

# Tourism Marketing of Cultural Heritage Sites

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## Summary:

This research aims to demonstrate tourism marketing in general and cultural heritage sites in particular. Another aim is to describe its importance in introducing and marketing these sites for tourism movement and development. Moreover, it aims to employ the tourism marketing mix to achieve that goal. The research concluded with a set of general recommendations that may constitute guidelines for those in charge of these sites to market them in tourism.

**Key word:** Tourism marketing; Cultural heritage sites; Tourism marketing mix; Tourist product; Tourist services; Pricing; Place; Promotion; People; Physical environment; Processes.

## التسويق السياحي لمواقع التراث الثقافي

### الملخص:

يهدف هذا البحث إلى بيان ماهية التسويق السياحي بشكل عام والتسويق السياحي لمواقع التراث الثقافي بشكل خاص، وأهميته في التعريف بهذه المواقع وتسويقها لأغراض الحركة السياحية وتنميتها، وعلاوة على ذلك فهو يهدف إلى بيان كيفية توظيف المزيج التسويقي السياحي لتحقيق تلك الغاية، وقد خلص البحث إلى مجموعة من التوصيات العامة قد تشكل مبادئ توجيهية للقائمين على تلك المواقع لتسويقها سياحياً.

**الكلمات المفتاحية:** التسويق السياحي؛ مواقع التراث الثقافي؛ المزيج التسويقي السياحي؛ المنتج السياحي؛ الخدمات السياحية؛ تسعير الخدمة؛ التوزيع؛ الترويج؛ العاملين؛ البيئة المادية؛ العمليات.

## Introduction:

Tourism marketing is seen as one of the most important activities accompanying the development of the tourism product within the targeted areas for tourism. It forms a major part of the comprehensive strategic plan document, designed based on surveys of the tourism market to identify trends and desires of tourists wishing to visit the region.

Usually in most strategies, the tourism marketing plan is included in the executive plan within all-time stage. The programs for product development are placed within the short and mid-term plans, while promoting the product is placed within the long-term plan to allow for the complete rehabilitation of the tourism product. So, it becomes ready to receive visitors, where marketing programs and promotion of the tourism product are included after developing it in line with the results of the surveys of the tourism market.

The tourism marketing process for the cultural heritage sites is associated with rehabilitating the site for tourism purposes. This process is intended to organize the site to become a center of tourism attraction, by producing tourism services required by tourists. This means that the existence of the heritage site, regardless of its importance, cannot be considered a tourist site unless the so-called tourism industry of sites follows this. The archaeological character and

architectural styles of sites, heritage and tourism projects inside and outside should not contradict the nature of the site, and the necessity to maintain the environmental surrounding of the heritage location. The need to preserve an environmental surrounding of the heritage site and condition must be taken into account when distributing investment projects and tourism services around to avoid its distortion.

Marketing, in general, is one of the most important activities in administrative sciences. It is based on studying the desires and trends of consumers for goods and services. It also tries to provide them with specifications commensurate with their orientations and desires at the time, place, and affordable price.

Marketing is defined as: "an organized human activity carried out by the marketing agencies in relevant institutions to facilitate the transfer of goods and services from the place of their production to the consumers in the market according to their desires, needs and preferences to increase the volume of sales, and achieve the satisfaction of the desires and needs of the consumer at the same time"<sup>(1)</sup>.

Tourism marketing is defined as an administrative and technical process, that enables official and private tourism agencies to identify current and potential tourism markets, and build a communication system with these markets, to influence the desires, trends, and needs of domestic and international tourists, where the product is developed to suit those desires and needs, and thus achieve the goals developmental tourism communities<sup>(2)</sup>.

Accordingly, tourism marketing for cultural heritage sites can be defined as the various organizational activities that the site management undertakes to enable the tourists know the site in all its aspects and obtain the cultural benefit in exchange for the financial cost paid. Accordingly, the efficiency of tourism services and facilities of the cultural heritage site, its history and privacy should be preserved.

Tourism marketing contributes greatly to the development of the tourism product, by accepting its role to provide and convince tourists to increase their demand for tourism products. This is the goal of tourism institutions of all kinds, private and public.

It is important to focus, on this regard, on the authenticity of the cultural heritage site. Tourism services and facilities available on the site must be consistent with the nature of the site, the elements of attraction, customs, and prevailing social traditions. Preserving authenticity means preserving the characteristics and features of the area, and also its privacy.

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( 1 ) Hussein, Sabri Abdel Sami (2007): **Tourism and Hotel Marketing**: Scientific Foundations and Arab Experiences, Cairo, Dar Al-Hani for Publishing, p .

(2)Abdel-Baqi, Sameh Ahmed Refaat (2011): **The Science and Art of Developing Tourist Sales**, Egypt, Dar Al-Kotob Al-Ganoniah, p . 27.

The tourism product is classified within the various services sector as a composite product that consists tangible and intangible goods which are similar to public services in some of their characteristics sometimes and differ in other characteristics that distinguish it from them.

Handicrafts, traditional clothing, and traditional foods are categorized as tangible goods at cultural heritage sites, while various other activities, including site visits, are considered among the service activities.

Tourism service is seen as the art of creating people's well-being. Therefore, its marketing mix is different from the traditional marketing mix of services, through adding people to the environment, and providing tourism service.

Tourism services in cultural heritage sites mean all the infrastructures, services, and facilities that have been created and that will be established in the region. The possibility of expanding them includes road transportation, networks, water sanitation, electricity, phones, tourist hotels, restaurants, stores, heritage, consumer markets, exhibitions, libraries, commercial banks, health clinics, pharmacies, offices of travel and tourism agents, public squares, camping areas, footpaths, side paths, signs and map boards, parking lots, parks, and ticket offices. The type or shape of these facilities is determined according to the importance and size of the heritage site, the country's budget allocated, and the financial and tourism benefits that are expected to be achieved for the state. It is natural for these services and facilities not to be within the heritage site, many of them must be outside the site and even outside the buffer zone. They have architectural characteristics and features that do not conflict with the heritage of the site. Also there are some services and infrastructure that must be inside the site, provided that they don't deform the site or adversely affect it, like tourist path, indicative panels, information about landmarks, wastebaskets, some squares designated for resting tourists especially in large-sized sites. Some public baths can be placed within the vacant spaces according to the heritage of the site, a type of mobile vehicle can be used in these sites for this purpose. If the site contains an urban heritage, it is possible to use and rehabilitate some buildings in it to provide a number of these services within them, such as clinics medical services, handicrafts, and heritage markets<sup>(1)</sup>.

Tourist service is an intangible activity that aims to satisfy the desires and needs of the tourist in exchange for a sum of money, through a combination of activities that are applied in technical ways, and cannot be possessed or maintained due to their intangible nature.

The tourism service is characterized by a set of characteristics that can be summarized as follows:

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(1) Fayyad, Salamah Ahmad (2016): **An Introduction to Tourism Planning for Cultural Heritage Sites**, University of Hail, Publishing and Translation center, pp: 139-140.

1. A large overlap between the production and consumption of the tourism service, as it is difficult to distinguish between them.
2. Cannot be touched or felt before purchasing it.
3. Not storable.
4. The multiplicity of the authorities responsible for its presentation, as several bodies supervise its presentation, such as the heritage or antiquities sector, the transport sector, the health sector, local governments, and others.
5. Its reliance on personal marketing because it relies mainly on the human factor.
6. Not transportability, its consumption in the place of its production.
7. The difficulty of measuring it, because it depends on the desires and motives of the consumer, which is different from one person to another<sup>(1)</sup>.

### **Tourism Marketing Mix:**

Tourism marketing requires studying the elements of this mix that can be used by relevant tourism institutions to achieve their goals. The tourism marketing mix differs in its principles from the commodity marketing mix and its basic elements.

A tourism marketing mix can be defined as a group of marketing activities that work with each other in a homogeneous and integrated manner. It can be controlled by the relevant institutions to accomplish the marketing function as planned. The marketing mix is used to diagnose desires and try to satisfy them to achieve their satisfaction and keep them in the maximum period possible time as the survival and continuation of the tourism institution depends mainly on the tourist.

The marketing mix of goods consists of four elements (4 P'S), namely: product, pricing, place, and promotion. Three elements have been added to the tourism marketing mix to become seven (7 P'S):

#### **1. Tourist product:**

The tourism product is the main focus of the tourism marketing mix. Additionally, it is the backbone of the tourism facility and its justifications. Furthermore, the survival and continuity of the facility depends mainly on its survival and success.

A tourism product is defined as: "A variety or group of tangible and intangible services offered in the tourism market to meet the needs and desires of tourists at the moment of their readiness. Tourism product also includes, people who provide the service, places, organizations, activities, ideas, facilities, values, or a combination of them"<sup>(2)</sup>.

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(1) Cortel, Farid (2008): **Marketing Services**, 1st Edition, Amman, Dar Konooz Al-Ma'rifah for Publication and Distribution, pp. 272-273.

(2) Al-Tai, Hameed Abdul Nabi (2003): **An Introduction to Tourism, Travel and Aviation**, Amman, Al-Warraaq Publishing Corporation, p. 130.

The tourism product consists of various elements of natural and human attractions of all kinds, in addition to the basic facilities, services, and tourism facilities. The product is a group of elements available in the country, constituting a source of tourism attractions that stimulate external tourist demand. The design of the product depends on the state of quality and availability of the elements and how to exploit them. The greater the diversity and multiplicity of these elements in the country, the more it increases the size of its competitiveness and distinction from other countries.

The tourism product of a cultural heritage site mainly includes the site with all its elements, intangible, or intangible elements, in addition to the various service activities on the site or its surroundings.

The physical elements in cultural heritage sites are divided into two types: fixed and movable elements. Fixed elements include civil, religious, military, economic, and other buildings and installations. Movable elements include everything that can be moved from one place to another such as living tools, religious tools, war tools, commercial and economic tools, recording tools, documentation, transfer, dissemination of knowledge, science, Arab medicine, treatment tools, transportation and communication tools, and other tools whose existence determines the nature and type of the heritage site.

The non-physical or intangible materials in cultural heritage sites consist of: linguistic heritage, popular beliefs, knowledge, customs, traditions, folk arts, and the arts of music and play <sup>(1)</sup>.

Tourism services and facilities in cultural heritage sites consist of various public and tourism services. The presence of each service is necessary to provide comfort and pleasure to tourists as follows:

1. Modern road and transportation networks that connect the site to nearby cities, airports, and border areas, to facilitate the movement of tourists and ease of access to the site.
2. Paths, stairs, pedestrian roads, special equipment for people with special needs, signs, signboards, and maps within the site itself.
3. The museum reflects the holdings and treasures of the site.
4. A visitor center that contains important information about the site, which can be provided by the tourist before entering the site. Usually these centers contain maps and pictures of some of its features and a historical overview of the site in addition to the presence of some other services inside it like site entrance ticket office.
5. Infrastructure such as water and sewage networks, public toilets for men and women, as well as electricity, telephone, and postal services network.
6. Tourist hotels of all kinds.
7. Tourist and popular restrooms and restaurants.
8. Commercial complexes, exhibitions, and commercial and consumer markets.

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(1)- Fayyad, Salamah Ahmad (2016): Ibid, pp. 14-15.

9. Antiques and handicraft shops that reflect the heritage character of the local community.
10. Public squares, camping areas, and parks located within the site itself, or in the buffer zone, whose presence aims to create a sense of comfort for the tourist.
11. Commercial banks.
12. Ambulance clinics and pharmacies
13. Private and public parking.
14. Tourist Police and Civil Defense.
15. The offices of tourism, travel, and aviation agents.
16. Tourist car offices <sup>(1)</sup>.

It is noted from the foregoing that the size and quantity of tourism services and facilities that must be available at or near the site are many, and here it must be emphasized that the abundance of these services and facilities does not lead to obliteration and suffocation of the heritage site or work to create a contradiction between the heritage site and tourism services and facilities from the cultural and architectural aspect. So these services must be logically distributed so that some of them are outside the heritage site and far away from it at a reasonable distance, while others are close to the site and easy to access and some of them are within the heritage site itself.

The existence of these services in cultural heritage sites depends on the nature and fame of the site, as some sites may contain all of these services, and others may contain part of them. It is possible to distinguish between a cultural heritage site and another, but it is not touristic, depending on the existence of services and facilities.

The tourism product is presented in the marketing process in an integrated manner from the moment the tourist arrives in the country until his departure. It indicates all tourism activities, events, and services that he will see and use. The necessity of the multiplicity of tourism programs are available. When visiting cultural heritage sites, we should take into account the differences and material possibilities of tourists, and their desires to use them for a specific type of tourism services compatible with their desires and capabilities, provided that the heritage site and its cultural, spiritual and other values fully present it and meet all the tourists' desires in all programs.

#### **Characteristics of the tourism product:**

The tourism product is distinguished from other products by several characteristics that must be known and understood. Knowledge of the dimensions of these characteristics helps in activating the marketing process of the tourism product. These characteristics are:

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(1) Ibid, pp: 142-145.

1. Untouchable in most of its aspects, as the tourism product mostly consists of intangible services that require marketers who possess special skills and high competencies.
2. The integration of the tourism product, where all the main services and tourism facilities of all kinds are integrated into the tourism product, as they cannot be separated or divided<sup>(1)</sup>.
3. Its reliance on natural and human elements, as the tourism product consists of natural sites such as a geographical location, beaches, climate, and human elements that depended on the human in their formation, such as archaeological and heritage sites and tourism services of all kinds<sup>(2)</sup>.
4. Diversity in the motives and trends of tourists and the multiplicity of their needs which call for those responsible for the tourism product to provide a variety of tourism services to meet the needs and desires of tourists of all kinds.
5. Not being able to produce it in advance, and its inability to transfer, as it is produced and consumed in the same place.
6. Difficulty of controlling it, since it depends mainly on natural elements made by the Almighty Creator, and it is difficult if not impossible to change them, as well as on heritage sites produced by a man during ancient times, and any modification to them may cause distortion and loss of authenticity.

## 2. Pricing:

Pricing is one of the most important and effective elements of tourism marketing, as it is the only variable that achieves financial revenues, while the rest of the elements entail expenses and costs.

Tourism pricing is defined as: "the amount of money and other benefits that a tourist pays for his contract with the tourism program"<sup>(3)</sup>.

The pricing of services is one of the difficult and thorny issues compared to the pricing of physical goods which can be fixed based on the cost of production while depending on the nature of the non-physical service makes it difficult to set a fixed price for it. However, there is a set of pricing policies that the marketer can adopt to price the tourism service. These policies are:

**Market skimming policy:** This policy is based on setting a high price for the tourism product at the beginning of its introduction in the market, especially if the demand for it is high and distinct, and the number of suppliers is small before competition from any other party appears.

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(1)Al-Saidi, Issam Hassan (2008): **Tourism and Hotel Marketing and Promotion, A Study of Tourism and Hotel Marketing in the Arab Countries**, Amman, Dar Al-Raya, p .: 18.

(2) Hussein, Sabri Abdel Sami (2006), Ibid, p .: 219

(3) Al-Anzi, Adel Abdullah; Al-Taie, Hamid Abdul Nabi (2013): **Marketing in Hospitality and Tourism Management**, Amman, Dar Al-Yazuri, p .: 143.

**Market control policy:** This policy is based on the long-term product applied to the tourism product. It is always placed in the long-term perspective, as this policy adopts a low-profit margin which gradually increases over time with the increase in sales volume.

**Price leadership policy:** This pricing policy is adopted for the product in the presence of great competition and similarity in the goods or services offered in the markets from the consumer's point of view. This policy is adopted for the tourism product in light of the strong competition between countries that have the same ingredients and within geographical close and similar areas.

**Usual price policy:** This policy is adopted in pricing the tourism product after it has been stable for a long time in the market, and it becomes difficult to change it.

**High pricing policy:** This policy is adopted in pricing the product when it is unique in the market, easy to distinguish, and of high quality. This type of pricing is usually directed to a specific tourist segment.

**Low pricing policy:** This pricing policy can be adopted in the tourism product in recession times of the year when the tourism movement is reduced due to weather or other factors, where a low price for the tourism product is adopted; this is for promotional and encouraging purposes for tourists to consume the product at that stage<sup>(1)</sup>.

It is noticed from the foregoing that the pricing policies for the tourism product in general are varied. They are also applied to the tourism product of cultural heritage sites. The tourism services provided are the same regardless of the type of tourism product, with the possibility of some variation like these services. The nature of the heritage site and the values it contains can enhance its position among tourists. In this case, the competent authority in drawing the pricing policy must diverse the tourism programs provided, depending mainly on the quality and degree of tourism services that will be provided to the tourist. Taking into account the target group of tourists, and their financial capabilities, diversification can also take place in the quality of tourism services provided in a single tourism program that may help increase the number of tourists due to the diversity of options in the same program and not waiting for other programs that are more appropriate to their capabilities.

### **3. Place:**

Distribution generally means the delivery of goods and services to consumers in the markets in different ways in an appropriate place or time. Distribution of physical goods is much easier than distributing services, especially the tourism product, due to its intangible characteristics and its inability to transport and store.

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(1) Elias, Sarab, and others (2002): **Marketing Tourism Services**, 1st Edition, Amman, Dar Al-Maisara, p.: 49.

Distribution is defined as: "the activities that make products available to consumers at the time and place their wish to purchase"<sup>(1)</sup>, and thus it depends on intermediary institutions that make the product or service available for consumption.

Distribution is the strong link between the tourism supply and the tourist demand that allows the tourism movement to flow to the tourist destination as it acts as a link between supply and demand between the organization and the tourist. The distribution in the tourism product has characteristics that differ from physical goods. It cannot be transported to tourists and be stored to sell in the future.

The distribution of the tourism product includes a group of channels that serve as a path that the tourism program takes until it is consumed. These channels are:

- Direct distribution: where the tourist is directly contacted to purchase the tourism program.
- Indirect distribution: through intermediaries to sell the tourism program, such as tourism and travel agencies, tour operators, hotel sales representatives, tourist unions, and associations<sup>(2)</sup>.

#### **4. Promotion:**

Promotion is one of the most important elements of the tourism marketing mix, which aims to provide the customer with information to familiarize him/her with the characteristics and benefits of the tourism product, to urge him/her to satisfy his/her needs and desires for this product, and to convince him/her to buy it and repeat its purchase if he/she has used it before.

Promotion can be defined as the information communicated between the seller and the buyer to influence trends and behavior. It is a persuasive activity based on direct and indirect contact with the target audience<sup>(3)</sup>.

To determine the information about the heritage site, it is necessary, before the tourism marketing is processed, to conduct the assessment process of the site by searching and assessing the characteristics and features that give the site additional values that may distinguish it from other similar sites. These characteristics and features may be related to the site's elements, or its history, story and the events, cultural, economic, or scientific values that passed through it ... etc. This may give the site a kind of uniqueness and distinction in one aspect or in several aspects to the local community and its visitors.

The value is defined as: "The ratio of properties to the relative things in the resource. Some values can be linked to the essential aspects of the impact or site such as its design, the materials used in it, and the ingenuity with which it

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( 1 ) Al-Bakri, Thamer Yasser (2006): **Marketing Contemporary Foundations and Concepts**, Amman, Dar Al-Bazouri for Publishing, p. 187.

(2) Cortel, Fred (2008): Ibid, p .: 286.

(3) Ibid, p: 241.

worked. While other values can be linked to its location and its relationship to the environment in which it is located"<sup>(1)</sup>.

In the course of the assessment process, attention must be given to the values of authenticity and identity, as authenticity consists of a set of creative features of the resource at the time it was created or produced with its inclusion of influences over its successive historical eras and stages of construction and use in the various stages of its historical timeline. As for identity, it includes the group of emotional values of the community towards a specific site. This can include: aspects of age, traditions, continuity, memorial, emotions, spiritual, religious, symbolic, patriotic, and national aspects<sup>(2)</sup>.

The process of assessing and determining the different types of values for the site is very necessary to increase interest in preserving the values that reflect the importance of the site in general and to make all efforts from all sectors working in the management of the site to preserve these characteristics. In addition, trends identified can be invested in the tourism promotion processes to satisfy the desires of tourists towards a certain value that may exist in a certain location and not in another. From here, the tourism movement is distributed according to the wishes and motives of the tourists during their tour, or their tourism program.

The tools that are used in marketing in general and tourism marketing in particular for communication between the marketer and the consumer (the tourist) to achieve the desired effect are called the promotional mix which consists of a group of elements that interact and complement each other to achieve promotional goals, namely:

- Advertisement: Advertising is defined as: "an impersonal means to provide goods, services, and ideas by a known party for a fee paid"<sup>(3)</sup>.

Advertising is one of the most important elements of the promotional mix of the tourism product and is an indirect encouragement process to provide the tourist with information about the tourism service and its benefits, in an attempt to shift the tourist's thinking towards the product and buy its program.

The advertisement uses all visual, print, and audio media to deliver the message to the consumer, such as television, radio, newspapers, and magazines, and has recently entered social media such as Twitter, Facebook, Snapchat, and others in various advertising activities.

- Publicity: Publicity is defined as: "a message or information about the organization appearing in the media in the form of news about the organization and its products without incurring any financial costs"<sup>(4)</sup>.

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(1) Fayyad, Salamah Ahmad (2016), Ibid, p: 22.

(2) Ibid, p: 22.

(3) Al-Bakri, Thamer Yasser (2006): Ibid, p: 245.

(4) Magableh, Khaled (1999): **Modern Hotel Promotion**, Amman, Dar Waelfor Publishing, p: 261.

Publicity is based on direct and indirect contact with the public to attract its attention to the tourism product to get to know it, in an attempt to push the consumer to respond to the promotional message sent to him, by influencing his behavior and motivating him to buy the tourism product.

Publicity is the most reliable promotional tool for the consumer audience. This is because it represents news about the product of whatever type it is not paid. Therefore it is not directed directly to influence consumer behavior, as experts are consulted to present their point of view impartially and without bias or financial goals, which lends the publicity credibility in most cases.

Publicity is the most appropriate method for promoting cultural heritage sites, due to the cultural, scientific, educational, and other values that these sites contain. Historical and scientific facts are deduced through scientific research and investigation. Ancient historical documents that can be presented through television or radio programs are presented by experts and specialists in various sciences. This makes it more reliable among the tourists who want to visit this type of site.

- Personal selling: Personal selling is defined as: "the personal and verbal presentation of a good service or idea to push the prospective customer to buy it or be convinced of it"<sup>(1)</sup>. And thus, in the field of tourism promotion, it is a direct contact between those responsible for selling the tourism program and the targeted tourist. This takes the form of dialogue and interaction between the two parties through a persuasive method that motivates the tourist to buy the tourism program.

Each person working in the tourism organization is considered a sales representative, as he makes personal contact with the tourist. In this field, it is imperative to have some characteristics in the salesmen that enable them to perform their roles such as strength of character, self-confidence and moral competence, the ability to negotiate and perform work effectively.

Personal selling is characterized by several important characteristics that distinguish it from the rest of the promotional mix elements. The most important are: enabling the organization to know the reaction of the target tourist to the tourism program, enabling the institution to amend its programs at the same time, and also providing the organization with information about the tourism market and the needs of tourists before starting the promotional program for the tourism product.

- Sales promotion: Promoting sales in the tourism market is defined as: "the use of various means with an effective influence that seeks to accelerate and strengthen the positive reactions of customers"<sup>(2)</sup>.

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(1) Al-Tai, Hameed Abdul Nabi (2003): Ibid, p: 130.

(2) Magableh, Khaled (1999): Ibid, p. 262.

Accordingly, the promotion of sales in the tourism market depends on a set of marketing activities that provide additional value to the tourism product. This is done through the work of festivals, exhibitions, conferences, films, etc. in cultural heritage sites. In this case, theaters can be used in Roman archaeological sites to perform artistic festivals, as well as photography of historical films that can be made within the heritage sites. Some activities and ancient arts within the cultural heritage sites can be re-enacted in their old form.

- **Public Relations:** Public relations is defined as a technical and administrative activity, based on strengthening the relationship between the state or the tourism company and the consumer audience of tourists, internally and externally, in a manner that achieves the desired goals of both parties<sup>(1)</sup>.

### **5. People:**

People mean all service participants or parties providing the service, i.e. the service provider and the beneficiary of it. In tourism service they mean the human resources working in the tourism organization and the tourists receiving the service.

Employees who provide tourism services are an integral part of the service itself. At the same time, they produce it, and then deliver it to the customer. In this case, the service becomes direct. Therefore, those working in the tourism field must have the expertise and skills of direct contact with tourists.

People in cultural heritage sites are not limited to the tourism service providers and recipients only, but also to include specialists in the field of heritage in charge of management, conservation, and rehabilitation of the site to be suitable for the tourism movement. Those who interpret and provide information about the heritage site successfully fully meet the desires of tourists.

Specialized jobs in the field of tourism management and the field of public relations are necessary because of the great values of heritage sites that cannot be compensated for. The specialist in the field of tourism management can adequately manage visitors inside the site. The presence of specialists in the field of design and production is necessary to present the site in an appropriate manner commensurate with the categories of tourists visiting the site, and in a way that serves the site's features and does not affect it negatively. The specialists in the field of public relations possess high skills in the field of communication and the ability to deal with tourists and the local community, since they can prepare studies and research into the desires and trends of tourists. They can also study the extent of tourist satisfaction with the visit. The results can be drawn from these studies and are presented to the management to amend and improve any activities to improve the level of service and satisfy the tourist<sup>(2)</sup>.

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(1) Abdel-Rahim, Ahmed Taher (2012): **Marketing Tourism Services**, Egypt, Alexandria, Dar Al-Wafaa, p: 110.

(2) Fayyad, Salamah Ahmad (2016), Ibid, p .: 84.

## 6. Physical environment:

The physical environment means the evidence or the physical aspect represented by the external appearance and the internal design of the organization. Examples of these are: the interior decoration, furniture, decorations, the appearance of the workers, the air environment inside the organization, tickets for travel, cleanliness of the place, parking lots and external landscapes like gardens, in addition to all other physical facilities such as television, refrigerator, and instructional panels<sup>(1)</sup>.

Likewise, with cultural heritage sites, visiting this type of site can be a new intellectual experience. Most of the visitors at cultural heritage sites seek to take a stroll, change a scene, or gain a telling experience for people upon their return to their homes. Some are interested in their cultural heritage of customs, traditions, and social values, while others are interested in archeology or architecture. Part of the management's job is to make the visit enjoyable and important for everyone. It is hoped that some people will come out with more interest in their culture than they were when they came to the place and that through cultural exchange between visitors to the place and its local community.

The process of making the visits interesting and important is achieved by thinking about the interests and positions of the visitors, before thinking about the resources. This can be a difficult matter for the management of the heritage site. Some people may believe that visitors and tourists are an idea that comes to mind lately. They sometimes look at the negative impacts of tourism more than the positive ones, especially on the physical elements of the site.

To make tourism in the heritage site successful, it is important to excel and innovate in the means of highlighting the contents and advantages of the site to benefit the visitor and satisfy his desires in the field of obtaining information on the site's story and its contents. The prevailing trend in planning these sites is to focus on preserving, restoring and highlighting the cultural heritage of the place, not only for the benefit and pleasure of tourists but also to provoke feelings of identity and patriotism among people<sup>(2)</sup>.

The interest of the visitor within the heritage site is one of the most important tasks of managing the site in tourism. This site can reveal and reflect interests of visitors that benefit the public regarding both the site and the tourist at the same time. The tourist's satisfaction and enjoyment while visiting and roaming within the heritage site helps to provide information related to the story of the place, and a full explanation on its elements and values. This also gives a great and distinctive impression of the value of this site, which later will be reflected positively on its means of promotion and its global reputation. To

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(1) Al-Malkawi, Omar Jawabreh (2008): **Principles of Tourism and Hotel Marketing**, Edition 1, Jordan, Amman, Dar Al-Maisara, p. : 165.

(2) Fayyad, Salama Ahmad (2016), *ibid*, p. : 150.

achieve this goal, managers must be aware of the needs of visitors in the site and should explain it to them<sup>(1)</sup>.

The importance of the physical environment gives the tourism service a kind of tangibility that is essentially intangible. This enhances the customer's perception and his ability to assess the service which forms an impression of the organization as a whole.

Therefore, the physical aspect contributes to creating the appropriate environment and psychological atmosphere for the client. This leads to an increase in the customer's awareness of the level of service quality linked to his increased satisfaction<sup>(2)</sup>.

#### **7. Processes:**

Processes are intended to provide service procedures like methods, mechanisms, and techniques in order to give the reliable service included in the instructions of the tourism organization. Whether these operations are routine or mechanical, they should be provided adequately in a way that guarantees satisfaction and pleasure of the customer. This requires the employees to have a high degree of specialized skills and experience.

Success and permanence of cultural tourism sites require a foresight of the human conscience and attention to it and its conditions. It is important to influence the visitor's sentiment and draw his attention and common manners to the values, and ethics of the visitor, the resident, and the site. Considering the importance of the awareness programs associated with the explanations, it is possible to instill the necessary public values and morals in the hearts of people, and thus contribute to pushing them to protect the sites on their own. Long-term planning must focus not only on influencing the tourists' behavior, but also on improving the way they think and their attitudes towards these kinds of sources.

All cultural heritage sites have more than one important story to tell about their history: how they were built or destroyed, or the people who lived there, practicing various activities and events, past uses of the site, and perhaps stories of monuments and treasures. In presenting and interpreting the historical story of the heritage site, one should be selective with an emphasis on elements that can be appreciated more than the interest of the people who will be attracted by the site. In many cases, stories of human interests are the most popular with site visitors.

The means to be used to interpret and present the history of the site must be carefully chosen, to have a greater impact on all visitors without harming the appearance or surroundings of the heritage site. For example, sound and light display equipment may damage historic walls or obscure the entire view during daylight hours. Also, information panels that explain things can spoil views, and cause damage as a result of their installation. The means used for

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(1) Ibid, p: 150.

(2) Al-Bakri, Thamer Yasser (2006): *ibid*, p: 222

interpretation may include publications of various kinds, such as written boards, guide boards, maps, pamphlets, guidebooks, gift books. Books and references in various languages as required in addition to guides or tourist guides, museums, a visitor center, or an educational center, containing pictures mobile listening and tape recorders, as well as movies, television, video, tape, slide shows, plays music, sound, and light shows to focus on some aspects<sup>(1)</sup>.

**Recommendations:**

The following recommendations represent guidelines for those in charge of cultural heritage sites to take into consideration when starting to design a tourism marketing plan for their sites, and the most important of these recommendations are the following:

1. Design a tourism marketing plan for the cultural heritage site for product development within the short and mid-term stages of the site's strategic plan, and put the promotional plan in the long-term stage until the site is fully or partially rehabilitated for tourism purposes.
2. Make sure that the marketing plan for the heritage site is fully compatible with the strategy of rehabilitating sites and preparing them for tourism purposes.
3. Tourism marketing of the product of the heritage site should be in an integrated manner, indicating all activities and events that the tourist will deal with from the moment he/she arrives in the country until departure.
4. Focusing on the tourism marketing process of the heritage site and on its values, which may constitute an important part of the means of satisfying the motives and desires of the tourist, knowledge, spiritual,...etc.
5. Make sure that the tourism marketing process of the heritage site is the partnership between the site, the tourist, and the local community to influence the tourist's sentiments and share common manners, values , and ethics.
6. Diversification in the tourism programs offered, as well as diversification in the one tourism program in terms of the quality of tourism services should be provided to tourists taking into account the financial potential of the various target groups.
7. Focusing on promoting the heritage site on the method of publicity as it represents the most reliable promotional means for the public.
8. Training all workers at the cultural heritage site, whether workers in managing the site or workers in providing tourism service, on communication skills, so that they have a high ability to deal with tourists and with the local community, and research the desires and trends of tourists, and the extent of the tourist's satisfaction with his visit to the site.
9. Focusing on distinction and innovation in highlighting the site and its elements, in a way that leads to satisfying the tourist's desires to obtain

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(1) Fayyad, Salameh Ahmad (2016), *ibid*, pp: 156-157.

information about the site, with a focus on conserving, restoring, and highlighting its architectural elements, and interpreting it in a way that suits the various categories and scientific qualifications of tourists.

10. Full clarity in the procedures of providing the service, which represents the methods, mechanisms, and techniques for providing them, and a full explanation of the site's story by using the means most influencing visitors without harming the appearance of the heritage site.

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