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## Post-covid Tourist Satisfaction in the Hospitality industry: Reflections from Jordan

Malek Bader<sup>1</sup>, Ramzi Al Rousan<sup>1</sup>, Nermin Khasawneh<sup>1</sup>, Momamamed Niyas KK<sup>2</sup>

<sup>1</sup>Dept. of Sustainable Tourism, Queen Rania Faculty of Tourism and Heritage, The Hashemite University, P.O. box 330127 Zarqa, 13133 Jordan, <sup>2</sup>Research Scholar, School of Tourism Studies. Mahatma Gandhi University, India

malekbader@hotmail.com, rousanramzi@yahoo.com, nermeenibra@yahoo.com, mohammedniyaskk@mgu.ac.in

**Abstract.** This study sets out to investigate the effects of COVID-19 on the tourism industry in Jordan by studying the satisfaction of tourists after the lockdown. This study focuses on three main areas that may influence tourists' satisfaction. The tourist satisfaction study was conducted using a questionnaire designed and distributed among tourists who used the services. Other than that, all the tourist guides from the six travel agencies involved in this study were interviewed for cross-checking purposes. There was a shift in the satisfaction level after the pandemic's peak. The three main areas that determine satisfaction are services provided by travel agencies, facilities for tourists at their destinations, and accommodations. The findings suggested the tourists demanded proper COVID-19 standard operating procedures in addition to the basic requirements of the services provided. Data will inform stakeholders on the preparation of services provided for the post-COVID-19 tourism industry.

**Keywords.** tourism Industry, Jordan, COVID-19, satisfaction, tourists

### Introduction

Covid-19, which started in China, has spread to the rest of the world and severely affected the international tourism and the tourism industry in all countries. Tourism is one of the most critical industries supporting sustainable economic growth (Brida et al., 2020; Fu et al., 2020; Wu et al., 2020). Tourism has a broader perspective on economic development, employment, and foreign currency inflows (Badulescu et al., 2020). However, tourism is highly vulnerable to environmental changes and destructive pandemics, such as floods, earthquakes, and other international financial and economic devastation due to highly contagious diseases (Mirza, Rahat, et al., 2020; Rizvi, Mirza et al., 2020). In this perspective, considering the high safety risk and environmental factors, the tourism industry also dramatically depends upon travelers' behavioural patterns, destination selection, etc. (Ritchie & Jiang, 2019). Recently, the tourism industry has felt the effects of the COVID-19 outbreak. The ramifications of COVID-19 have decreased global mobility within countries and become a contributing factor to the economic failures of the tourism sector (Gössling et al., 2020). In Jordan, where tourism is a significant contributor to the GDP of the Kingdom, COVID-19 has many severe effects and

repercussions. The tourism industry in Jordan is seriously affected, especially the hotels, tourist agencies, and airline businesses. The causes were closed borders and airports shutting down, leading to reduced economic activity. These causes were responses to control the spread of the pandemic, which had reached 2034 cases in September 2020 (Jordanian Ministry of Health, 2020). This paper discussed the impact of COVID-19 on the tourism industry, especially on hotels and related industry workers. Apart from that, this study also discusses the stimulus packages offered by the Jordanian government. Many stakeholders surveyed lamented the seriousness of the pandemic, which was worse than anticipated.

### **Impact of Covid-19 on the World Tourism Industry**

In the last 20 years, the growth of the global economy has had a huge impact on the growth of the tourism industry. It has provided many jobs and significantly contributed to the GDP of many countries that developed the industry. There were about 1,407 million international tourist arrivals in 2018 (Aguiar et al., 2019; Brid et al., 2021), and the tourists spent a total of \$1,480 billion. Aside from that, another \$250 billion was spent on transportation. Aguiar et al. (2019) estimated that seven percent of global trade in goods and services, or \$1.7 trillion, was linked to the tourism industry.

The effect of the pandemic is clearly illustrated in a UN report on tourism. In the second quarter of 2020, all global destinations in the world introduced travel restrictions (UN World Tourism Organization, 2020). This indicated that international tourism was suspended, while domestic tourism was also suspended by lockdowns in many countries to control the pandemic. In other words, income and revenues from tourism had fallen drastically. According to the United Nations World Tourism Organization (UN WTO, 2020), the tourism industry suffered reductions from 850 million to 1.1 billion international tourist arrivals, \$910 million to \$1.1 trillion in export revenues, and 100-120 million jobs for the first six months of borders being closed.

### **Literature Review**

#### ***Tourist Satisfaction***

There are many definitions of satisfaction given by various scholars who claim that tourist services are linked to tourist satisfaction (Kozak, 2001; Hau & Omar, 2014; O'zdemir & Yolal, 2017; Xiao et al., 2019). O'zdemir & Yolal (2017) stated that there are three different satisfaction situations according to the tourists who used the services. The situations are satisfaction, dissatisfaction, and positive surprise. If the customer's expectations and demands are sufficiently served by the perceived quality, then the tourist will feel satisfied. Cai et al. (2020) view tourist satisfaction as a marketing tool that may be used to formulate strategies in the tourism market.

In order to better understand satisfaction, it is imperative to look at how tourists and decision-makers view satisfaction. According to the OECD and Feng (2007), tourists usually have a more subjective view of satisfaction derived from the services provided. In contrast, decision-makers often view satisfaction objectively, where satisfaction is measured in relation to the services performed and is commensurate with the expected output (Barsky, 2012). There are other factors that may influence satisfaction. Ozimek et al. (2017) included factors that may influence tourist satisfaction as needs; similar service expected that is similar to previous experience, quality of services, price, how the tourist perceives the service to be provided, and the type of services that are offered (Ozimek et al., 2017). As such, it is essential to ensure that the tourist will feel the pleasure derived from the services provided, making them feel content.

Indeed, a tourist who feels content will want to revisit or reuse the service provided in subsequent visits (Khristianto et al., 2012). Another point of view on satisfaction is that tourists may value safety, convenience, and technological proclivities as important satisfaction factors (Kim et al., 2006). This is especially true during the period of the COVID epidemic, when every tourist will be very particular about the safety measures and standard operating procedures in place to safeguard their health.

According to Sheth and Parvathiyar (2001), six significant competitive edges provide a high level of tourist satisfaction. Sheth's model (Figure 1) illustrates that the satisfaction derived by the tourist will retain the customer, and this will translate into profits for the company. In turn, this will improve the corporate performance of the company, and the growth of the company will improve continuously.

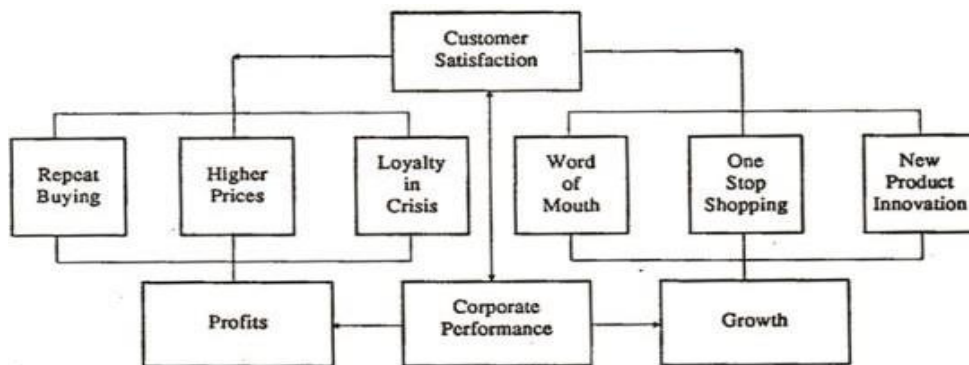


Figure 1: Sheth's Competitive Edge Model for Satisfaction

Based on the above literature and Sheth's model for satisfaction, tourist satisfaction is grouped into three main factors. The factors are services for accommodation, facilities provided at the location of tourist spots, and services related to the related travelling agencies. Using this evidence, 30 items (the closest to the influence of Covid-19) to measure tourist satisfaction are derived (Table I).

**Table I.** The 30 items to measure tourist satisfaction before/after COVID-19.

Determinants of Tourist Satisfaction (Based on Previous Research)	30 Factors: Importance (after COVID-19)/ Performance (before COVID-19)
Services pertaining to accommodation	<ul style="list-style-type: none"> <li>-The kitchen and dining room are clean and tidy</li> <li>-The leisure area and other service rooms are clean and tidy.</li> <li>-Buildings are intelligent (e.g., semi-self-service management).</li> <li>-Places or items for cleaning and disinfection are provided to tourists.</li> <li>-The building is safe and reliable</li> <li>-Contingency plans are developed and can be exercised regularly.</li> <li>-Split air conditioners are used in guest rooms.</li> <li>-Rooms are naturally ventilated.</li> <li>-The local people around the hotel are kind.</li> <li>-The staff are polite and helpful.</li> </ul>

Facilities provided at the location of tourist spots	<ul style="list-style-type: none"> <li>-Town area is clean.</li> <li>-People in the area always wear their masks.</li> <li>-Hospitality of people</li> <li>-Cleanliness at the location</li> <li>-Panoramic scenery</li> <li>-Facilities for shopping</li> <li>-Every shop has cleaning and disinfection facilities.</li> <li>-Other related facilities</li> <li>- Friendly &amp; welcoming staff</li> <li>-Location comfortability</li> </ul>
Services related to the related travelling agencies	<ul style="list-style-type: none"> <li>-Agency expertise</li> <li>- Staff behaviour &amp; attitude</li> <li>-Transfer to the airport</li> <li>-Services – information</li> <li>-Services – guides</li> <li>-Bookings online/electronically</li> <li>-Tourist guides and other staff are fully vaccinated.</li> <li>-SOP for Covid prevention is observed.</li> <li>-Masks are provided by the agency for the customer</li> <li>-All bus/coaches are sanitised sufficiently</li> </ul>

### ***Impact of Covid-19 on the Jordanian Tourism Industry***

The importance of tourism in the Jordanian economy is clearly shown by tourism's contribution of about 19% of Jordan's GDP over the past decade by affordable tourism (Jordan Investment Commission, 2021). In 2016, approximately 4.8 million tourists visited Jordan, while in 2019, the number of tourists increased to more than 5.36 million. Domestic tourism contributed more than US\$ 5.1 billion in 2016, with leisure travel contributing around 88% while business travel contributed the remaining 12%. At the same time, international tourism contributed another US\$ 4.76 billion to Jordan's economy.

However, the Covid 19 epidemic has seriously affected the tourism sector in Jordan, where the number of tourist arrivals dropped drastically (Kheirallah et al., 2020). The Covid epidemic has seriously impacted the service sector, travel receipts, and tourism, leading to a 1.6% economic contraction in the kingdom in 2020 (The Jordan Economic Monitor, 2021). According to Ayadi & Shaban (2020), the effects of Covid 19 epidemic were almost triple the effect on the other Gulf states, with the bulk of the loss coming from the tourism sector (as reported by the Jordan Tourism Board). The alarming situation was described by Abdul Hakeem Hindi, chairman of Jordan Hotels Association's Board of Directors, who maintained that "the year 2020 is certainly very tough. The hospitality sector endured a big hit due to the coronavirus pandemic. The closure of cafes, restaurants, and hotels shows the large impact of the economic downturn" (NCSCM, 2021). The head of the Jordan Tourism Board, Arabiyat, predicted that the tourism industry would partially revive in 2021 with the promotion of tourist restaurants, domestic tourism and medical tourism (Central Bank of Jordan, 2020). Jordan is the forerunner in medical tourism, which has significantly contributed to the tourism industry (Abuamoud et al., 2019).

### ***The impact on airlines***

In April 2020, passengers of global air transport suffered a drop of 90%, while in August 2020, the drop was 75% (OECD, 2020). The collapse in economic activity and trade affected freight, which was almost 30% lower year-on-year in April and still about 12% lower in August. The market competition between airlines has become more intense, and the delivery of high-quality service is essential for the airlines' survival (Chen and Hsian, 2017)

As for Jordan, the number of passengers utilising the Royal Jordanian and Jordanian Aviation and the Royal and Arab Aviation, which are based in Jordan, had dropped significantly. The Royal Jordanian's interim report for the year 2020 illustrated a significant decline in passenger numbers by 19%, the seat fill rate by 5%, and the operating income by 22%, resulting in a loss of \$ 5 million in the first quarter, while Jordan Aviation suffered a sharp drop of 76% in the number of passengers in contrast with the same time last year. In General, the losses amounted to 42 million dollars on scheduled flights, equivalent to approximately 750,000 abandoned seats.

### ***The Impact on hotel businesses***

Accommodation in Jordan are well-developed, and this is evident in the large number of luxury hotels and resorts, advanced transport infrastructure, a variety of tourism related activities and cultural events, spas and health centers, and the many tour operators available in the kingdom. According to a report by the Ministry of Tourism and Antiquities (2020), the yearly average of room occupancy rate of hotels in the kingdom was about 42% in 2016 and the percentage was increasing steadily each year. In 2019, the figure increased to almost 60%. Unfortunately, the Covid epidemic in 2020 reversed the increasing rate and the occupancy rate dropped to almost zero due to lockdowns, curfews and apprehension among tourists. Since all businesses had come to a standstill in 2020, the room occupancy rate for all hotels has also dropped in tandem (Bhrammanachote and Sawangdee, 2019).

### ***The Impact on Tourist Agencies***

The impact of Covid 19 epidemic on tourist agencies in Jordan was devastating and prolonged. This is the outcome of border closures and national lockdowns during the first half of 2020 which have forced many tourist agencies to either downsize their business or in the worst scenario close their business (Harb et.al., 2021; Arduzzo et.al., 2021). Those financially stronger agencies resorted to reproducing wages of their workers, getting their workers to take non-pay leave or even to the extent of laying off their workers until the situation improves.

### ***Jordan's economic stimulus package***

In the middle of March 2020, King Abdullah II signed a royal decree to enact the National Defense Law leading to a total lockdown that lasted for more than a month. The Jordanian government has unveiled a stimulus package to provide some respite for the stakeholder who is severely affected by the outbreak, especially those in the tourism industry. The government of Jordan had allocated around 10.5% of Jordan's GDP to provide monetary and fiscal stimulus packages to financially support poorer households (Kheirallah et.al., 2020). However, before the economy could sufficiently revive, a second wave of the epidemic hit again after the elections in November 2020.

The government introduced a second round of lockdown and then a partial curfew to flatten the COVID curve. They even followed up with a vaccination drive in January 2021. With two consecutive waves of the epidemic, enterprises greatly weakened by the first wave

were further impacted. Hence, the government introduced a few new stimuli to support the businesses affected by the epidemic, and these economic stimuli focused on the private sector (Harb et al., 2021).

### **Methodology**

This study sets out to gather data about tourist satisfaction in a weak tourist market just as Jordan is emerging from the shadow of lockdowns and curfews carried out since March 2020. A survey was used to collect data by distributing questionnaires among respondents, who were tourists staying at six selected hotels. Apart from the questionnaire survey, the tourist guides and hotel staff involved in distributing and gathering the questionnaires were interviewed for further information. The information from the interviews is used to cross-check checklists on the questionnaires. The questions in the questionnaire were adapted from a study carried out by Al-Rousan et al. (2019) regarding the satisfaction of American tourists visiting Petra or Mount Nebo in Jordan.

In the first part of the questionnaire, the respondents were asked for information about themselves. Meanwhile, the second section has 30 questions regarding the tourists' perceptions and their satisfaction level during their stay at the hotel and their visits to various tourist spots in Jordan. The questionnaire employs a Likert-type scale with five points, starting from scale 1 (totally agree) to scale 5 (totally disagree). The respondents targeted for this study are tourists who stayed at the selected hotels. The questionnaires are distributed to the tourists by selected hotel staff and tourist guides. At the end of the survey, the tourist guides would collect all the questionnaires and return them to the researcher. After that, all those involved in distributing and collecting the questionnaires are interviewed to provide cross-checking for the data.

The methodology includes sampling, collection of data, and analysis of that data. The data used was collected from the Ministry of Tourism and Antiquities 2020. The research survey was carried out between June and July 2020. These two months were selected as a reasonable number of tourists just increased after the lockdown was eased off in February 2021. A total of six travel agencies and staff from six selected hotels assisted in the distribution and collection of the questionnaire from the tourists. Each travel agency helped to distribute the questionnaire to a selected hotel. The help of hotel staff was also enlisted to distribute and collect the questionnaires. Finally, approximately 300 questionnaires were collected from the tourists. After the data was gathered, SPSS was employed to analyse the raw data. The process included distributions of frequency, analysis of regression, factor evaluation, a t-test, and descriptive figures.

### **Findings**

#### ***Tourists Profile***

It is important to analyse the demographics of the tourists since the demographic aspects can influence satisfaction (Yavuz, 1994). Similarly, Huh (2002) shared a similar view, and he detailed the demographic aspects to include gender, age, marital status, income level, education level, profession, and lifestyle. Murphy (2006) asserted that these demographic factors may determine satisfaction level since satisfaction depends on the expectation of an individual who is likely to be governed by some of the demographic aspects. Under the current circumstances of the apprehension over the COVID epidemic, the apprehension may likely vary from tourist to tourist (Xiao et al., 2019). For example, those who are better educated will probably know more about the seriousness of the epidemic and hence be more apprehensive

than those who have less education. Here, their priority of satisfaction will include the means of staying safe from the virus during their stay in Jordan.

Table II shows the number of male tourists (71.2%) is significantly higher than the number of female tourists. This probably shows that more male tourists are travelling than their female counterparts. It may be possible that more women are staying at home to care for their children. In general, children were not taken along on trips, while young and middle-aged adult tourists made up the bulk of travelers. There is a noticeable decline in the number of elderly tourists, probably due to the many reports of high COVID-19 fatalities among elderly people. It is noted that there is a bigger percentage of tourists who are single than those who are married. This may be because those with families are trying hard not to put their children at risk.

**Table II.** Tourists Profile

<b>Features</b>	<b>Demographic Result- (n=300)</b>	<b>Aspects</b>
<b>Gender (%)</b>		
Male	71.2	
Female	28.8	
<b>Age (%)</b>		
14-17	0	
18-25	23.9	
26-35	31.2	
36-49	36.8	
50-65+	7.1	
<b>Marital Status (%)</b>		
Single	67.2	
Married	31.6	
Divorced	1.2	
<b>Education Level (%)</b>		
Uneducated	0.3	
Primary School	1.0	
Secondary School	23.1	
Passed High Secondary School	23.2	
Graduated	38.5	
Post Graduated	12.9	
Others (did specific courses)	1.0	
<b>Profession (%)</b>		
Government Employee	27.8	
Private company employee	37.4	
Housewife	0	
Student	0	
Others (Businessownersr etc.)	34.8	
<b>Income (US \$) (%)</b>		
<10,000	29.7	
10,000-30,000	27.6	
30001-50,000	36.8	

50001-80,000	5.9
>80,000	0

### **Analysis of Primary Components**

The items for the questionnaire were selected based on the literature and the current conditions for traveling. Hence, factor analyses were carried out to determine the main factors contributing to the satisfaction level of tourists who visited Jordan during the period of this study. There are three main groups of factors that are used to gauge the level of satisfaction for tourists, and factor analysis is used to condense and verify the patterns in these three sets of related coefficients determining the level of satisfaction (Bandalos, 2017). In the study, tourists were asked to select their observed level of satisfaction using a Likert scale given in the questionnaire. For this study, the alpha value is set at 0.05 where  $p \leq 0.05$  as this is the acceptable value for factor analysis using multiple regressions (Bandalos, 2017). Table II shows that the model for satisfaction (Figure 1) is applicable when all three groups of predictors are regressed on tourist satisfaction, the criterion variables (Gorsuch, 1983).

The sub-factors resulting in tourist satisfaction are adapted from Al-Roushan et al. (2019) and modified to suit the conditions curtailing the effects of Covid 19 on travel and hotel stays (Cai et.al., 2020). The sub-factors or criterion variables are highly likely to include all the standard operating procedures set by the government and the expectations of tourists in the face of the threat of Covid 19 epidemic. Their responses are highly reflective of the perceived needs or satisfaction levels of tourists travelling during such difficult times. Apart from health safety,

Tourists are also expecting other services. O'zdemir & Yolal (2017) stated that tourists like to socialise with other tourists, go shopping, buy souvenirs, love novelty, know about the destination, try local food, and take photographs. However, irrespective of whichever activity or likeable activity they choose, they will always prioritise their health and safety.

The results in Table II showed that all of the subfactors are important in figuring out how happy tourists are with their trip to Jordan. All of the p-value scores strongly confirm that all three groups of factors can be used to measure the level of satisfaction. The Cronbach's alpha value of all three main groups of factors is slightly less than 1, hence illustrating very high internal consistency reliability (Sekaran and Bougie, 2019). The results are consistent with the tourists' preferences for shopping, sightseeing, and socializing; provided all the standard operating procedures for private mention of COVID-19 are in place.

### **Data Analysis and Discussion**

A multiple regression analysis was used to analyse the three main groups of factors influencing tourist satisfaction. Next, the results are shown in Table III. The data are tabled to depict the relationship between the response variable (tourist satisfaction level) and the explanatory variables (the three groups of main factors) to fit into a linear equation of observed data (Tabachnick & Fidell, 1996). Overall, the tourists were generally satisfied with all three groups of factors for tourism purposes. However, the level of satisfaction for several sub-factors of facilities in the accommodation areas and tourist spots was lower than with other sub-factors. Most of the tourists were quite satisfied with most of the sub-factors of the services rendered by the travel agencies.

**Table III.** Influence of three main groups of factors on the satisfaction level of tourists visiting Jordan.

Factors	Beta		Value of T		Significance	
	P	MH	P	MH	P	MH
Constant			13.457	12.837	000	001
Facilities provided at tourist spots	1.213	1.135	11.312	11.916	031	012
Services about accommodation	1.418	1.223	10.236	7.946	021	002
Services of travelling agencies	0.310	0.411	3.096	3.112	012	019
$R^2=0.26$						

### Means Analysis

Each group contained a total of 10 sub-factors, respectively. The sub-factors for each group were further analysed using means analysis to obtain the T-value to determine the significance of each sub-factor. In the group of factors, there are facilities provided at tourist spots. All the sub-factors returned significant mean scores, as shown in Table III. However, three sub-factors registered lower mean scores, including people wearing their masks, town cleanliness, cleanliness at the tourist spots, and cleaning and disinfection facilities for the shopping areas. This may negatively affect the level of satisfaction experienced by the tourists.

**Table IV.** Results of 'T-test' for the Sub-factors in Facilities of Tourist Spots.

Elements	Mean		T value and significance	
	P	MH	P	MH
The Town area is clean.	1.35	1.21	-1.39	-3.17
People in the area always wear their masks.	1.73	1.62	-3.29	-3.24
Hospitality of people	2.79	2.70	-1.82	-1.66
Cleanliness at location	2.44	2.39	-2.96	-2.83
Panoramic scenery	3.12	4.08	-2.20	-2,15
Facilities for shopping	2.10	4.11	-3.25	-3.18
Every shop has cleaning and disinfection facilities.	2.53	2.47	-2.94	-3.21

Other related facilities	4.97	4.69	-3.29	-3.29
Friendly & welcoming staff	5.66	4.45	-0.83	-0.56
Location comfortability	3.80	3.54	-2.19	-2.08

Table IV shows the results for the sub-factors for the Facilities of Tourist Spots group. Most of the sub-factors showed significant mean scores that signify a high level of satisfaction among the tourists, except for two factors. Fortunately, there were two aspects that many tourists valued. The two good factors were the cleanliness of the town area and the willingness of the public to wear their masks. A few tourists remarked that there were inconsiderate people who threw their used masks indiscriminately. Others added that there were many young people who simply did not realise the importance of wearing a mask or wearing the mask properly. Two of the sub-factors that signified a very high level of satisfaction were friendly and welcoming staff in the shops that they had patronised and other related facilities. Tourists were satisfied with the facilities for charging cellphones and the available, polite staff who were serving them. At this point in time, it is a reality that many citizens of Jordan are out of a job. This will influence those who have a job to go out of their way to remain hired and to ensure business for their company.

**Table V.** Results of ‘T-Test’ for Sub-factors in Services about Accommodation

Elements	Mean		T-Value and Significance	
	P	MH	P	MH
The kitchen and dining room are clean and tidy	3.93	3.78	-1.107	-1.716
The leisure area and other service rooms are clean and tidy.	3.79	3.89	-2.110	-2.872
Buildings are intelligent (e.g., semi-self-service management).	1.65	1.72	-1.063	-1.148
Places or items for cleaning and disinfection are provided to tourists.	4.85	4.57	-3.219	-3.462
The building is safe and reliable	3.98	3.44	-1.676	-1.012
Contingency plans are developed and can be exercised regularly.	2.92	3.12	-0.734	-0.335
Split air conditioners are used in guest rooms.	1.61	2.01	-1.132	-0.376
Rooms are naturally ventilated.	1.45	1.87	-0.961	-0.771
The local people around the hotel are kind.	4.79	4.61	-3.153	-3.221

The staff are polite and helpful	4.89	3.41	-1.026	-0.959
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The second group, consisting of sub-factors for services related to accommodations, also recorded significant means that translated into a suitable level of satisfaction enjoyed by the tourists. The findings in Table V indicate that the politeness and helpful manner of the staff can be positive factors for satisfaction. In addition, the attitude of the local people adjacent to the hotel can be a supporting factor that enhances the tourists' feelings of satisfaction. On the other hand, there are some physical structures that have become a bone of contention for customers due to beliefs stemming from the news regarding the spread of the coronaviruses. There were many news reports and reviews by medical experts who suggested that the virus may be easily transmitted in enclosed areas or via centralised air conditioning. This may lead to guests feeling that split air-conditioners may be safer for them and that a room with natural ventilation is best. As for intelligent buildings, the guests are probably expecting services to be rendered without the physical presence of the staff. They might have expected more automated facilities.

**Table VI.** Results of T-test for Sub-factors in Services of Travelling Agencies

Elements	Mean		T-Value and Significance	
	P	MH	P	MH
Agency expertise	3.05	3.11	-3.821	-3.112
Staff behaviour & attitude	5.86	5.95	-3.002	-2.019
Transfer to airport	4.49	4.57	-2.906	-2.917
Services – information	4.12	3.84	-0.873	-0.982
Services – guides	4.87	4.91	-0.985	-1.201
Bookings online/electronically	3.38	3.55	-3.117	-3.039
Tourist guides and other staff are fully vaccinated.	5.66	5.78	-3.042	-3.019
SOP for Covid prevention is observed.	5.05	5.11	-3.321	-3.612
Masks are provided by the agency for the customer	5.05	5.11	-4.821	-4.112
All bus/coaches are sanitised sufficiently	5.05	5.11	-4.821	-4.112

The third group or sub-factor for the services of travel agencies also registered significant results that translated into a high level of satisfaction enjoyed by the tourists. The findings are as tabled in Table VI. While all the factors are important for the satisfaction of the tourists, currently many of them are expecting services that are not COVID-friendly and can put their minds at ease about unnecessary exposure to the coronavirus. Thus, factors like vaccination for a tourist guide and coach driver, SOP for the prevention of COVID, and the use of masks have become a necessity for tourists. At the same time, the attitude and behaviour of the supporting staff are equally important since the customers have the luxury of choosing the right service provider when the tourism market is still weak. Under the current circumstances, good service can make a difference for the customers, who are now utterly important for the survival of the firm.

### **Conclusion and Discussion**

This study provides a brief outline of the impact of COVID-19 on the tourism industry in Jordan and also investigates the factors influencing the satisfaction of tourists in the era of COVID becoming endemic to the world. Likely, all the standard operating procedures engaged by governments throughout the world to control the spread of the coronavirus (Kheirallah et al., 2020) will probably become the new norm for social interactions wherever we go. The COVID pandemic has certainly changed the way people perceive satisfaction with the services they experience. Tourism has become a high-income generator for many countries and a means of living for many people in the industry. Likewise, tourism has provided many jobs and opportunities for the people of Jordan and the kingdom as well. The closure of the borders, which halted all tourism activities, has demonstrated how important this industry has been for Jordan. Consequently, all stakeholders and the government of Jordan need to take note of the new necessities that tourists will expect to be provided in all their trips, now or in the future. Of course, a more in-depth study over a longer period needs to be carried out to determine whether the preference of tourists without satisfaction with the tourism product will be static or fluid. As in many other places around the world, the COVID-19 epidemic has had a big effect on the tourism industry in Jordan. Travel restrictions and closed borders have had a big effect on the economy of the sector and the country as a whole. When vaccination rates rise and foreign travel begins, there is optimism that Jordan's tourist sector will rebound. The government of Jordan has taken initiatives to safeguard the safety of visitors and advertise the country as a secure and alluring tourism destination. One possible benefit of the pandemic is that people are becoming more interested in sustainable and responsible tourism. This could help Jordan promote ecotourism and cultural tourism. If restrictions on travel are lifted, unique cultural and historical sites like Petra and the Dead Sea will continue to draw visitors. There is optimism for a tourist sector rebound in the next few years, despite the fact that the COVID-19 epidemic has presented considerable obstacles to the Jordanian tourism business. To stay competitive and attract tourists, the sector must adapt to the changing travel market and continue to emphasise safety and sustainability.

This debate about tourism in Jordan is mostly about how the country is trying to get back on its feet after the COVID-19 outbreak and get people to visit its attractions again. Among the most important subjects being debated are: The government and tourism sector of Jordan are highlighting their dedication to safety measures to safeguard the well-being of both tourists and residents. This involves adopting COVID-19 processes, such as testing and quarantine, and promoting health and safety standards. As previously said, there is a growing interest in sustainable and responsible tourism as a result of the epidemic. As part of its attempts to attract travellers and encourage responsible travel habits, Jordan is promoting ecotourism and cultural

tourism. Digital marketing: As digital technologies and the tourism industry evolve, Jordan is placing a greater focus on digital marketing to attract tourists. The nation is using social media and other digital channels to promote its tourism business and highlight its assets. Diversity of tourism goods Jordan is also studying methods to diversify its tourism products in order to attract a broader variety of tourists. This involves encouraging adventure and wellness tourism, such as hiking and camping. The emphasis of the current Jordan tourism conversation is on the country's attempts to recover from the epidemic and promote itself as a safe and appealing holiday destination.

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