been demonstrated as the Dark Ages when the development and civilization of the Roman epoch turned down (Page, 2007).

Allah the Most High ordered His Messenger Muhammad to emigrate from Makkah to Al-Madinah, because of Quraish exploited and hurt Muhammad and his followers in 622AD (V.9:40). Therefore, this immigration was dated as the commencement of the Islamic History (Khan and Al- Hilali,1999). Then, at that time Allah permitted Muhammad and his followers “Those who have been expelled from their homes unjustly only because they said: Our Lord is Allah” to fight Quraish who broken and harmed them (V.22:20).This means that surely “Allah is able to give the believers victory” (V.22:39). On the other hand, the rise of Christianity and the progress of orders saw a feudal system of peasants and nobility which was based upon landed estates. Tourism can be distinguished with the appearance of carnival and event-based tourism inspired by the activities of the knights and aristocracy. Also, pilgrims to the Holy Land at Palestine appeared in the last part of the Middle Ages. Since Muhammad stayed in Al-Madinah (623AD-629AD, 2HD-8 HD) and Allah supported him with His Victory and with His slaves, the faithful believers, the Islamic army unit, composed of different kinds of people (black, white and red) strove hard for him with all their efforts, and preferred his love to the love of their fathers, progeny and wives(Khan and Al- Hilali,1999). Three years later (632AD, 11HD), the rise of the Islam era emerged when Muhammad achieved his mission in 23years by inviting and attracting people to Allah’s religion (Islam). For that reason, he explained to them the good aspects and the excellence of Islam, and that was the main reason their kingdom was expanded and their countries extended, and they subjected others to its Islam’s teachings. Thus, pilgrims to the Holy Land at Makkah/ Saudi Arabia emerged and increased generation after generation until today and beyond.

The noble Quran narrates the importance of the advent of Jesus that Moses, Jesus and Muhammad (peace be upon them) were in the Torah, the Bible and the Quran. Therefore, biblical evidence shows Jesus being a servant of Allah and having no share in divinity (Al-Hilali,1999). On the Day of Resurrection, he (Jesus) will be a witness against Disbelievers” (V.4:159). The Islam era emerged as the main critical success factor in the original age of tourism history as well as the Middle Ages that contributed to the life of mankind and, thereby, the tourism theory. The renaissance and reformation originated in Europe during 1350AD-1500AD. After 1350AD the renaissance instigated in Italy and reached its peak in England during Elizabethan periods, whilst the reformation appeared after 1500AD as a turning point in the history of leisure and thus tourism (Page, 2007). The grand tour was a key phase in tourism industry which came into view as a noble form of tourism and was considered another important progress in tourism that originated in the sixteenth century and linked to the renaissance and the appearance of interest in traditional antiques. Also, grand tourists can be distinguished between 1550AD and 1800AD when grand tour routes were taken in Europe and the primacy of sure centres that used the railway in these centres joined with the development of the tourism industry (Towner, 1996; Page,2007). The emergence of the grand tour in the early 1800s in Europe was considered the end of the original epoch of tourism history, which was the Pre-Industrial Revolution (prior to 1840).

Soundness of methodology

Findings

Adam is the first who promoted tourism on the planet. That was after the emergence of Adam and his wife Eve on earth. In 5872BC, they got out from paradise and settled down in the Arabian Peninsula (V.2:36). This date was considered as the first part of the pre-industrial revolution (prior to 1840AD) original age in tourism history.

The first emigration of human races from the Arabian Peninsula upnorth to the region of human races expanded to Iran, India, Small Asia, Sudan and North Africa was between 4800 BC and 4150 BC (V.19.56). Thus, mankind utilised some of the metals in the first industry and the prosperity of cultivating the lands which surrounded the rivers (Crimal,1988). Therefore, the period 4350BC was the second part of the pre-industrial revolution (prior to 1840AD) in tourism industry when the first hand writing, sewn clothes and searched in the science of stars and maths, were used by the prophet Idris (V.19.56).

The deluge event dated back to 2900BC that played an important and crucial role in history to both the human races and the tourism industry. On the other hand, it was considered as the third part of the pre-industrial revolution (prior to 1840AD) original epoch in tourism history (Alhroot, 2008). Thus, in accordance with history, the survivors (offspring of Noah) left Iraq and became the fathers of all mankind on earth, and with tourism industry they used the potential tourism tools in their travelling and buliding the infrastrutre of their settlement destinations (Walker, 2004; Almegooth, 2005).

The period 2400BC and 2100BC were represented by two nations who existed in Yemen and Suadi Arabia. That were considered as the fourth part of the pre-industrial revolution (prior to 1840AD) original age in tourism industry. Ad was the first nation who settled down in Yemen in 2400BC, which became a high standard of civilization having an attractive tourism destination area at that time (Khan and Al- Hilali,1999; Almegooth, 2005). The other nation was Thamoud who lived in Salih's Cities of Saudi Arabia where their accessibility system located above the layers of antiquity, and lay in a land of mesmerizing beauty and contrast (JTB, 2000; Almegooth, 2005; Alhroot, 2008, 2009). However, the emigration of Abraham and Lot was from Iraq to Palestine for the sake of their Lord (Allah) that dated back to1922BC. This event was considered as the fiveth branch of the pre-industrial revolution (prior to 1840AD) original epoch in tourism history. Consquently, Abraham with his son Ishmael were raised the foundations of the worship House (the Ka'bah at Makkah) after his people denied his message (V.29:21). Also, Lot sent to his people who settled in Sodom and Gomorra (the Dead Sea today in Jordan) for inviting them to believe in the Oneness of Allah. The Dead Sea itself is one of the most dramatic places on earth, its stunning natural environment matched by its powerful spiritual symbolism (MoTA, 2000, 2001, 2010; JTB, 2002, 2003, 2011; Hazbun, 2004; Taji, 2005).

The period 1450BC was considered the rule of old civilizations and the sixth branch of the pre-industrial revolution (prior to 1840AD) original epoch in tourism industry (Clayton,1994; Alhroot, 2008). Thus, Pharaoh of ancient Egypt used this date which became common exploitation some centuries later (Dunn, 2007). Around 1447BC The Lord (Allah) took the children of Israel (people of Moses) across the Red Sea to escape from Pharaoh of ancient Egypt. But, he followed them with his hosts in oppression and enmity, until when drowning overtook him. Therefore, the Lord (Allah) considered this day "So this day We shall deliver your dead body out from the sea that you may be a good sign to those who come after you" as magnificent evidence for ever (V.10:93). The rise of the Olympic Games originated in Greece after 780BC and was considered as one of the most important event in the ancient civilization of Greece. Thus, they were fraction of original age in tourism history. Also, this is called the seventh part of the pre-industrial revolution (prior to 1840AD) that offered a crucial motivation for tourism based upon a major sporting event (Page, 2003, 2007).

The rise of Rome dated from 146BC and was listed as division of the eighth part of the pre-industrial revolution (prior to 1840AD) epoch of tourism history. The tidy birth of Jesus in Bethlehem/Palestine which was the 1st century (1AD) was considered the most important date in history (Khan and Al- Hilali, 1999; Almegooth, 2005; Page,2007). Thus, those two important events that were component of the pre-industrial revolution (prior to 1840AD) original age in tourism industry. The message of prophet Muhammad dates back to 610AD and was to the whole universe in order to get all mankind and jinn out of the darkness of polytheism into the light of monotheism. Also, the Middle Ages (Dark Ages) dated from the year 500AD to 1450AD when the taking over of Henry VII, as historians have illustrated. Therefore, these fatal and crucial proceedings were considered as the ninth real original epoch history in tourism industry (Khan and Al- Hilali,1999; Page, 2003, 2007).

The researchers, experts and the historical development of tourism have been classified into different original eras of history to include: the pre-industrial revolution (prior to 1840AD), which initiated side by side with Adam's journey (5872BC) in the Arabian Peninsula to end 1800sAD in Europe. This pre-industrial revolution (prior to 1840AD) was considered the first original era of tourism industry that consisting of nine original ages. Also, the historical development of tourism had included; the railway (1840),the automobile (1891), the jet aircraft (1910), the cruise ship (1970), and updated to be identified as the original epochs of tourism history (McIntosh and Goeldner,1990;Walker, 2004, Taji,2005; Page 2007; Alhroot, 2012). Thus, the reconstruction of tourism ages was culminated through the last findings of science and knowledge by using the mix of the following sectors: telecommunication, information technology such as; internet, facebook, twitter, youtube, network, and tourism tools.

Conclusion

This paper proves the background of the original ages of tourism industry. There are several original epochs of tourism history which include crucial events from the moment when our Lord (Allah) created and subjected the universe for mankind. The original epochs of tourism history can be dated back and identified to when Adam and Eve got out of heaven and landed on the earth. These original ages commenced alongside Adam's journey of religious, heritage, cultural and educational mission of Monotheism to all races who lived on earth by using tourism tools for considering and specifying the first original epoch of tourism history. The immigration of mankind in the period 5000BC was when people from Adam's offspring travelled from the Arab Peninsula and stayed in neighbouring countries such as Iraq, Syria, Palestine, Lebanon, Jordan and Egypt. This was a fundamental time and was considered as the 1st settlement of mankind on earth.

The following events are important in terms of influencing the original ages of tourism history. First, the impact of the deluge(2900BC) significantly changed the course of the human race, and the example of Noah's progeny the survivors, is likely to change it again. Second, the dramatic journey of Abraham (1892BC) started travelling from Iraq to Palestine via Syria and Turkey, staying in Hebron, visiting Egypt, crossing Jordan and building the foundations of the House (Ka'bah at Makkah) for worshipping Allah Alone. Third, the drowning of Pharaoh of Ancient Egypt (1447BC) in the Red Sea and delivering his dead body out the sea as a sign to be learned forever. Fourth, the clean birth of Jesus dated as the first day that was named before and after (BC/AD) this essential occasion. Fifth, the message of Prophet Muhammad (610BC) was general for all mankind and jinn

that guided humanity towards monotheism. Finally, the innovation of the Internet (1995AD) that contributes to all fields of knowledge, science and social life.

The evaluation grades of this study is shown in table 1 as follows:

- First; Overall evaluation of the paper has an average grade of 2,
- Second; Organization and readability has an average grade of 2,
- Third; Adequacy of literature review has an average grade of 2,
- Fourth; Soundness of methodology has an average grade of 2,
- Fifth; Evidence supports conclusion has an average grade of 2,
- Sixth; Contribution to existing knowledge has an average grade of 3.

Table (1)
 Evaluation the Manuscript

Ser.	Statement	5	4	3	2	1
		Excellent	Good	Average	Below Average	Poor
1.	Overall evaluation of the paper				X	
2.	Organization and Readability				X	
3.	Adequacy of literature review				X	
4.	Soundness of methodology				X	
5.	Evidence supports conclusion				X	
6.	Contribution to existing knowledge			X		

Future Implications

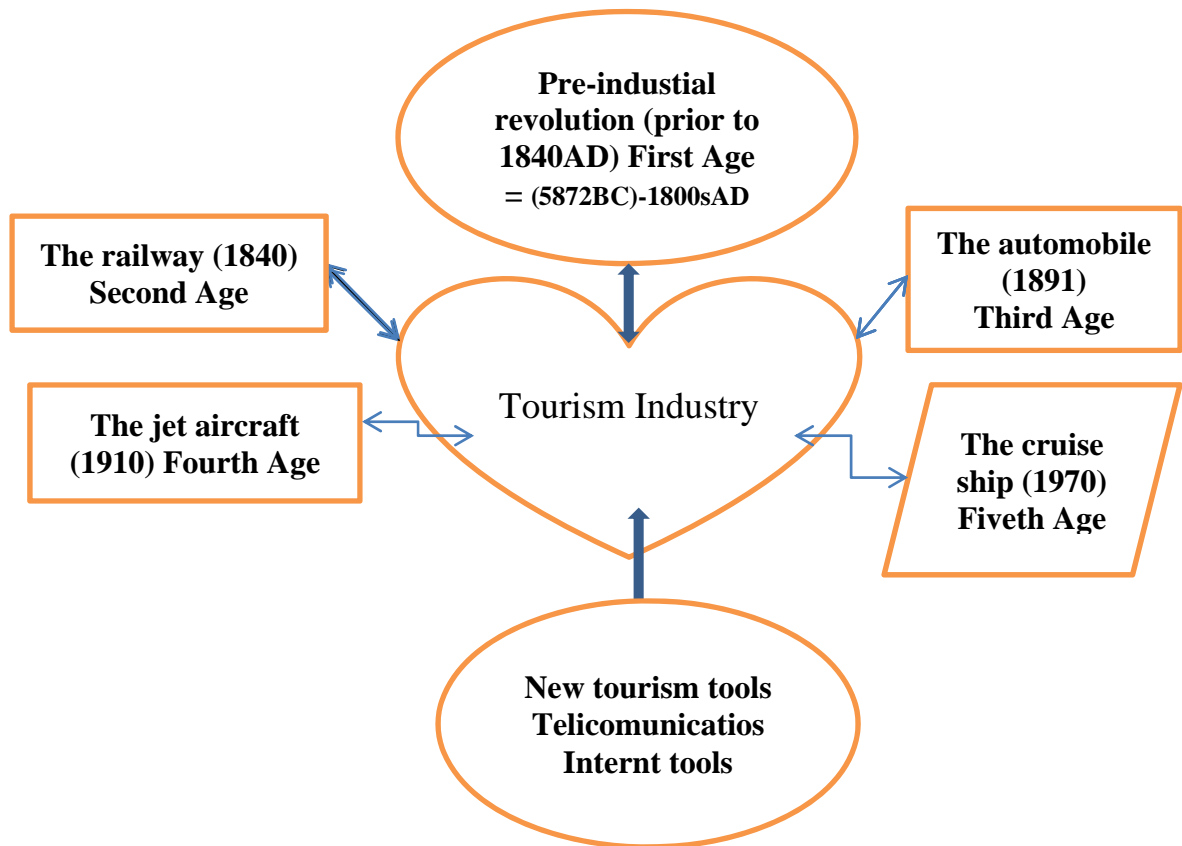
This study shows the human element contributions to tourism and its tools through the development of a classification model phases of the tourism history. This model can be used universally in documenting the various fields of tourism epochs as well as the theories of scientific knowledge.

However, the following proposals for future research. are to:

- 1- utilise all means of tourism tools for building civilizations after civilizations with their tourism destinations by improving the services of all mankind.
- 2- put forward the bases of all kinds of transportations that developed in this study for other challenging nationwide destinations of tourism industry.

- 3- innovate new types of tourism destinations, such as space, thermal and silver tourism.
- 4- contribute to the tourism industry and the economy and knowledge by a model of classification phases of the tourism history which was developed.
- 5- compare between different eras and ages will provide indications of future implications as this background of the original epochs of tourism niche.

Figure (1) A Model of Classification Phases of the Tourism History



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