

The Arab Spring Impacts on the Jordanian Hotels Sector

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Abstract

This study aims mainly to identify the extent to which the Jordanian hotels in general and hotels in the capital of Jordan 'Amman' In particular were affected by the Arab protesting movements, and to conduct this study the descriptive analytical method had been used . A questionnaire consists of 12 phrases was designed. It was tested via testing the arithmetic average and the standard deviation combined with the one way ANOVA test. The results go with the research's hypothesis that the Jordanian hotels sector was negatively affected by Arab demonstrations in three primary areas: occupation rate, number of nights and incomes. In conclusion, the present study recommends that there is a dire need for supporting hotel sector in Jordan. Such move can be fulfilled through reducing customs duties and promoting domestic and unusual tourism which will in return mitigate the negative impact of Arab demonstrations on hotel sector.

1. Introduction

Tourism is considered one of the greatest and most important evolutionary industries in the world with a fast gradual process of growth .(Tourism is heading) the worldly economic regarding the money invested & the yields of the foreign currency ,adding to this the huge amount of employees working in this sector compared to other industries.

Carefully observing the valuable role that the tourism plays in the generic development many countries precisely the developing ones picked this industry as the main engine and base for their national economy. And that what Jordan exactly did, where the tourism there is considered the great & the most magnificent industry in the growth process considering Jordan's heritage and the historical, natural, religious and therapy attractions available in Jordan. So, Jordan is just like other developing countries that depend on the tourism as a primary source for the national income. Jordan is trying hard to provide the requirement of this industry and finds the balance needed to achieve the effective tourism that affect positively in the national economy and contributes in increasing the local community income and their standard of living.

Hotels are considered the fundamental mainstay in the tourism sector. It almost provides 25% out of the generic tourism income. It also is considered as the main source for the employment in the tourism sector where it provide more than 30% out of the Total job accumbency and opportunities that the tourism sector provides.

The Jordanian tourism sector went through many obstacles in the last decade starting with the Occupation of Iraq in 2003 moving to that the worldly economical crises in 2008 adding to these the disorder that the Arab region faced in 2011 which largely affected this sector we are reviewing here. This dramatically affected the Jordanian economy especially the Tourism sector on one hand and the tourism sector on the other hand.

In this research we will highlight the Arab Revolution or as it is known for some of us as the Arab spring and its effects on the Jordanian tourism sector, its situation analysis and the best ways to handle such outcomes for such a condition . This research includes three main chapters , where the first chapter contains the study methodology , its importance and objectives in addition to the previous literature review in this subject ,the second chapter will handle an explanation for the Arab spring movement and its effects on the tourism sector generally and the hotel sector especially.

Finally the third and last chapter will review the tests for the theories and its analysis ending with the research results and recommendations.

2. Study Problem

As we mentioned previously the tourism industry is considered one of the most important sectors regarding the Jordanian economy , where it contributed almost 7% out of the Jordanian generic national production in 1012 (Al_Gad newspaper , 2012)

Hotel sector as we mentioned earlier is the main Pillar in tourism sector and Jordan hotels are just the same. There is an obvious connection between this sector and the movement we mentioned before (the Arab spring) which began in 2011 whether it brings negative or positive effects.

The following questions summarize the study problem:

1. What is exactly the nature of the Jordanian Hotel Sector?
2. What are the effects of the Arab spring on the Jordanian Hotel sector?
3. What are they the challenges and barriers that faced this sector throughout the Arab spring period?

The Importance of this study is concentrated on the Importance of the Tourism Sector in Jordan. The Jordanian Tourism sector is considered the main source of the foreign currency. It provided the State General Treasury with 2347 millions JD in 2013. (Tourism ministry, Statistics & information General Department, 2013).

The Importance of this study also is reflected in the importance of the Jordanian Hotel sector and its contribution in the Jordanian economy and providing incomes and job opportunities. The studies show that 25% from the tourist's expenditure is being on the Accommodation services and another 25% on the beverage. (Interview, Old man Theeb 2000).

3. Importance of this Study

The studies above was conducted in previous periods up to 2012, Our research will carry on the Hotel sector situation analysis till to 2013.

The previous studies were including the Arab spring effect on Tourism sector, our study's focus will be on these movements' effects on Hotel sector.

The researches in the literature review study only the countries that witnessed the Arab spring movement such as Egypt, Tunisia and Syria, while this study is dealing with the Hashemite Kingdom of Jordan. This makes this paper the first to study such a subject in Jordan.

4. The Objectives

1. Analyzing the Hotel sector contribution in the tourism sector
2. Identifying the Arab Spring movements' effect on the Jordanian Hotel Sector.
3. Recognizing the basic weaknesses and the different insufficiency and challenges that are facing the Jordanian Hotel sector.

5. Methodology

This study adopted to achieve its goals the desk and field methods due to the descriptive analytical method that our research demand and depend on, where the researchers gain the secondary information from the published researches, studies, books and statistics that have to with the research subject.

On the other hand while on the field, the researchers continue their information collecting using a questioner consists of 12 questions depending on Distributed on the Quintet Likert scale.

Also the questioner was tested by two methods, the academic field and for testing the theory the SPSS program had been used and the statistical measures had been used too.

The (ONE_WAY_ANOVA) was used too to check the difference with the significant statistics.

The significant statistics was measured according to a number of Independent variables in order to test the Hypotheses and gradually extrapolates the results and the effective recommendation

5.1. The Study's Sample

The study sample includes the entire recorded and legal hotel in Amman since 2013 and they reached 200 hotels. The researchers selected a hypothesis sample out of the study sample in order to achieve the objectives of the study.

5.2. Study Limitation

Actually the time factor affected this study where the researchers did not have the wanted number of answers for their enquiries.

The money factor affected the field work too while studying, there were a lot of field visits and movement, The shortage in the resources and previous studies that deal with our subject here

5.3. Hypothesis

Starting with the study problem to the objectives and according many enquiries, the researchers suggest the following main theories:

1. There is a negative relation between the Arab spring & the (occupation occupancy rate in the Hotel, from this theory we can (na5los ela) the (fe3eyaah) theories :
1. There is no relation with a Statistical significant at the level of ($\alpha \leq 0.05$) that is connected to the hotel's variable degree
2. There is a negative impact of the Arab spring on the length of stay in the Jordanian hotels and emerged from this main theory the following sub hypothesis: There is no relation with a Statistical significant at the level of ($\alpha \leq 0.05$) that is connected to the hotel's variable degree.
3. There is a negative relation between the Arab spring and the Jordanian Hotel income. And emerged from this main theory the following sub hypothesis: There is no relation with a Statistical significant at the level of ($\alpha \leq 0.05$) that is connected to the hotel's variable degree.

6. Literature Review

In a study by Valenina Croitor (2013) , titled by " Arab spring , effects on tourism (Can tourism be developed ?) " It shows that the countries that witnessed the Arab spring movement were affected negatively in 2010 and 2011 , However these countries with the tourism attraction and resources they got restored some of their competitive ability in 2012 , these countries especially Egypt is able to move on and overcome the results of this movement and its effects on Tourism sector in 2013.

In a study by MaximeWeigert "The Challenges of Tourism in the Mediterranean Region" in 2012 we can notice that the Arab spring affected the tourism sector in the Southern and Eastern Mediterranean countries where the number of arrivals dropped by 22% of the total of these countries and a decline in tourism revenue of more than 30% in 2011

If we take a glance on another study presented by Rico Picenon And HalaChoufani (2012) which titled under " 2012 Middle East Hotel Survey: The Impact of The Arab Spring " we will notice that it is clear that the Arab Hotel sector was hugely affected negatively due to the Arab spring's events especially those countries that overrun by waves of protests such as Egypt and Tunisia . This study also explained that the Jordanian Tourism sector was affected negatively especially the Hotels, where room rate and occupancy rates were extremely affected between 2010 and 2011.

"The Challenges of Tourism in The Countries of Arab Spring Revolution" This study by Ali and others (2012) is considered with tourism situation in the Arab world before and after the Arab spring.

This study proved that the tourism sector was affected negatively specially of those countries which depend on tourism as a resource of its income. It also shows that some of the Arab countries took advantage of this situation as many other are losing their competitive advantage.

Another study by Ahmad Malawi and Hala Hanem " Factors Affecting the tourism Income in Jordan 1975_2005 "aimed to search in the main factors affecting the Jordanian Tourism income between 1975 till 2005. The study concluded that the Jordanian JD exchange rate against the US dollar and the inflation affect negatively whereas Tourist's volume and theirs expenditure affect positively on Tourism sector. This study also explained that the political stability and the security factor is the most important to insure the tourism attraction growth.

6.1. The Arab Spring

The term Arab spring was the name of the recent Arab revolution that represent huge unarmed Protest movements Started form all Arab countries in the end of 2010 and the beginning of 2011 being. These movements was influenced by the Tunisian revolution which started as a result of Mohammed Abu-Azize himself , burning himself which overthrew Zine El Abidine Ben Ali's rule in Tunisia, Mohamed Husni Mubark in Egypt and Muammar Gaddafi in Libya. As well as the Yemeni President Ali Abdullah Saleh announcing his waiver for his Authority to his deputy under the Gulf initiative that is also included in this framework, and it was the fundamental causes of the spread of corruption and economic stagnation and poor living conditions, in addition to political and security restrictions and lack of integrity of the elections in most Arab countries.

And one of these severe movements' fundamental causes and reasons is the spread of corruption and the recession and the poor living conditions, in addition to political and security restrictions and the lack of integrity of the elections in most Arab countries.

There is also another internally and foreign factors that led to these movements from them we mention the following:

6.1.1. The Internal Reasons

Having a decisive and critical role in stimulating the events and the outbreak of theses revolutions and many of them are social, economical, political, educational and cultural.

6.1.2. The Economical Reasons

Most of the inhabitants of the Middle East live in a different social system based on kinship relations and the center of theses relations is the Tribe. Their doing often are motivated by custom , traditions , ancient traditions and superstitions .which all play a significant role in supporting this backward cultural system .There are two factors behind the economical and social failure in the Arab world:

Economy: Most of the Middle Eastern countries suffer out of economic backwardness especially in the Arab region. In fact they often rely on oil imports , tourism and foreign aid, while real and actual development is absent due to difficulties represented in the high population growth in the Arab countries , Labor shortage, the inequality in the level of economic and social development add to the previous the Saving level running down. In light of this deteriorating situation, the individual's income is considered low.

Education: By 2009 the number of the Arab world's population reached 335 million , 100 million of them are not educated which means 30% and such rate definitely will create a massive gap the negatively affects the Community development . There will be many dangerous social and political consequences due to the previous, also the educational policy in the Middle East except Israel go likely in the traditional indoctrination and not to give the students a opportunity to think clearly without any kind of restriction. in addition to the ignorance and carless toward the scientific research in the educational institutions which means the Arab world being lft behind the advanced civilization and scientific renaissance

6.1.3. The Political Reasons

Political reasons: most of the Middle Eastern countries are organized authoritarian and autocratic, geographically some are located in the Arab world , and therefore in the light of these systems are lacking manifestations of political pluralism and peaceful transfer of power and freedom of expression and the media, and thus They are all reasons that led to the Arab Spring outbreak

6.1.4. The External Causes

In addition to the internal factors that led to the establishment of the Arab revolutions, there influential factors outside countries' borders that carried out the revolutions, and these external factors have a role that definitely cannot be ignored in bringing the change to the Middle East, but they don't have that much significant effect and influence regarding the case of the Arab spring.

And about the perception of the impact of external factors there are two groups:

The First believes that the source and the essence of the Arab revolutions and protests are purely internal, no external hidden policies and players , and supporters of this opinion went much farther than only this they think that the and especially the United States is not happy with the current Arab situation and the Arab revolutions, but is treated as a fact and a reality that they have to adopt to.

The other direction sees the role of the external factor as a powerful force improving the Arab street and make changes in it, and the followers of this trend are depending on the basis of confidential documents exposed on "WikiLeaks" site that the United States paid millions of dollars to organizations that support democracy in Egypt, and some believe that these documents and the site itself had a vital role in what was happening in the Arab world and still happens because these documents revealed many secrets about the rulers and their entourage and the size of the corruption that exists in these countries.

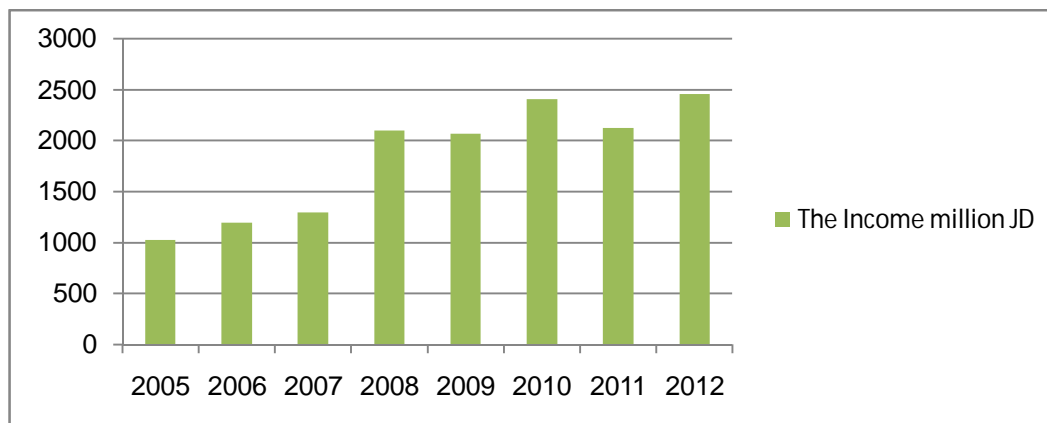
6.2. The Arab Spring and the Jordanian Tourism Sector

Since the launch of the events of what is known as the Arab Spring, The Jordanian economy sectors were all affected , where economic growth rates have fallen from 5% in 2010 to less than 3% in 2011, which means the loss of more than 266 million JD, and before getting External aid the fiscal deficit was increased compared to the GDP from 7.7% in 2010 to 12.7% in 2011, also the economic sectors such as construction growth rates was affected it deceased form 8.16% in 2010 to 4.65% in 2011 . The Service sector was affected too where the growth rates of 5.39% in 2010 decreased to 2.28% in 2011. (Strategic Studies Center: 2012)

The Jordanian tourism sector had faced a lot of change due to the National and the regional instability factors , after the Consequences of the global financial crisis, which affected the exporting tourism markets to and the Arab protest movements that began in the end of the year 2010, and for the purposes of the study , the researchers divided the tourism sector performance into three periods each round three years in order to more accurate measure regarding the impact of the Arab Spring on Jordanian tourism sector.

In the aspect of tourism income, the tourism sector has witnessed volatility and a difference in the amounts of income achieved by the Jordanian tourism sector as it is explained in the chart below:

Figure 1: Jordan's Tourism Income for the years 2005-2012



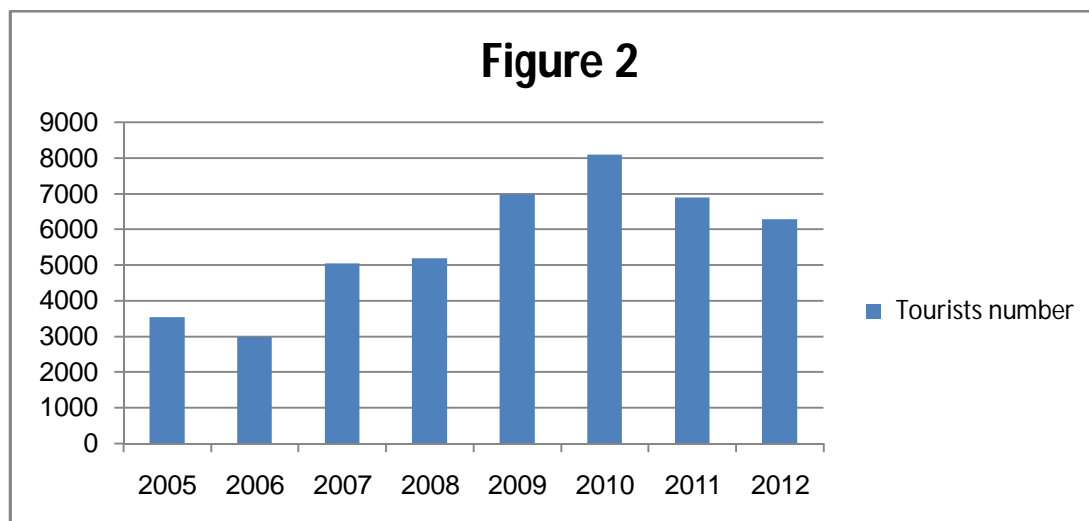
Prepared by: researchers

Source: Director of Statistics and Information, Annual Statistical Bulletin 2005-2012

Figure (1) shows us that the tourism sector has grown from year 2005 to 2008, where 2008 saw a big increase of tourist income, and in 2009 as a result of the global financial crisis reduced tourism income, and in the year 2011, which is considered the beginning of the protests saw tourism income decrease compared to the Jordanian tourism income in 2010.

Tourism income was not the only thing affected by the events of the Arab Spring, but was the number of tourists coming to the kingdom also, as a result of the factors of instability, A lot of tourists changed their destination toward more stable and secure places. Figure 2 does reflect the number tourists coming to the Kingdom for the period 2005-2012:

Figur 2: The Number of Tourists Coming to the Kingdom for the Period 2005-2012



Prepared by: researchers

Source: Director of Statistics and Information, Annual Statistical Bulletin 2005-2012

From Figure (2) It is obvious that the number of tourists coming to the Kingdom increased since 2006 to 2010 and was not affected by the global financial crisis, and with the beginning of the year 2011 as a result of the instability that prevailed in the region, the number of tourists coming to Jordan and dramatically decreased.

7.5. The Arab Protest Movements and the Jordanian Hotels

The hotel sector is considered the main pillar in tourism sector, where the hotels present the most important sources of Tourism income and one of the most vital operating segments in the tourism sector in general (Abdul Azim: 2000). The table below shows the employment in the tourism sector on the tourism events:

Table 1.Number of Employees in the Tourism Sector 2005-2013

year effectives	2005	2006	2007	2008	2009	2010	2011	2012	2013
Hotels	12884	13450	13193	13994	14690	15080	15174	15419	16960
Travel Agency	2774	2903	4308	3680	3981	4351	4582	4719	4765
Restaurant	9950	10720	13472	15498	16517	17345	16855	18439	19407
Car rent offices	1357	1289	1417	1500	1520	1520	1489	1489	1489
Antiques / souvenirs stores	385	530	637	723	772	791	814	870	926
Tour Guides	672	646	686	803	855	988	1140	1181	1187
Carriers	613	613	613	713	713	713	713	713	713
/transportations	620	758	814	881	879	939	939	939	1047
Diving Centers	32	43	45	45	45	48	48	48	48
Water sports	97	111	120	120	120	125	125	125	125
Total	29384	31063	34405	37966	40092	41900	41879	43942	46667
Hotel	%43.8	%43.2	%38.3	%36.9	%36.6	%36	%36.2	%35.1	%36.3

Prepared by: researchers

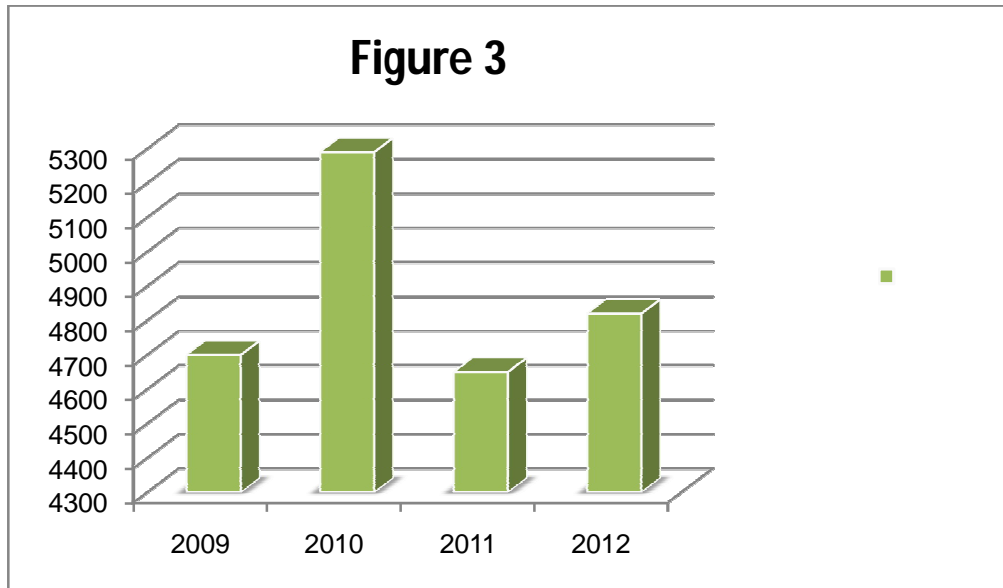
Source: Director of Statistics and Information, Annual Statistical Bulletin 2013.

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able (1) shows that the Jordanian hotel sector provides 35% - 43% of the total employees in the tourism sector, as also shows the permanent decrease of the hotels employee numbers compared to the total number of workers in the tourism sector as a result of several factors, including the financial crisis at the end of the year 2008 and the events of the Arab Spring early in 2011.

The hotel sector just like other sectors regarding this industry was affected by the Arab spring, where a change was occurred in the length of the stay during the period 2009 - 2012 as figure (3) states:

Figure 3: Number of Nights in Hotels Jordan for the Years 2009-2012

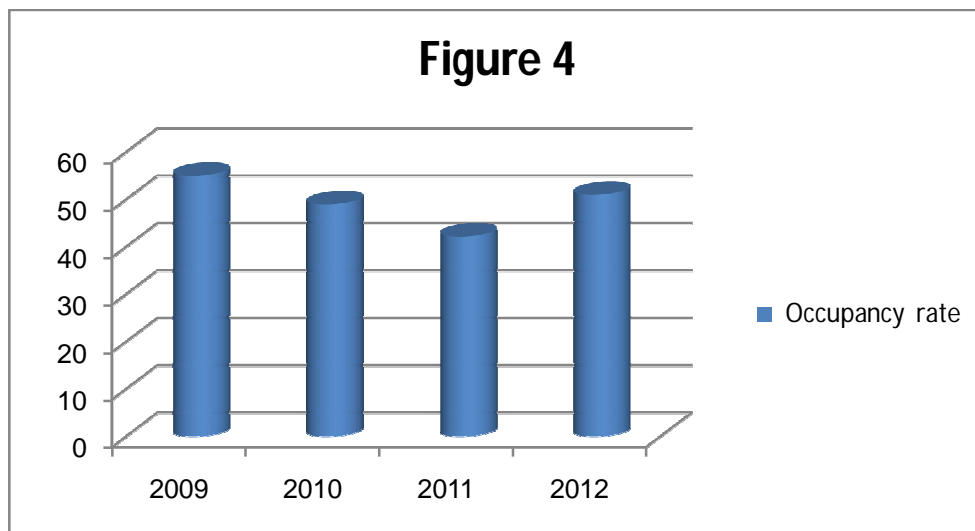


Prepared by: researchers

Source: Director of Statistics and Information, Annual Statistical Bulletin 2009- 2012

Figure (3) shows the significant decline in the length of overnight stay's rate in the Jordanian hotels in 2011 compared to 2010 as well as in the year 2009 due to the global financial crisis in 2009 and the events of the Arab Spring in 2011. And to go even deeper to study the changes that happened in the sector of the Jordanian hotels, we can study the significant which indicate that the occupancy rates of hotels in Jordan's heavily influenced and Figure number (4) reflects that: notice the n hotels rate Figure (4)

Figure 4: Occupancy Rates of Hotels in Jordan for the Years 2009-2012



Prepared by: researcher

Source: Director of Statistics and Information, Annual Statistical Bulletin 2009-2012

From the figure above It is easy to notice the amount of great change in occupancy rates in the Jordanian hotels, After having exceeded the occupancy of 50% in 2010 dropped to 40% in 2011, and this is what demonstrates the vulnerability of The Kingdom in the beginnings of the Arab protest movements.

8. Hypothesis Testing

The Research Sample

Our targeted research sample for this study consists of all hotels registered and licensed with by The Ministry of Tourism and Antiquities in Amman city during 2013 and which reached 200 hotels.

The sample was a selected object-from all segments of the tourist delegations with a total of (23) Hotels that. 23 questionnaire has been restored and able to be analyzed, that means (95%) of the number of respondents.

General indicators of the sample

As mentioned earlier, the variables of the study were divided into two main sections : the hotel's level and it is divided into five types (five-stars, four-stars, three-stars, two Stars, One Star) and the nationality of the guests divided into five (Jordanian, Gulf, Arabs, Europeans, American, and other).

The researchers adopted these variables due to their closeness to the subject of the research. In the hotel variable degree the researchers expect that the respondents' answers will be affected by the levels of vulnerability regarding the events of the Arab protests in terms of the nature of the guests and the hotel services' sale .

Moving to the nationality of the guests in this study, it was a variable analysis of the nature of the guests and its impact on the answers, especially if it comes to the motivation of the visit, their causes and the number of nights and the expenditures regarding each slice the guest social level and its nationality.

Table 2. Distribution of Respondents According to the Study Variables

Variable	type	Number	Percentage
Hotel Degree	5 stars	8	%36
	4 stars	3	%14
	3 stars	6	%27
	2 stars	4	%18
	1 star	1	%5
		22	%100

Testing the hypotheses

1. Testing the First Hypothesis

The first hypothesis: "There is a negative relationship between the Arab protest movements and the occupancy rate in the Jordanian hotels."

Been validated the first hypothesis was studied through the analyzing of the first five questions mentioned in the questionnaire and studying the averages and the standard deviations .Table No. (3) Shows the average and the standard deviations of the paragraphs that are related to the first hypothesis.

Table 3: Averages and Standard Deviations for the Answers of Respondents to the Paragraphs Related to the First Hypothesis

Statement number	The Statement	The arithmetic average	The standard deviation
1	occupancy rate was declined after 2010	3,54	0,99
2	booking' rate dropped down after 2010	3,46	0,67
3	single rooms booking rate was decreased after 2010	3,10	0,83
4	double rooms booking was decreased after 2010	3,86	1,04
5	booking wings dropped down after2010	3,53	1,16
All the statements that are related to the first hypothesis		3,49	0,52

Throughout table (3) we can notice that the fourth paragraph came the first with average (3.86) and standard deviation (1.04) whereas the first paragraph ranked as the second with a mean of (3.54) and standard deviation (0.99) , the fifth paragraph in the scores the third with a mean (3.53) and standard deviation (1.16) followed in fourth place ,the second paragraph with a mean (3.46) and standard deviation (0.67) ranked as the last one , the third paragraph with a mean (3.10) and standard deviation (0.83).

As seen in the table and as it shows us that the arithmetic average of the paragraphs related to the first hypothesis was (3.49) and standard deviation (0.52) and comparing them with the premise average (3), it turns out that the first hypothesis was proved.

Regarding the study of statistical indications of independent variables on the respondents' answers that is linked to the first hypothesis, A calculation had been carried out to get the value of (F) and the level of significance and Table (4) shows that:

Table 4: F Value and the Level of Significance of Independent Variables Related to the First Hypothesis

Hypothesis Number	The variable	Kind of variable	The arithmetic average	The standard deviation	F Value	The significance
F 1	Hotel Degree	5 stars	3,53	0,564	3,032	0,033
		4 stars	3,49	0,579		
		3 stars	3,26	0,455		
		2 stars	3,75	0,309		
		1 star	3,43	0,511		

Throughout the table is clear to us that there are statistically significant differences at the level of the hotel $0,05 \leq \alpha$ variable degree where the level of the statistic of the hotel variable degree reached (0,033).

Depending on this data we can find that we have differences with a statistical significant due to the variable hotel degree , that this variable is primarily associated with the ability and the diversity of the service level offered to tourists thus the diversity therefore we ended up with answers that statistically vary . Table (5) represents the differences in the respondents' answers about paragraphs that have to do with the first hypothesis and divided by Hotel variable degree.

Table 5: Differences in the Respondents 'Answers Regarding the Paragraphs Linked to the Study of the First Hypothesis and Divided by a Hotel Variable Degree

Hypothesis number	Hotel rating	The comparative Hotel rating	Averages differences	The Significance
F1	Five Stars	4 stars	0,207	0,121
		3 stars	0,29	0,260
		2 stars	*0,12 -	0,042
		1 star	*0,79 -	0,002
	Four Stars	3 stars	0,29-	0,260
		2 stars	*1,08 -	0,000
		1 star	*0,67 -	0,021
	Three stars	2 stars	0,12	0,852
		1 star	*0,67-	0,021
	Two stars		0,41	0,091

Through the above table it is obvious that when comparing the five-star respondents' answers, we find that there were no statistically significant differences with the other categories with the exception of the two categories the One and two stars, where the five star respondents' answers were more negative on the paragraphs related to the first hypothesis and that the vulnerability was greater due to the plenty of services provided by this category of hotels and the large number of rooms and operating expenses that its effect will be the largest with the existing of the protesting movements compared to the hotels with the minimal classification level .

And when comparing the four-star sample category, we find that there are statistically significant differences with one and two stars category in favor of the four-star so that the four-star does not differ much in terms of the number of rooms and services provided to customers from those five star hotels where usually target the same category of customers that's why their answers was similar and therefore the statistical significant.

Moving to the three stars hotel segment, and when the answers were analyzed we found that there were no statistically significant differences with the two stars segment, however, there were statistical significant differences with the one-star in favor of the three-star and it is due to these hotels being a price alternative ones instead of the four and five stars hotels and therefore the vulnerable was less than that of the lower categories.

2. The second hypothesis testing:

The second hypothesis states "There is a negative relationship between the Arab protest movements and the number of nights (length of stay) in Jordanian hotels."

The second hypothesis had been tested by analyzing the questionnaire questions (6-8), also the averages and standard deviations were studied. Table No. (6) shows averages and standard deviations of the paragraphs related to the second hypothesis.

Table 6: Averages and Standard Deviations for the Respondents' Answers on the Paragraphs Related to the Second Hypothesis

Statement number	The statement	The arithmetic average	The standard deviation
6	Nights rate was declined after 2010	3,47	1,10
7	occupancy rate was declined after 2010	3,10	0,97
8	bookings for tourist groups' percentage decreased after 2010	3,23	0,98
All statements related to the second statement		3,26	0,99

Through Table (6) shows that the sixth paragraph is the first with a mean (3.47) and standard deviation (1.10) whereas the eighth paragraph ranked as the second with a mean (3.23) and standard deviation (0.98), followed by the seventh paragraph with a mean (3.10) and standard deviation (0.97).

The table also shows the arithmetic average of the paragraphs related to the second hypothesis was (3.26) and standard deviation (0.99) and compared to the third premise average proved the second hypothesis.

Table 7: F Value and the Level of Significance of Independent Variables Related to the Second Hypothesis

Hypothesis Number	The variable	Kind of variable	The arithmetic average	The standard deviation	F Value	The significance
F 1	Hotel Degree	5 stars	3,07	0,278	2,475	0,067
		4 stars	3,62	0,716		
		3 stars	3,02	0,748		
		2 stars	3,10	0,491		
		1 star	3,28	0,311		

Through the table it is clear to us that there is no statistical significant differences at the level of $0,05 \leq \alpha$ hotel variable degree where it reached the level of significance of the hotel variable degree (0067)

3. The Third Hypothesis Test

The third hypothesis states, "There is a negative relationship between the Arab protest movements and Jordanian hotels' income."

The third hypothesis had been studied by analyzing the questions (9-12) of the questionnaire as well as the averages and standard deviations were tested too. Table 8 shows the averages and standard deviations of the paragraphs related to the third hypothesis.

Table 8: Averages and Standard Deviations for the Respondents' Answers to the Paragraphs Related to the third Hypothesis

Statement number	The statement	The arithmetic average	The standard deviation
9	The Expenditure on accommodation dropped	2,89	1,12
10	The Expenditure on Beverage dropped	2,93	1,17
11	The Expenditure on recreation services dropped	3,18	1,00
12	The Expenditure on conferences & other ceremonies	3,08	1,08
All statements related to the third hypothesis		3,02	0,68

Through Table (8) we can notice that paragraph eleven ranked the first with arithmetic average (3.18) and standard deviation (1.00), the twelve paragraph came in the second position with a mean (3.08) and standard deviation (1, 08), followed by the tenth paragraph with a mean (2.93) and standard deviation (1.17), and the ninth paragraph came in the fourth and final ranked with an arithmetic average (2.89) and standard deviation (1.12).

The table also shows us that the arithmetic average of the paragraphs related to the third hypothesis was (3.02) and standard deviation is (0.68) , comparing them to the premise average (3) we proved the third hypothesis.

Regarding the study of statistical indications of independent variables on the respondents' answers related to the third hypothesis value has been calculated and the level of significance was figured out too as the following table shows:

Table 9: F value and the Level of Significance of Independent Variables Related to the third Hypothesis

Hypothesis Number	The variable	Kind of variable	The arithmetic average	The standard deviation	F Value	The significance
F 3	Hotel Degree	5 stars	3,29	0,708	0,906	0,441
		4 stars	3,19	0,434		
		3 stars	3,30	0,503		
		2 stars	2,99	0,334		
		1 star	2,98	0,619		

Looking to that table it is obvious that there are no significances at the level of $0,05 \leq \alpha$ for the variable of the hotel degree , where the significance reached 0,441 .

9. Conclusions

After conducting this study we reached the following conclusions:

1. Since the outbreak of the Arab protest movements at the end of 2010, the Jordanian economy was affected specially the tourism sector, where the contribution of the tourism sector regarding the Jordanian GDP declined to 7%, and as will as the number of tourists it dropped heavily to less than seven million where it used to reach eight
2. The hotel industry is considered the main pillar in the tourism sector, where it provide jobs for more one-third of labor in the tourism sector, and provides more than a quarter of the income of the Jordanian tourism sector.
3. The Jordanian hotel sector was heavily affected by the events of the Arab protest movements, where the number of staying nights fell below 46 thousand nights in 2011 than it was in 2010 where it used to reach more than 52 thousand for the night. Also as the occupancy rate dropped nearly to 40 % in 2011 from what it used to be in 2010, where the occupancy rate reached more than 45%

4. The impact on the tourism sector varies depending on the Jordanian hotel classification where the high rating hotels (five-star and four-star) were more affected than the low rating Hotels (Star and one star). The reason behind this is that the five-star hotels and four-star contains a variety of services such as entertainment and concerts, conferences' services which were significantly affected by the decrease in the number of tourists and guests due to the Arab protest movements that have made this segment of hotels the most affected.
5. The hotel industry has been negatively affected as a result of the Jordanian economy being affected in the first place by the events of the Arab protest movements and searching for ways to face the repercussions of this period, the inflation and the operational costs rising, thus affecting the income of the Jordanian hotels
6. The occupancy , double rooms' and hotel suites' booking was largely affected , so that the nature of the tourists and the nature of the visits' intent may differ of those who are coming to the Kingdom in the Arab spring movement , where the largest percentage of tourists coming in this period was for treatment purposes, and those with the intent of performing a cultural or recreational tourism they were the visiting archaeological sites or decline of tourist arrivals intent archaeological tourism and recreational and which impact on the nature of the rooms occupying and reserving .

10. Recommendations

This study recommends the following

1. Taking into account that the tourism sector in general and the hotel industry in particular is a service sector which easily is affected by the interaction of internal and external elements of the environment, and it is crucial to recognize the importance of this sector regarding Jordanian economy.
2. Working on the existence of the diversity in the hotel services and take a changeable pricing policy targeting the domestic tourism, which helps the Jordanian hotels to avoid the change and Strike in the Regional Environment that negatively affects this sector. This policy will also help to overcome the seasonality problem.
3. Working to promote Jordan as a safe stable tourist destination in the middle of a messy region, which helps to strengthen the role of tourism in Jordan with its special unique attraction available?
4. Promoting Jordan as a new destination for MICE Tourism where Jordan has the potential elements for such kind of tourism.
5. Targeting new markets Like Russia, Japan, India and Southern America Work to promote Jordan in non-traditional markets such as Russia, enhancing the Jordanian image as a tourism product while the Arab destination losing its significant due to the Arab spring movements ,where the customers feeling unsafe. That can contributes to reduce and minimize the negative effects of the Arab protest movements on the Jordanian Hotel sector.
6. Work to reduce the operational costs of the Jordanian hotels, which rose as a result of the effects of the Arab protest movements on the Jordanian economy in general, such as the Staying (accommodation)levied taxes and sales taxes, which helps to increase competition in the Jordanian Hotel sector .
7. Conducting more studies and researches linked to this research and we suggest the following:
 - A-The impact of the Arab protest on Jordan's tourism sector
 - B-The effectiveness of the Jordanian tourism promotion methods in the Arab protests
 - C-The extent of the effectiveness of internal tourism in the face of the Jordanian tourism crises

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