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Promotion of Jordan's Golden Triangle via Recreational and Religious Tourism Marketing Strategies

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This chapter examines and discusses the concept of tourism marketing and the strategies employed in this field. It begins with an exploration of the fundamental concepts underpinning marketing opportunities for religious and recreational tourism, followed by an analysis of the essential requirements for successful tourism marketing campaigns. The chapter also emphasizes the potential of religious tourism to enhance spirituality amidst political challenges in the Middle East, highlighting its resilience and capacity to recover and adapt.

Introduction

Traditionally, marketing refers to a set of human activities aimed at facilitating trade and the exchange of goods and services, as well as establishing continuous communication channels between seller and buyer to expand the customer base and reach potential customers (Ketter & Avraham, 2021). In contrast, the modern concept of marketing focuses on strategically planning efforts and activities to manage marketing programs that both generate profit for the organization and meet individual needs (Wen *et al.*, 2020).

After Covid-19 struck the whole world, life almost partially stopped outside homes, as education was transferred to become remotely, buying and selling took place through websites, and tourist facilities were completely closed in order to address the spread of the pandemic and try to save what could be saved (Sánchez-Teba *et al.*, 2020). This led to a decrease in the gross domestic product from tourism, as many airports were closed, and tourism offices and organizations stopped offering tourism programs, which affected the tourism sector,