

Trends in Jordan Tourism and Hospitality Literature: A Systematic Review

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ABSTRACT

Advance systematic reviews have been a focal point in evaluating the knowledge progress in the tourism field. However, studies evaluating the nature and quality of the Jordanian tourism research published in peer-reviewed journals are extremely scarce. Considering the PRISMA protocol for systematic review, this study reviews the thematic, theoretical, and methodological aspects of the Jordanian tourism and hospitality published research. All tourism and hospitality studies in three major databases (Science Direct, EBSCO, and Emerald) published across 63 journals until 2020 were considered for the review. The results of this study offer a critical analysis of the current body of research available and its intent is to strengthen the understanding of Jordanian tourism while simultaneously discovering gaps and trends in previous studies. The findings will likely benefit researchers and practitioners in clarifying important insights into tourism research in the Jordanian context.

Keywords: Tourism and Hospitality; Research Trends; Systematic Review; Jordan; Tourism Research.

1. Introduction

Most of developing countries such as Jordan heavily rely upon the economic benefits of tourism. For example, the World Travel and Tourism Council (2019) reported that, in 2019, the contribution of travel and tourism industry to the Jordanian GDP was 15.8%. Also, one in four net new jobs was created by the travel and tourism sector.

The government thus relies on the tourism industry. As a result, the government tourism strategies and plans are specially designed to funnel much of their focus and support tourism, preserving community involvement in the industry and thereby preventing the numerous problems which neglecting to do so might incur (Alhammad, 2012). The last thirty years of Jordan's tremendous attention to tourism has also attracted international attention from researchers. The establishment of the Scientific Research Support Fund (SRSF) by the Ministry of Higher Education aims to point researchers in the direction of national priorities of research such as locations and problems whose exploration would most benefit Jordan, with tourism being among its primary focuses.

Traditional and systematic reviews have been a focal point in evaluating the theoretical and practical progress of any field (Pahlevan-Sharif and Mura, 2019). However, the traditional literature review methods have several limitations, such as lack of validity, reliability and inability to produce evidence-based knowledge (Grant and Booth, 2009). Therefore, scholars developed the systematic review as a scientific, replicable and transparent process, that minimise researchers' bias through exhaustive literature review (Liberati et al., 2009; Tranfield et al., 2003, p. 209). Although this methodology was developed in the medical field (Liberati et al., 2009), it is regarded as a fundamental scientific activity in both science and social science disciplines (Mulrow, 1994, p. 597).

In order to enhance the transparency and accuracy of the systematic review methodology, 29 scholars developed PRISMA protocol for systematic review (Liberati et al., 2009) the protocol involves a four-phase flow diagram that describes the review steps and protects the research objectivity (Tranfield et al., 2003). This protocol was followed in this study (see Figure 1). Likewise, PRISMA protocol was employed in the tourism field, it has been proved that

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systematic reviews analysis in tourism using PRISMA protocol would provide a good understanding of the body of tourism and hospitality knowledge (Pahlevan-Sharif and Mura, 2019).

According to Weed (2016), researchers adopted the systematic review methodology to map the existing intellectual territory, or the “undiscovered public knowledge” according to Tranfield, Denyer, and Smart (2003). In other words, the systematic review is used to capture the knowledge circulating in the public domain but still not properly assessed and coherently categorised. Accordingly, the importance of systematic review research lies in the fact that the majority of tourism research can only be understood within its context and part of this context involves the results of other related studies (Petticrew and Roberts, 2006).

The quantity of tourism and hospitality research in Jordan that is available is far below necessity. A critical analysis of a body of research can shed light on any important oversights (Dann et al., 1988; Pullin and Stewart, 2006). Despite of political and economic crises in the Middle East, Jordan is still an attractive destination for tourists. More studies are needed to analyse the holistic view of tourism industry due to the theoretical shortage of empirical evidence in the region tourism market especially within the Arab Spring. In addition, more practical evidence is needed to be highlighted (Pillmayer and Scherle, 2013). To our best of knowledge, this study is one of the first studies used a systematic review methodology in tourism and hospitality research literature in Jordan, offering a critical analysis of the current body of research available. Moreover, it aims to strengthen the understanding of tourism in this particular region while simultaneously discovering gaps and/or trends in previous studies. The findings will likely enrich tourism and hospitality literature in Jordan and help practitioners in clarifying the important insights of the tourism and hospitality research area.

2. STUDY AIMS & OBJECTIVES

The focal point of this study is to analyse the current tourism and hospitality literature published in the last three decades by using systematic review in order to provide a deep understanding tourism and hospitality research trends in Jordan. More specifically, the objectives of this study are as follows:

- To explore the methodological and theoretical contributions of Jordan’s tourism and hospitality literature.
- To evaluate the methodological, theoretical, and thematic trends in Jordan’s tourism and hospitality literature.
- To provide potential opportunities and recommendations for further research agenda.

3. REVIEW METHODOLOGY

This study is qualitative in nature and uses systematic review methodology. The systematic review methodology is adopted in this study because it is a scientific, replicable and transparent process, that minimises researchers' bias through exhaustive literature review (Tranfield et al., 2003, p. 209). For transparency and accuracy of the systematic review, PRISMA protocol for systematic review was adopted in this study (Liberati et al., 2009; Torracco, 2005). Figure 1 shows the PRISMA flow diagram which is adopted in this study (Tafesse and Skallerud, 2017). The following stages were utilised for the task:

Identification Stage: The researchers employed the ScienceDirect, EBSCO, and Emerald databases to pinpoint previous studies with publication dates within the range of 1987 to 2020 which had been peer-reviewed and published. Databases were searched using two keywords in each search, advance search was used to ensure that each keyword is available in the title and (or) the abstract, one keyword represents tourism or its synonyms and the second represents Jordan or any Jordanian city or destination. For tourism, the following keywords were used: (tourism, tourist, hospitality, traveling, destination). The process took between January 2019 and June 2020. A total of 703 published studies were found (377 in sciencedirect, 201 in Emerald and 125 in EBESCO). Duplicates were removed (74 studies) and 629 were left over once the removal of identical studies was performed.

Screening Stage: The researchers screened 629 abstracts. To be eligible, the abstracts need to be scanned and described the studies that focused on the Jordanian tourism and hospitality concerns, trends, subjects, and/or problems.

Inclusion-exclusion criteria for this review focused on published peer-reviewed articles published in English language that investigate tourism and hospitality issues in the Jordanian context. All studies that discuss tourism issues outside the Jordanian context were excluded, also all studies that their scope is not tourism were excluded. In this part of the review process, the researchers found 101 studies to await review in the next stage.

Eligibility Stage: At this stage, the researchers reviewed the full text of the 101 studies discovered from the second stage. Then they decide for whether or not they were eligible for eligibility stage. This entails having a focus on inbound, outbound tourism, and hospitality industry, with tourism and hospitality overall as the primary focus of the content; this criterion is used in conjunction with the requirements of the screening stage. 18 studies were filtered out in the final stage. The 83 articles that reached the final stage were analysed in terms of research aims and objectives, methodology, publication years, and search keywords.

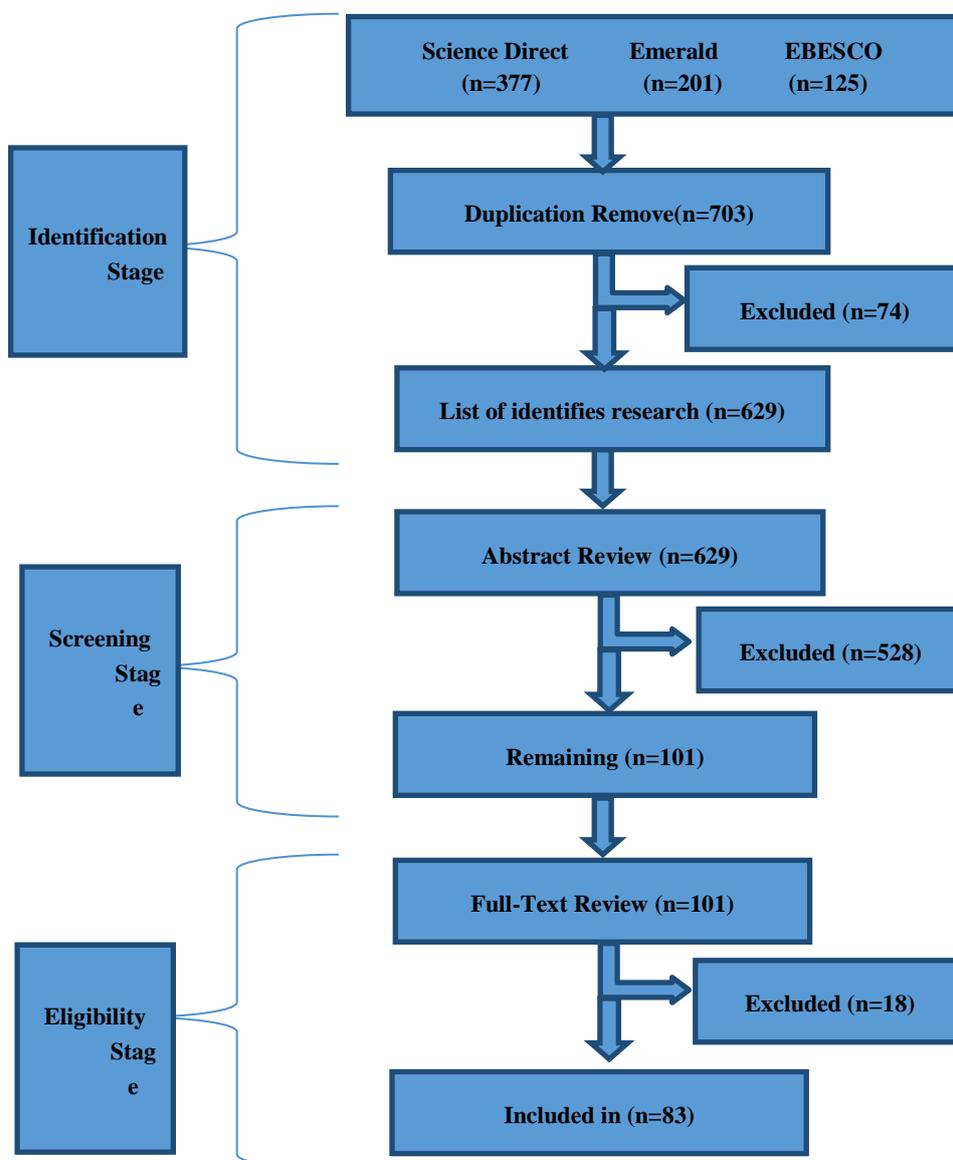


Figure 1. PRISMA flow diagram that followed in this study. (Source: Adapted from (Tafesse and Skallerud, 2017).

The included articles (n=83) were exported to an Excel spreadsheet, the spreadsheet included the articles' title, keywords, abstract, journal name, year of publication, and authors' names and affiliations. The Excel spreadsheet was

modified by adding columns for the data extraction that include the thematic, theoretical and methodological dimensions. The following section discusses the analysis of the 83 articles

4. ANALYSIS METHOD

Analysis begins by developing a classification framework that allows for a systematic comparison and analysis of Jordan tourism literature based on broad thematic, theoretical and methodological dimensions. The review then carefully analysed and coded the extracted studies, and summarised their findings using the proposed classification framework. The findings summarised what has been accomplished so far in Jordan tourism literature, and what theories and methods have been used. The findings further reveal how the literature has evolved over time in terms of key thematic, theoretical, and methodological orientations.

The thematic, theoretical and methodological dimensions were indicated by research perspective, theoretical framework, conceptual framework, theoretical contribution, research approaches, research design and data collection method. These seven criteria offer useful indications as to the theoretical status and development of Jordan tourism literature. Figure 1 shows in detail the process of published studies selection for the systematic review of literature.

Afterward, the classification framework was transferred into a detailed coding instrument. The dimensions of the classification framework were converted into layers of coding variables. The extracted studies were coded into applicable coding variables. When coding was completed, an SPSS data file was created and the coded data was processed and analysed using descriptive statistics such as frequencies and crosstabs. The following section discusses the results and their theoretical and practical implications.

5. FINDINGS OF THE STUDY

While the intervals according to publication year are seven (1987-1991,1992-1996,1997-2001, 2002-2006, 2007-2011, 2012-2016, 2017-2020), the researchers grouped the studies into six intervals. Published studies in the first two publication intervals were minimal (Appendices 1). The following interval (1997-2001) began to show slight growth in publications. Published studies declined in the fourth interval (2002-2006). Conversely, the fifth and the sixth intervals (2007-2011 and 2012-2016) demonstrated significant growth in publications. The final interval (2017-2020) had the greatest growth, accounting for nearly half of the sample's studies (n=36).

Five journals were sourced for all the articles. *Annals of Tourism Research (ATR)*, *Desalination (D)*, *Tourism Management (TM)*, *GeoJournal of Tourism Geosites (GTG)* and *Tourism Review (TR)* were the sources of 19 studies or 23% of the total pool (n=83).

12% of publications (n=10), appeared in *ATR* and *TM*. International research institutions or researchers of a mixed team were the authors of all five studies published in *ATR*. When considering the fact that both journals are specifically focused upon tourism, the conclusion that tourism research institutions are performing below expectations. The researchers recommend that cultivation of collaboration within the nation's institutions foreign research and academic institutions be encouraged.

5.1. Tourism Research Perspectives

Researchers have performed tourism and hospitality studies through a plethora of different perspectives; including those of tourists, local community in tourism destinations, and employees of the service industry. An obvious perspective (e.g., tourists, local community and employees perspectives) was used 77% of the publications (n=64) (Table 1); 30% in this pool (n=25) contained the perspective of tourists, 27% of management (n=22), while 12% of the local community. 4% of the publications (n=3) contained the perspective of employees. Travel agency and tour guides made up four studies from the pool (2% each).

Tourist-based research focused on tourists behavior toward destination image (e.g., Schneider & Sönmez, 1999; Hashemabadi & Razmi, 2014; Jraisat et al., 2015; Akroush et al., 2016; Liu et al.,2016), grief tourism (Buda, 2014; Buda

et al., 2015), and destination awareness (Alhammad, 2009; Harahsheh, Haddad, & Alshorman, 2019) and satisfaction (Arasli and Baradarani, 2014; Al-Rousan et al., 2019; Mahadin, Akroush, & Bata, 2020). The majority of above mentioned research was focused on inbound tourism. Two studies examined the urgings of forbearers of members of the community to bring domestic tourism into the nation (Alzboun, 2019; Magableh and Kharabsheh, 2013).

Table 1. Distribution of Tourism Articles' Perspectives (n=64), (Source: authors' own analysis)

| Articles' Perspective | Period of Publication | | | | | | | Total |
|--------------------------|-----------------------|---------------|---------------|---------------|---------------|---------------|---------------|-------|
| | 1987- 1991 | 1992- 1996 | 1997- 2001 | 2002- 2006 | 2007- 2011 | 2012- 2016 | 2017- 2020 | |
| Tour guide | | | | | | 1 | 1 | 2 |
| Travel agency | | | | | | 1 | 1 | 2 |
| Local community | | | 1 | | | 2 | 7 | 10 |
| Management | | | | | 2 | 7 | 13 | 22 |
| Employees | | | | | | | 3 | 3 |
| Tourists | | | 1 | | 4 | 9 | 11 | 25 |
| Total | 0 | 0 | 2 | 0 | 6 | 20 | 36 | 64 |

Publications which offered the management perspective focused on the following issues: tourism industry, intergovernmental, and host community discord (Al Haija, 2011, Jamaliah, Powell, & Sirima, 2020); hotel industry disaster and crisis control (Sawalha et al., 2013); the hotel industry's extent of sustainable activity (Alzboun et al., 2016); human resource management (Eraqi, et al., 2011, Sarhan et al., 2020); and performance of tourism companies (Al-Najjar, 2015, Alsarayreh, 2018).

Ten publications had presented local community perspectives, two of them have examined how residents partook in projects with the intent of furthering tourism efforts (Brand, 2001; Alhammad, 2012). While some publications focused on local community perceptions toward tourism development (Alrwajfah, Almeida-García, & Cortés-Macías, 2019; Al-Weshah et al, 2013; Al-Weshah, 2018) and perceptions toward working in tourism (Aladwan & Abbabneh, 2017), further research efforts should more carefully examine outside host community concerns in order to further the development and sustainable activities for the industry in order to enhance projects contribution toward tourism industry (Nunkoo and Ramkissoon, 2010; Yusuf, 2014).

Further attention should also be paid to investigate of tourist guides' perceptions and experience, as they hold the responsibility of choosing sights and later representing them to tourists. This can be seen in how Israeli guides introduce the Island of Peace. The location was the dividing area between Jordan and its historic rival, Israel, and guides portray the island as an area of fighting and distrust (Gelbman & Maoz, 2012).

5.2. Theoretical Perspectives

The theoretical perspective shows the extent to which Jordan tourism research applies theories, models, and conceptual frameworks to guide its investigations. The right employment of theoretical perspectives can significantly contribute to the accumulation of tourism knowledge. Theories, models, and conceptual frameworks provide a useful analytical lens through which relevant research problems can be framed, moreover, sound variables and propositions can be developed and tested accordingly (Bauer, 2014; Walle, 1997).

42% of publications (n=35) explicitly included theories, models, and conceptual frameworks (see Table 2). The remaining 58% of publications (n=48) did not utilize theoretical bases for establishing the questions and hypotheses of research.

Table 2. Distribution of Theoretical framework of Tourism Articles (n=83). (Source: authors' own analysis)

| Theoretical framework | Period of Publication | | | | | | | Total |
|---------------------------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| | 1987-1991 | 1992-1996 | 1997-2001 | 2002-2006 | 2007-2011 | 2012-2016 | 2017-2020 | |
| Articles not grounded in theory | 2 | | 4 | 2 | 8 | 12 | 20 | 48 |
| Articles Grounded in theory | | | 1 | | 3 | 15 | 16 | 35 |
| Total | 2 | 0 | 5 | 2 | 11 | 27 | 36 | 83 |

In contrast, an increasing number of theoretical perspectives are being utilized in research, rising to 60% of publications (n=14 out of 23) (Table 2) in 2012-2016. Thus, theoretical studies are slowly advancing in popularity compared to the originally more popular a theoretical approach (e.g., Akroush et al., 2016; Alzboun et al., 2016; Jraisat et al., 2015). In 2017-2020 as the most recent publication interval, despite the increasing number of theoretical perspectives are being utilized in research compared to the previous interval (2012-2016), the theoretical perspectives utilization decreased to 45% (n=16 out of n=27) in the recent interval (Alrwajfah, Almeida-García, & Cortés-Macías, 2020, Ghantous & Alnawas, 2020, Jamhawi & Hajahjah, 2017, Alsheikh & Sobihah, 2019).

Table 3. Distribution of Conceptual Framework of Tourism Articles (n=18). (Source: authors' own analysis)

| Research Frameworks | Period of Publication | | | | | | | Total |
|---------------------------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| | 1987-1991 | 1992-1996 | 1997-2001 | 2002-2006 | 2007-2011 | 2012-2016 | 2017-2020 | |
| Dark Tourism | | | | | | 1 | | 1 |
| E-Networks | | | | | | 1 | | 1 |
| Digital Marketing | | | | | | | 3 | 3 |
| Innovations | | | | | | 1 | 1 | 2 |
| Emotions | | | | | | 3 | | 3 |
| Accommodation | | | | | | 2 | 1 | 3 |
| Site Management | | | 1 | | 2 | 1 | 3 | 7 |
| Energy | | | | | 2 | 1 | | 3 |
| Tourism | | | | | | 3 | 6 | 9 |
| Development | 1 | | 1 | | 1 | 4 | 4 | 11 |
| Crisis Management | | | | | | 4 | | 4 |
| Environment | | | 1 | | 3 | | 3 | 7 |
| Water | | | 1 | 2 | 2 | | | 5 |
| Destination Image theory | | | 1 | | 3 | 3 | 2 | 9 |
| Culture | | | 1 | | 2 | 6 | 1 | 10 |
| Consumer Behaviour theory | | | 1 | | 2 | 7 | 6 | 16 |
| Corporate social responsibility | | | | | | | 1 | 1 |
| Human Resources | | | | | | | 8 | 8 |
| Total | 1 | 0 | 7 | 2 | 17 | 37 | 39 | 103 |

Theoretically-based publications establish themselves on 17 theoretical perspectives (see Table 3). Marketing (e.g., consumer behaviour, destination image), environment (e.g., energy, environment, and water), and management (e.g. site management, crisis management), are the theories which are employed by tourism publications.

From the increasing diversity of theoretical perspectives in research of Jordan tourism industry, one can observe the variety of researcher's backgrounds and the complexity of this nation's vital industry. At the same time, the variation in theoretical perspective also indicates an inadequate conceptual foundation.

Theories are more commonly based on external publications than being internally formed. A mere four publications were used tourism and hospitality models and theories (e.g., Akroush et al., 2016; Alzboun et al., 2016; Jraisat et al., 2015). Due to the nature of tourism as multidisciplinary field, the use of external theories is logically sound and ensures that tourism research applies to the time period and remains relevant (Brohman, 1996). Simultaneous attempts to centralize around a specific theory and model should be made to create a stable knowledge base. In particular, building, testing, verifying, and extending specific theories and models regarding tourism are necessary.

Emerging trends in theories of this area in the nation are important to be adopted by the researchers. Theories involving consumer behaviour and destination image have recently become popular. Research has explored the essential issues of value orientation for the kinds of tourists in Petra archaeological park and how this value shapes management action preferences (Alazaizeh et al., 2016). Research exploring the process by which tourists make decisions is also emerging, including a publication regarding the US source market's view of some Middle East countries' suitability as an attractive destination. Liu et al., (2016) have argued that what tourists perceive as safe impacts risk-perception attitude and what the purpose of their visits.

Secondly, water and environmental concerns are being placed under investigation. The trend begins to take place from 1997-2001, increasing in popularity in the following publication intervals of 2002-2006 and 2007-2011. Since those periods, the trend has disappeared in publications. Finally, a new trend begins to take place recently (2017-2020), digital marketing and human resources issues are being placed under investigation.

5.3. Theoretical Contribution

A theoretical contribution refers to the amount of novel and fundamental theoretical insights contributed to existing literature by tourism publications. The publications can be categorized into three types of studies; exploratory studies, theory testing studies, and theory building studies (Colquitt and Zapata-Phelan, 2007; Wacker, 1998). The first category, exploratory publications deal with the investigation of fundamental facts and parameters while neglecting to contain real theoretical guidance. The category is implemented in the event that little knowledge exists about a situation (Collis and R. Hussey, 2003). Theory-testing publications offer the significant theoretical guidance missing from the former category, taking pre-existing theories to ground a particular set of priori hypotheses (Colquitt and Zapata-Phelan, 2007; Wacker, 1998). Theory building publications then take these theories and utilizes them as the base for an original theory (Colquitt and Zapata-Phelan, 2007; Wacker, 1998). Theory building publications should include three necessary criteria: conceptual definitions, domain limitations, and relationship-building (Wacker, 1988).

Publications were categorized based on the theoretical contribution they made (Table 4). Over half of the sample's studies were exploratory (n=43). Most of the publications in this pool examined how to do something; how to market a destination (Sharaiha and Collins, 1992, Harahsheh, Haddad, & Alshorman, 2019, Alqatan et al. 2016) and how to decrease energy consumption for accommodations of tourists (Mustafa et al., 2008). While such publications address the essential and practical concerns of the industry, the studies are not able to offer theoretical insights that can be generalized to larger populations.

It has been found that 48% of publications were theoretically contributing articles (n=40), and 24% were contributed toward field literature by theory testing (n=20). Typically, those publications used hypotheses based on pre-existing theories and used tourism data for testing.

Due to the necessity of an empirical backbone, theory testing is critical ((Mustafa et al., 2008). An example of this is a test of the ServQual model upon tourism data of Jordan by Akroush et al. (2016). The conclusion of their study was that the four dimensions are better suited for use than the five dimensions, because the first model better resembles the tourism data of Jordan.

Table 4. Types of Theoretical Contribution of Tourism Articles (n=83). (Source: authors' own analysis)

| Theo- Contribution | Period of Publication | | | | | | | Total |
|-------------------------|-----------------------|---------------|---------------|---------------|---------------|---------------|---------------|-------|
| | 1987- 1991 | 1992- 1996 | 1997- 2001 | 2002- 2006 | 2007- 2011 | 2012- 2016 | 2017- 2020 | |
| Theory-Testing | | | 1 | | 2 | 7 | 10 | 20 |
| Theory-Building | | | | | 2 | 11 | 7 | 20 |
| Exploratory Articles | 2 | | 4 | 2 | 7 | 9 | 19 | 43 |
| Total | 2 | 0 | 5 | 2 | 11 | 27 | 36 | 83 |

The remaining 24% of publications (n=20) used theory building approach to contribute to the field theory. An example of this approach is found by Buda (2015) showing that touring of areas of conflict occurred as a means of negotiating and purging rooted memories and traumatic events. The findings enable the discovery of additional motivations, thereby leading to the development of tourism motivation theory. Moreover, practical benefits include the finding of additional target markets and the design of marketing strategies toward them.

5.4. Methodological Approach

A methodological approach involves the methodology and research methods adopted by the selected publications, which is essentially a path taken to achieve a goal (Dann et al., 1988, p.3). A second definition is the plan or mindset and way of studying a certain phenomenon which researchers consider of interest (Corbin and Strauss, 2008; Crotty, 1998). Methods of publications in the tourism industry are either qualitative or quantitative. Researchers who used mainly qualitative methods have delivered much more significant and continuing effect on tourism literature (Cohen, 1988, p. 30).

The researchers categorized publications based on the research approach (Table 5). 66% of publications used quantitative methods (n=55). Meanwhile, qualitative methods accounted for 31% of the sample (n=26). Only 3% of publications (n=2) simultaneously employed the two methods (a mixed method strategy).

As a research interest, tourism field in Jordan is attractive to many international or western research institutions, with 28% of publications having contained research performed by these institutions (n=23). In addition, 10% of publications contained research performed by a combination of national and foreign institutions. Data indicates that almost half of the sample's publications were from foreign institutions.

By analysing these two kinds of institutions, foreign and domestic, variation in research methods can be observed. National research institutions leaned toward quantitative methods, accounting for 77% of these kinds of publications (n=41 out of 52) (Table 5). Meanwhile, only 35% of publications were quantitative nature in international institutions (n=8 out of 23).

Table 5. Classification of Tourism Articles According to Research Approaches Adopted (n=83). (Source: authors' own analysis)

| Nationality of Research Institution | Theoretical Contribution | Period of Publication | | | | | | | Total |
|-------------------------------------|--------------------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| | | 1987-1991 | 1992-1996 | 1997-2001 | 2002-2006 | 2007-2011 | 2012-2016 | 2017-2020 | |
| International | Qualitative | 1 | | 2 | | 1 | 6 | 4 | 14 |
| | Quantitative | | | 1 | | 2 | 3 | 2 | 8 |
| | Both | | | 1 | | 0 | | | 1 |
| | Total | 1 | 0 | 4 | 0 | 3 | 9 | 6 | 23 |
| National | Qualitative | 1 | | | | 1 | 6 | 2 | 10 |
| | Quantitative | | | | 2 | 5 | 8 | 26 | 41 |
| | Both | | | | | | 1 | | 1 |
| | Total | 1 | 0 | 0 | 2 | 6 | 15 | 28 | 52 |
| Mixed | Qualitative | | | | | 1 | | 1 | 2 |
| | Quantitative | | | 1 | | 1 | 3 | 1 | 6 |
| | Both | | | | | | | | 0 |
| | Total | 0 | 0 | 1 | 0 | 1 | 3 | 2 | 8 |
| Total of All | 2 | 0 | 5 | 2 | 11 | 27 | 36 | 83 | |

Three reasons have been concluded by Riley and Love (2000) regarding the lack of qualitative methods. Firstly, editors and reviewers which are unfamiliar with this type of method are not receptive to the concept. Secondly, researchers who do not utilize qualitative research find it difficult to understand and are less inclined to believe in qualitative discoveries as reliable and valid. Finally, qualitative data cannot easily be translated in terms of effects (p. 182). To improve the clarity of this issue, the researchers suggest further investigation into the reasons behind the aversion of the Jordanian researchers to the qualitative method.

5.5. Research Design

Research design serves to provide a criterion by which methodological orientations can be evaluated in the Jordanian tourism literature. The research design can be defined as a process where the decision, along with other factors, of the method of additional data collection, analysis, and interpretation, as well as coming up with an answer to a problem (Sekaran, 2003, p.29).

This element of the research process ensures that an unambiguous answer can be made from the obtained evidence (De Vaus, 2006). De Vaus (2006) states that the primary four categories of research design include cross-sectional, longitudinal, experimental, and case study (p. 48).

The researchers organized the publications in accordance with the adopted research design (Table 6). Cross-sectional design was the major type of design, making up 75% of the sample's studies (n=62). 16% of the sample's studies were case studies (n=9), making this kind of research design subsequent in popularity to the former. Following this, longitudinal is the next most popular, making up 8% of the publications (n=7). The lowest design in popularity is the experimental design; it scored less than 2% of the total sample size.

Table 6. Classification of Tourism Articles According to Research Designs Adopted (n=83). (Source: authors' own analysis)

| Research Design | Period of Publication | | | | | | | Total |
|-----------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| | 1987-1991 | 1992-1996 | 1997-2001 | 2002-2006 | 2007-2011 | 2012-2016 | 2017-2020 | |
| Experimental | | | | | | 1 | | 1 |
| Cross-Sectional | | 1 | 1 | 1 | 6 | 21 | 32 | 62 |
| Longitudinal | 1 | | 1 | | 1 | 3 | 1 | 7 |

| Research Design | Period of Publication | | | | | | | Total |
|-----------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 1987-1991 | 1992-1996 | 1997-2001 | 2002-2006 | 2007-2011 | 2012-2016 | 2017-2020 | |
| Case study | | | 3 | 1 | 4 | 2 | 3 | 13 |
| Total | 1 | 1 | 5 | 2 | 11 | 27 | 36 | 83 |

Cross-sectional design, as shown in the selected studies, is a highly used design in Jordanian tourism and hospitality literature. By increasing the popularity of the less popular kinds of research designs, theoretical scope and empirical rigor of the research literature in the tourism industry could be widened. The problem with cross-sectional studies is that they use data from a particular point of time during which a phenomenon of some sort has occurred, while omitting the prior events which led up to this occurrence. Because of this time horizon, trends are unable to be observed by investigators. In contrast to this direction, the longitudinal research design offers full observation of tourism's development and growth. Particularly, Kreishan (2014) performed a longitudinal design over more than 10 years from 1990 to 2011, which showed the effect of significant changes in the tourism industry upon economic development.

Another problem posed by cross-sectional design is that it uses a quantitative over qualitative approach in research design and analysis. Though more information regarding an issue can be provided, such issues are not adequately explored to be fully understood. A case study approach would solve this dilemma, providing a thorough understanding of the topic being studied which can be translated into real conclusions and thus solutions and recommendations can be proposed in their natural settings. Al Haija (2011), investigated the conflict experienced between the government and the local community regarding tourism and historical attractions. The purpose of the study was to establish planning solutions for these conflicts.

5.6. Data Collection Methods

The data collection method serves as the third criterion by which methodological orientation evaluation takes place. The research analysed the publications (n=83) with respect to the method. 53% of Jordan tourism research used surveys, making it the major method of collecting information (see Table 7). Survey data collection in tandem with a secondary method made up 8% of the sample (n=7). Subsequent to surveys in terms of popularity, interviews and the analysis of documents were 16% of the extracted documents (n=13). Only 4% of the sample used focus groups (n=3). Observation scored lowest in terms of popularity, making up 1% of the evaluation sample (n=1).

More than half of the sample's studies employed surveys, either respectively or in tandem with another method of collecting data. It appears that the use of surveys has stymied data collection of other kinds, such as observation.

Table 7. Classification of Tourism Articles According to Data Collection Methods Adopted (n=83). (Source: authors' own analysis)

| Methods of Data Collection | Period of Publication | | | | | | | Total |
|------------------------------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 1987-1991 | 1992-1996 | 1997-2001 | 2002-2006 | 2007-2011 | 2012-2016 | 2017-2020 | |
| Survey | | 1 | | 1 | 4 | 12 | 26 | 44 |
| Interviews | 1 | | 1 | | 1 | 5 | 5 | 13 |
| Analysis of Documents | | | 3 | 1 | 3 | 4 | 1 | 13 |
| Survey Combined with Other Methods | | | 1 | | 2 | 2 | 2 | 7 |
| Focus Group | | | | | 1 | 2 | | 3 |
| Observation | | | | | | 1 | | 1 |
| Time series | | | | | | | 2 | 2 |
| Total | 1 | 1 | 5 | 2 | 11 | 27 | 36 | 83 |

Sentiment analysis by way of social media offers researchers a global source of data in tourism research. This method is used to integrate, recognize, identify, and analyse the sentimental, emotional, and opinion-based factors of tourists, information which is often available on social media channels (Li et al., 2017). In spite of these significant opportunities for data collection, sentiment analysis studies do not exist in the world of tourism research literature. In the future, such methods of data collection should be put into consideration by those in this industry.

Triangulation is a method which allows for cross verification of data by way of using various sources, thus improving tourism research as a whole. This can be seen by Sawalha et al. (2013), which employed a survey to collect data identifying what the significant risk factors of hotel crises or disasters. Semi-structured interviews were subsequently used to offer additional clues to the cultural variables which may have led to hotel businesses' broader use of crisis disaster management practices.

In the general tourism field, although interviews conducted in focus groups are favored, researchers in Jordan rarely use this method. This is because of the lack of exposure of university students to the method, specifically those who have only studied domestically (Masadeh et al., 2016, p. 348).

6. CONCLUSIONS AND IMPLICATIONS

The researchers systematically reviewed publications from 1987 to 2020 to determine its current state, gaps, trends, and coherence. 83-tourism-related research published studies of 63 various journals from a plethora of online databases are cited in this review. An analysis was conducted centralizing around a publication's approaches and findings in terms of thematic, theoretical, and methodological aspects.

The initial element investigated was research perspectives. Tourist, tour guide, travel agency, local community, and governmental perspectives were used. Most research focuses on the tourist perspective. Meanwhile, tour guide and tourism agency perspectives make up only a small amount of research, a fact which leads to the loss of valuable insight onto those serve and attract customers of tourism services. To bridge this gap in the tourism literature, the researchers recommend that uncommon perspectives must be encouraged and practiced.

Another aspect of tourism literature is suffering from deficiency in comparative studies. Comparative studies focus upon the variation in perspectives among tourists, tour guides, travel agencies, local communities, and governments. These studies are imperative to promote the development of tourism industry because of the insights they would offer. Conflicts between these groups require a method of thought which encompasses various perspectives (Al Haija, 2011, p. 99). Such an approach must provide better understanding to stakeholders.

Subsequent to research perspectives, theoretical issues were observed, including theoretical perspective and theoretical contribution. The former kind was not typically theoretically based, though the regular growth of theory-based research could be observed. In addition, tourism and hospitality models and theories lack support by researchers. The researchers suggest that future studies can centralize upon specific tourism theories and models, thereby substantiating and enriching a body of knowledge and tourism research literature.

In the initial part of the twenty-first century, the investigation of water and environmental problems grew in popularity and decreased in use in the next decade. The researchers recommend an increase in studies focused upon water and energy issues in regards to tourism to address sustainable water management issues (Al-Momani and Rasheed, 2016, p. 2230).

Following theoretical issues, methodological issues were investigated. Specifically, the methodological approach, the research design, and the data collection methods of tourism research literature were examined. The methodological approach was found to be primarily quantitative in nature. Methodological orientations, however, were found to be less uniform. The findings of this study revealed that Jordan research institutions focus primarily on quantitative research, while foreign research institutions used qualitative approaches. The research recommends that the promotion of qualitative approaches for the Jordanian researchers occur. Data collection methods, which have recently come to light, including interviews of focus groups, are not popular among the Jordanian research institutions and universities (Al-

Momani and Rasheed, 2016, p. 2230).

It is implied by the findings of this study that the Jordanian education system reviewed to be updated. In terms of research design, cross-sectional research appears to be the most popular. The issue with cross-sectional research is its promotion of data which encompasses more information and less detail. The researchers recommend scholars to begin to utilize experimental and longitudinal designs, among the other less popular designs.

While surveys are the major form by which collecting information takes place, the remaining kinds like those which use observation or focus group interviews are neglected by researchers. Because there is a possibility that deficiencies in research fields besides tourism are probable, the benefit of increased research and evaluation of research methodologies would serve the Jordanian research institutions in both tourism and other sectors. Moreover, though social media data collection has much to offer tourism research literature, it is completely untapped. The researchers adamantly recommend improving the awareness of this tool for this sector of research (Al-Weshah, 2018)

7. THE STUDY LIMITATIONS AND FUTURE RESEARCH

This study used a systematic review method to investigate published peer-reviewed articles in the English language that investigate tourism issues in the Jordanian context. The study included only the English published articles, that is because this study was conducted in English, and we intended to focus on the body of Jordanian research that is available for researchers worldwide, and also because the Arabic published articles are not available on the main online database. Traditionally published, printed journals exclusive to the Jordanian university libraries as hardcopies were not able to be part of the review. Therefore, researchers are highly recommended to conduct a systematic review of Arabic published research and conduct comparisons with English published research to shed light on the differences between publications in different languages. Also recommended to identify patterns of differences between Arabic and English published studies in the context of Jordan tourism. Moreover, it is recommended for tourism researchers to conduct similar studies on the other Middle East countries to discover gaps and trends in tourism studies in these countries. Systematic review methodology is valid and well-established methodology that could provide a comprehensive overview of the available evidence on a given topic, systematic review methodology still not popular among Jordanian researchers, particularly in the tourism area. It is highly recommended to learn and use this methodology by Jordanian researchers.

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اتجاهات أبحاث السياحة والضيافة في الأردن: مراجعة ممنهجة

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ملخص

تعد الدراسات القائمة على المراجعات الممنهجة المتقدمة (systematic review) مرتكزاً أساسياً في تقييم التطور المعرفي في مجال السياحة، إذ إنّ الدراسات التي تحلل وتقيم طبيعة ونوعية البحوث السياحية الأردنية المنشورة في المجالات العلمية المحكمة نادرة للغاية. باستخدام البروتوكول المعروف بـ (PRISMA) للمراجعة الممنهجة (systematic review)، وحللت هذه الدراسة الجوانب الموضوعية والنظرية والمنهجية للبحوث الأردنية في مجال السياحة والضيافة. وتم مراجعة وتحليل جميع الدراسات السياحية المنشورة في 63 مجلة حتى عام 2020، وعليه تُقدم نتائج هذه الدراسة تحليلاً نقدياً لمجموعة الأبحاث الحالية المتاحة التي تهدف في الوقت نفسه إلى تعزيز فهم السياحة الأردنية إضافة إلى اكتشاف الفجوات والاتجاهات في الدراسات السابقة. ومن المرجح أن تساعد هذه الاكتشافات الباحثين والممارسين في تعميق فهم القضايا السياحية المهمة المطروحة في مجالات البحث العلمي المختص بصناعة السياحة والضيافة.

الكلمات الدالة: السياحة والضيافة، الاتجاهات البحثية، المراجعة الممنهجة، الأردن، البحث العلمي السياحي.

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