

The Role of electronic Marketing in Promotion of tourism objects in the Hashemite Kingdom of Jordan

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ABSTRACT

This research paper aimed to identify the reality of electronic tourism marketing in the Hashemite Kingdom of Jordan and to determine the most important benefits achieved in this field. The study concluded that the efforts exerted by Jordan to elevate the tourism industry are significant, enabling it to benefit from many advantages, the most important of which is the increase in national income. However, electronic tourism marketing in Jordan faces many challenges, the most important of which are the weak infrastructure necessary for localizing electronic tourism and the absence of a legal and legislative framework related to electronic tourism.

1. Introduction:

The tourism industry is one of the most important sectors in the global economy, as countries around the world, especially developing ones, have become increasingly interested in tourism development due to its benefits that positively impact the national economy. The advancement of the tourism sector is contingent upon the transition to an electronic tourism economy, utilizing the latest technological and electronic innovations, and placing significant importance on electronic tourism activities, such as electronic tourism marketing, in order to provide the best services to tourists in an electronic manner. The dissemination of electronic tourism marketing culture is considered the foundational pillar for stimulating demand for tourism in countries, as it achieves marketing efficiency and reduces costs more compared to traditional tourism marketing. Jordan is regarded as one of the most significant tourist destinations globally due to its distinctive tourism components (natural, historical, religious, infrastructure) which make it a preferred destination for many tourists worldwide. Like other tourist countries, Jordan has moved towards focusing on electronic operations to develop and enhance tourism, considering that the tourism industry represents one of the most important avenues for improving the country's Gross Domestic Product (GDP).

Based on the above, the research problem is represented by the following question:

"To what extent does the Hashemite Kingdom of Jordan rely on electronic marketing to promote tourist destinations and contribute to local development"?

The following sub-questions stem from this main question:

- What is meant by electronic tourism marketing ? and what are its most important features?
- What are the most important electronic marketing strategies used to promote tourist areas in Jordan?
- What challenges and problems face electronic marketing in the Jordanian tourism sector, and how can they be overcome?

2. Study Objectives:

This study seeks to achieve the following objectives:

- To determine the reality of reliance on electronic marketing in the Hashemite Kingdom of Jordan and the requirements for its implementation.
- To identify the challenges and problems that limit the use of electronic marketing in Jordanian tourism.
- To provide a set of recommendations to improve the investment in electronic marketing to enhance tourism in Jordan.

3. Research importance:

Electronic marketing plays a pivotal role in enhancing Jordan's tourism sector. Various digital platforms, such as social media networks, contribute to the effective promotion of tourist sites, thereby increasing their appeal to tourists. Furthermore, digital marketing enables tourism companies to reach a wider audience through efficient and interactive methods, helping them understand tourists' needs and meet their expectations. This, in turn, improves the quality of tourism services provided. Collectively, these factors highlight the importance of adopting digital marketing strategies to boost and develop Jordan's tourism sector.

4. The conceptual framework for electronic tourism marketing.

4.1. Definition of Electronic Tourism Marketing

The term electronic tourism marketing arises from the intersection of the terms electronic marketing and tourism marketing. It refers to the use of computers and communication technology to market services and is defined as: the use of information technology to create effective connections between the functions provided by sellers (the tourism sector) and buyer tourists (Mpotaringa & Tichaawa , 2021, p. 712).

It is also defined as: all marketing activities related to the elements of the marketing mix for tourism services, aimed at meeting customer requirements and desires as well as the goals of the tourism institution through information technology via the Internet, representing a marketing technique with distinctive characteristics that reflect all marketing mix activities (Burhan, 2023, p. 07).

From the above, electronic tourism marketing is: the process of using digital tools and electronic platforms to promote tourist destinations and travel-related services, such as hotels, tourist attractions, and transportation means, where marketers over the internet can easily and freely disseminate information about their products to reach targeted customers, increase bookings, maximize revenues, and thus achieve the marketing goals of institutions.

4.2. The Importance of Electronic Tourism Marketing

Electronic tourism marketing plays a crucial role in promoting tourism to achieve sustainable tourism development. Through advertising and publicity, it is possible to attract the largest number of potential tourists. Tourism sector institutions rely on modern information and communication technologies to study consumer behavior, ensuring customer satisfaction and improving travel and transportation services based on their preferences. The importance of electronic tourism marketing can be summarized as follows (Alit, 2024, pp. 50-51):

- Introducing tourism products and services to a large audience of tourists while ensuring fast and cost-effective communication.
- Enabling quick access to information about tourism institutions for service seekers without the need for physical visits.
- Providing high-quality services to tourists efficiently through modern communication technologies, such as social media, email, and websites.
- Maximizing the tourism sector's contribution to the national economy by promoting the country as an attractive destination in the global tourism market.
- Supporting natural sites, rich heritage, and unique historical, cultural, and architectural assets.
- Enhancing the ability to target and tailor marketing products and experiences to best match the needs of specific market segments while improving distribution channels.
- Defining marketing priorities for tourism promotion in international, regional, and local markets by focusing on key attractions and competitive strengths.
- Optimizing financial and other resources to ensure the country becomes a competitive tourism destination.
- Mobilizing all available public, private, and mixed-sector resources to develop and promote tourism.

4.3. Characteristics of Electronic Tourism Marketing

Electronic tourism marketing has several distinctive characteristics that set it apart from traditional marketing. The most notable of these are (Essayed & Fahmi, 2006, p. 172):

- **Wide Service Coverage:** Tourism institutions provide their services through marketing platforms anytime and anywhere.
- **Global Reach:** Tourists can access information about tourism services across digital platforms beyond geographical boundaries without restrictions.
- **Integration:** Tourism institutions can assess customer satisfaction through feedback, allowing them to improve services and ensure seamless integration of marketing activities.
- **One-to-One Interaction:** Electronic tourism marketing fosters direct interaction with customers, creating a personalized experience similar to a one-on-one conversation.
- **High Efficiency:** This type of marketing is highly effective as it allows businesses to reach their target audience quickly, at a lower cost, and in an innovative and modern way.

4.4. Requirements for Implementing Electronic Tourism Marketing

The effective implementation of electronic tourism marketing requires several essential prerequisites, the most important of which are (Khenfousi, 2017, pp. 99-101):

a- Availability of an Institutional and Regulatory Framework: This is achieved through financial support from governments, particularly tourism ministries, to tourism institutions and intermediaries. Such support aims to promote the adoption of internet-based applications, establish databases on tourism resources and products, and enhance websites dedicated to the tourism industry.

b- Existence of a Defined Legal Framework at Both International and Local Levels: E-tourism is an integral part of international trade and operates within the framework of the General Agreement on Trade in Services (GATS) under the World Trade Organization. This agreement mandates the gradual liberalization of the tourism sector by enacting regulations that govern tourism in general and e-tourism in particular.

c- Advancement in Information Technology Infrastructure: These requirements pertain to the state of existing technical infrastructure and how it is utilized in e-tourism. Key aspects include:

- **A minimum level of e-commerce adoption in various transactions:** This involves using internet and e-commerce applications in tourism-related services, such as airline tickets, hotel services, and transportation companies. It includes implementing automated reservation systems via the internet for booking and purchasing airline tickets, hotel rooms, and offering internet access during flights and hotel stays.

- **Availability of a supportive cultural environment:** The successful implementation of e-tourism depends on fostering a culture that embraces digital transactions. This involves encouraging new work systems within government tourism agencies through training programs aimed at raising awareness about the importance of e-commerce.

4.5. Risks of Electronic Tourism Marketing:

The risks associated with electronic tourism are primarily linked to internet networks. Despite their significant advantages, they also come with drawbacks. The main risk in electronic tourism lies in the potential for third parties to breach sensitive information related to both the institution and the customer, which can harm both parties. A customer relying on a credit card for payment can suffer a loss in a single transaction, and this may be followed by additional issues. The major losses are borne by institutions, which may lose revenues that are difficult to recover, or even have their accounting systems manipulated, due to the numerous complexities in electronic tourism. Risks in electronic tourism can be classified into (Omeira, 2011, pp. 30-31):

- **Easily detectable risks:** Such as known digital viruses that can be caught with the appropriate protection system of the institution, or amateur internet hackers who rely on specific information and access codes to breach the institution's information system. Organizations can confront these risks by periodically changing those codes and clearing the relevant memory.

- **Difficult-to-detect risks:** The institution's information system may be subjected to breaches without prior warning, such as unknown viruses to the protection system that could cause significant damage to the network system, or experienced internet hackers who can infiltrate the institution's systems without being detected.

There are also additional risks regarding the privacy of interactions between tourists and institutions. If someone obtains knowledge of this information, such as tracking a tourist's credit card number and risks of identity theft in the absence of proper documentation, it makes it easier for criminals to impersonate others and carry out transactions without their knowledge.

5. The Reality of Electronic Tourism Marketing in Jordan

Jordan possesses tourism components that make it an exceptional tourist destination, in addition to its advantageous geographic location, which has helped it become a destination for tourists from all over the world. Jordan's interest in tourism began in the 1950s when the Tourism Directorate was established with the aim of implementing government plans in the tourism sector. Subsequently, in 1960, the Tourism Authority was founded, focusing on exploiting Jordan's tourist sites for economic and media benefits. The Jordanian Ministry of Tourism was also established in 1972 with the goal of developing the tourism industry and elevating it to the required level. It is one of the first Arab countries to implement advanced laws that consider the requirements and objectives of the tourism industry, attempting to benefit from international experiences in this field. Jordan has demonstrated significant activity in international tourism forums and became a member of the International Union of Official Tourism Organizations (IUOT), eventually being elected as the chair of the Tourism Committee (TCPC), which is responsible for planning the international organization's agenda. Additionally, Jordan was elected as a member of the Ten Committee that drafted the International Tourism Charter, which was later recognized for organizing the rights of tourist countries on one hand and visitors on the other. Jordan also chaired the Middle East Committee (MEC) of the international organization and served as a member of the Executive Committee of the Arab Tourism Union for several years. Amman is the headquarters of the Arab Tourism Organization (Jordan's Ministry of Tourism and Antiquities, pages, pp. 06-10).

5.1. Features and Characteristics of Jordanian Tourism

Jordanian tourism is distinguished by several characteristics (Zahir & Elias, 2001, pp. 30-31):

- It offers diverse tourism experiences, including recreational, medical, desert, and religious tourism.
- Historical sites are spread across Jordan, reflecting the accumulated heritage of various civilizations that ruled the region. These historical remains are still visible and can often be seen within a single site.
- Jordan is home to unique archaeological sites that attract tourists, such as Petra, one of the Seven Wonders of the World.
- The Jordanian desert, particularly Wadi Rum, is a favorite destination for European tourists.
- The Dead Sea, the lowest point on Earth, serves as a significant therapeutic destination.
- The government provides extensive facilities and support for tourists.
- Jordan's security and stability ensure a safe and reassuring environment for visitors.
- The country has well-developed tourist service centers.
- The tourism sector generates substantial income and economic benefits for investors.

- Jordan is easily accessible by land, sea, and air.

5.2. Tourist Areas and Cities in Jordan

There are numerous tourist areas in Jordan, among the most notable are (Alrwadie, 2009, pp. 66-69):

- **Petra:** The homeland of the Nabataeans, entirely carved into the mountains and one of the Seven Wonders of the World.
- **Jerash:** Known as the city of Roman ruins with a rich cultural heritage, it includes the Jerash Amphitheater where many festivals are held.
- **Ajloun:** Famous for its historical castle, the Ajloun Castle.
- **Umm Qais:** Located on a high hill near the city of Irbid, it was one of the Decapolis cities along the Sea of Galilee and the Golan Heights, and is known for its terraces and Greek and Roman buildings.
- **Madaba:** Home to the oldest original map of the Holy Land made of mosaics. It is said that Jesus stood at the age of thirty between the hands of the prophet John the Baptist to be baptized in water, marking the beginning of his mission to humanity.
- **Karak:** Represented by the Karak Castle, the stronghold of the great Saladin, and desert palaces such as Qasr al-Amra, Qasr al-Kharana, and Al-Mushatta.
- **Museums:** There are about 11 archaeological museums and 4 popular museums, including the Jordan Museum, located in the city center, and the Popular Life Museum situated in the western section of the Roman Theater.
- **Tombs and Graves of the Companions:** The most famous include the shrine of the companion Abu Dharr al-Ghafari, Abu Ubaidah Amir ibn al-Jarrah, known as the Trustworthy of the Nation, and the martyrs of the Battle of Mu'tah, notably Ja'far ibn Abi Talib, Zaid ibn Harithah, Abdullah ibn Rawaha, and Al-Harith ibn Umayr. In the Ghor region, there is the mosque of the companion Abdul Rahman ibn Awf and the shrine of the companion Abu Sulayman al-Darimi, in addition to other shrines in the Karak region in southern Jordan.

5.3. Performance of the Tourism Sector in Jordan from 2019 to 2024

The year 2019 was a record year for Jordan in terms of the number of visitors, with a total of 5,360,586 tourists, generating a tourism income of 4.1 billion Jordanian Dinars. However, there was a decline in 2020 due to the COVID-19 pandemic, which resulted in a 77% decrease in tourist numbers and a 76% drop in tourism income compared to 2019. Signs of recovery began to emerge in 2021, with a 90% increase in both the number of tourists and tourism income compared to 2020. The year 2022 witnessed a growth rate of 114% in the number of tourists and a 117% increase in tourism income compared to 2021.

In 2023, Jordanian tourism reached its highest levels, with 6.35 million tourists and a tourism income of 5.25 billion Jordanian Dinars. This growth was subsequently affected by the aggression in Gaza, which began to show its impact in June 2023 and continues to affect the sector to this day (The Quarterly Tourism Report issued by the Ministry of Tourism and Antiquities in Jordan, 2024, p. 04). The following table summarizes all the information mentioned above.

Table No. (1): Summary of the tourism sector performance between 2019 - 2024.

	2019	2020	2021	2022	2023	Jan-Jun2023	Jan-Jun2024
Number of Tourists	5360586	1239910	2358675	5049105	6353778	3026052	2786084
Percentage Change		76.9-%	%90.2	%114.1	%25.8		%-7.9
Tourism Revenue (Billion Dinars)	4.10	1.00	1.89	4.12	5.25	2.45	2.33
Percentage Change		%-75.6	%90	%116.8	%27.4		%-4.9

Source: (The Quarterly Tourism Report issued by the Ministry of Tourism and Antiquities in Jordan, 2024, p. 04)

5.4. Tourism Events in Jordan

The number of tourism events in Jordan in 2024 across all governorates reached 3,370 events. More than 50% of these were held in the capital, Amman, with 2,270 events, followed by Aqaba with 296 events, Petra with 160 events, Irbid with 149 events, and finally Mafraq with 17 events. The following table shows the number of tourism events by location.

Table No. (2): Number of Tourism Events in Jordan by Governorate for the Year 2024.

Region	Hotels	Tourism Offices	Tourist Restaurants	Car Rental Offices	Oriental Souvenir Shops	Tourist Transport	Div ing Centers	Water Sports	Total Events
Amman	375	679	902	192	102	20			2270
Aqaba	97	34	76	20	19	0	37	13	296
Petra	84	33	10	1	32				160
Irbid	16	59	64	6	4				149
Dead Sea	10		12		2				24
Madaba	26	5	33		70				134
Zarqa	5	27	40	2		2			76
Azraq	2		2						4
Ajloun	8	3	9		7	1			28
Karak	6	5	7	1	2				21
Jerash	6	2	13	1	36				58
Wadi Rum & Al-Disi	21			3					24
Ma'an	2	2			0				4

Tafila	17	1	1		1				20
Balqa	4	5	20	9	10				48
Fuheis	0	1	31	1					33
Ramtha	0	2		1		1			4
Mafrq	3	8	4	1		1			17
Total	682	866	1224	238	285	25	37	13	3370

Source: (Ministry of Tourism and Antiquities).

5.5. Electronic Tourism Economic Activities in Jordan

Jordan has placed high importance on this sector within the framework of keeping pace with technological developments in the tourism industry through supportive projects and programs for the tourism sector in collaboration with the private sector, as stated by (Diab & al, 2019, pp. 283-284):

a- Projects for Developing Electronic Tourism in Jordan: The government has focused on developing electronic tourism through:

- Training, education, and awareness to prepare human resources in the field of electronic tourism marketing.

- The government's role in introducing the internet and enacting appropriate laws for these transactions.

- Linking tourism sector institutions with modern communication, information systems, and advanced networks.

b- E-Governance and Management Sector: This includes the implementation of a specialized action plan for government information methods to serve citizens and government institutions. This plan is based on strengthening the following concepts:

- E-commerce.

- E-tourism.

- E-management.

- E-government.

c- Information and Communication Technology to Improve Services in the Tourism Sector: This program primarily aims to generalize the use of information and communication technology in tourism institutions; the program works on:

- Responding to needs in the framework of higher-level framing, and providing the possibility of specializing in branches that are not available in some areas.

- Generalizing information technology in tourism sector institutions and ensuring their connection via the internet.

d- Establishing a national network for the development of value-added tourism information systems: This program aims to equip tourism institutions with centers for producing value-added programs and to develop other programs that fall within the scope of tourism information systems. This project also allows for the assimilation of technology used, particularly by foreign companies operating in the Jordanian tourism sector.

e- Integration between the tourism sector and other economic sectors: Key institutions in the economic sector support the tourism sector by developing information systems, local networks, and Jordanian tourist websites on the internet, as well as projects for the development of digital technology through content production, which is the core objective of electronic tourism development projects in Jordan.

5.6. Development of the E-Tourism Economy in Jordan

Today, communication technology and the internet are indispensable across all economic sectors, particularly tourism. The adoption of digital transformation under the concept of e-tourism has become essential. The Jordanian Ministry of Tourism, in collaboration with the private sector, has launched several e-services aimed at enhancing tourism services by improving the quality of tourism establishments and developing electronic payment systems. The most significant initiatives include (Diab & al, 2019, pp. 287-288):

a- Quality Standards for Jordanian E-Tourism Establishments: The Ministry of Tourism, through its Quality Standards Department under the Directorate of Professions and Licensing, has assisted tourism project owners in upgrading their businesses to meet the growing demand for tourism products. This has been facilitated through an online platform dedicated to the quality standards of tourism establishments, emphasizing the importance of services, information, and various tools available to tourists and travel agencies.

b- Implementation of the Global Positioning System (GPS): Jordan has embraced smart and innovative digital tourism services, allowing tourists to access transportation via modern applications that rely on GPS. This system helps tourists find the nearest available transport service without delay. Additionally, GPS is used across various tourism services, including hotels, travel agencies, and tourism transport, enabling visitors to locate attractions, accommodations, restaurants, parks, and entertainment venues.

c- Development of Electronic Payment Systems in the Jordanian Tourism Sector: The developments in electronic payment have had a significant impact on the tourism sector, as they form the foundation on which e-tourism relies, both for tourism institutions and various tourists. Jordan has worked on developing different payment systems, such as the electronic payment gateway PAYNET, which is a collaboration between STS and Visa Jordan, and the Jordan Tourism Development System funded by the United States Agency for International Development (USAID). The system has been designed to fit the Jordanian tourism framework, enabling access to new markets, increasing sales and promotion of Jordanian tourism, and attracting as many tourists as possible by providing electronic booking facilities.

In the latest edition of the Arab Digital Economy Index 2024, published by the Arab Digital Economy Union, which depicts the digital and economic status in Arab countries, Jordan maintained its seventh position among 22 participating countries in the index, although its score declined from 57.7 points in 2022 to 53 points in 2024. Jordan's score also exceeded the Arab average of 40 points (results of the Arab Digital Economy Index report issued by the Ministry of Digital Economy and Entrepreneurship in Jordan, 2024, page 04).

In the report issued by the United Nations on the development of e-governments to measure the competitiveness of member states, comprising 193 countries, in their readiness for e-governance, the report focused on three main indicators: the Electronic Government Development Index (EGDI), which in turn is based on three sub-indicators: the Online Service Index (OSI), the Telecommunication Infrastructure Index (TII), and the Human Capital Index (HCI); the Electronic Participation Index (EPI); and the Open Government Data Index (OGDI). The following table summarizes the progress of Jordan in the three main indicators as well as the sub-indicators. The report also includes a comparison of the values and rankings of the indicators at the global and Arab levels (results of the United Nations E-Government Survey Report issued by the Ministry of Digital Economy and Entrepreneurship in Jordan, 2024, p. 02).

Table No. (3): Jordan's E-Government Development Index.

Year	Global Ranking	Number of Countries Evaluated	EGDI Level	EGDI Absolute Value	OSI Absolute Value	TII Absolute Value	HCI Absolute Value
2010	51	193	HEGDI	0.5278	0.5333	0.1806	0.8694
2012	98	193	HEGDI	0.4884	0.3922	0.2717	0.8013
2014	79	193	HEGDI	0.5167	0.5197	0.3104	0.7202
2016	91	193	HEGDI	0.5123	0.4565	0.3458	0.7344
2018	98	193	HEGDI	0.5575	0.4931	0.4406	0.7387
2020	117	193	HEGDI	0.5309	0.3588	0.5540	0.6800
2022	100	193	HEGDI	0.6081	0.6594	0.4681	0.6967
2024	89	193	HEGDI	0.68493	0.75905	0.64992	0.64579

Source: (results of the United Nations E-Government Survey Report issued by the Ministry of Digital Economy and Entrepreneurship in Jordan, 2024, p. 02)

The table above shows the progress of Jordan's ranking in the Electronic Government Development Index (EGDI), where it ranked 89th globally in 2024 compared to 100th in 2022, with an absolute value of 0.68493. This places it among countries with a high level of electronic government development. Additionally, it ranked 63rd internationally in the Online Services Index (OSI) compared to 74th in 2022, with an absolute value of 0.75905, thus reaching the status of countries with a high ranking in the electronic services index. Regarding the Telecommunications Infrastructure Index (TII), Jordan saw slight progress, ranking 124th compared to 125th in the 2022 report, with an absolute value of 0.64992. As for the Human Capital Index, it maintained the same previous ranking as in 2022, coming in at 108th. These results reflect the rapid development that Jordan is experiencing in the field of electronic tourism.

5.7. Challenges of Implementing Digital Tourism Marketing in Jordan

There are several difficulties that hinder the growth of the digital tourism sector, including (Diab & al, 2019, pp. 290-291):

- Weak telecommunications infrastructure: Despite significant efforts made by the government to develop and modernize the telecommunications sector, as noted in the 2024 United Nations report, it remains below the required level.
- Difficulties related to human resources: The presence of highly skilled human resources is essential for activating e-tourism and keeping pace with developments in the field. The weak output of tourism education in Jordan is among the issues faced by the e-tourism sector. Furthermore, there are no training programs adopted by professional entities such as the Tourism Promotion Authority in the field of e-tourism.
- Difficulties related to the e-tourism legislative environment: The absence of laws and regulations governing electronic transactions poses an obstacle to building trust among stakeholders in the tourism sector. While existing laws provide some protection for consumers, they are insufficient.

6. Results

Through this research paper, we reached a set of conclusions that represent the reality of electronic tourism marketing in Jordan, the most important of which are:

- The growth of the digital tourism sector in Jordan brings about numerous economic, social, and environmental benefits, and the elements necessary for the sector's development are available (historical, religious, therapeutic, recreational).

- Jordanian tourism has seen significant development, especially in recent years, as the number of visitors in 2019 reached approximately 5360586, generating tourism income estimated at 14 billion Jordanian dinars. However, in 2020, this figure declined due to the COVID-19 pandemic, with a 77% drop in the number of tourists and a 76% decrease in tourism income compared to 2019. Signs of recovery began to emerge in 2021, with a 90% increase in both the number of tourists and tourism income compared to 2020. The year 2022 witnessed a growth rate of 114% in the number of tourists and an increase of 117% in tourism income compared to 2021.

- The United Nations e-Government Development Report classified Jordan as one of the high-level countries in e-government development, ranking it 89th globally in 2024.

- The digital tourism sector in Jordan faces numerous challenges, the most significant of which are: the inadequacy of the infrastructure necessary for establishing electronic tourism, the absence of a legal and regulatory framework related to electronic tourism, as well as the weak outputs of tourism education in the electronic tourism sector, and the lack of training programs endorsed by professional bodies, such as the Tourism Promotion Authority in the field of digital tourism.

7. Recommendations:

Based on the results mentioned, we can offer a set of recommendations, the most important of which are:

- Working on building and developing the necessary infrastructure for electronic tourism;
- Providing incentives for institutions of all types to adopt electronic marketing techniques to enhance trust in electronic transactions.
- Preparing trained frameworks capable of operating electronic tourism by organizing training programs in electronic marketing and modern technology management.

- The necessity of cooperation between other economic sectors and the tourism sector to provide innovative solutions in the field of information systems and accommodate the technology used, especially from foreign companies operating in the Jordanian tourism sector.
- Establishing a system of laws and regulations that support electronic tourism and protect the rights of those involved.

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