

COMMUNICATION PROBLEMS AMONG TOURISTS AND COMMUNITY FORM THE TOURIST PERSPECTIVE "A CASE STUDY FORM KARAK GOVERNORATE"

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This study aimed at recognizing the problems of communication among the tourists and the local community in Karak Governorate forms the perspective of tourists. It determined the problems that might lead to a fault in the communicative process. This study is an explorative-analytical one, where it adopted the methodology of data collection and analysis to conclude findings. The researcher distributed 250 questionnaire forms, where he retrieved 220 and excluded 20 forms. This figure represented the population and sample of the study either. From the perspective of tourists to the southern region there were communicative problems among the tourists and community in terms of organizational party, except the existence of tourist police at the tourism sites continuously to protect the tourist from the abuse by community individuals. There were lingual problems among tourists and community besides psychological and social matters. But there were no problem for excuse in case of any mistake by the tourist. The study recommended that such organizational problems should be solved, where the state should increase the figures of tourist to the southern region. The psycho-social problems should find a solution in terms of sensitive and religious aspects which might lead to misunderstanding by community and harsh the feelings of tourists besides the difficulty of building friendship relations with tourists and treat them with respect.

Keywords: *Communication Problems, Tourists, tourism, Community*

JEL Classification: *L83, M1, O1*

INTRODUCTION

The communication represents an essential social need for any body that leads to interaction among individuals, groups, and countries around the world. The communication process by itself is a human activity that plays an important role in any setting individual, group, organization or else. The human activity needs communication to integrate people with each others so as to exchange information necessary to achieve their daily goals and tasks. Therefore the communication is a vital aspect of society, community, organization and individual setting so as to run the life smoothly. (Stephne, H.1996)

The study handled this subject which is considered a critical element in the settings of life aspects. The problems among tourists and community in terms of communication may affect various aspects of life. Therefore recognition of communication problems may determine the methods and procedures of communication required to reach and appropriate state to both parties. The proper use of body language may affect positively the communication process through gestures and signs that should be understood by both parties in a proper way.(Tawfiq, A.1998)

LITERATURE REVIEW

Gunilla Berglund & Per-Olow Sjöden (1987), Communication Problems with Medical Staff: A Correlate of Distress in Cancer Patients.

Forty cancer patients, mainly with small cell lung carcinoma or carcinoid tumors were interviewed with a Swedish version of the Cancer Inventory of Problem Situations (CIPS 1). Data from the following variables will be presented: Anxiety and control in medical situations, communication problems with medical staff, emotions, worry, pain, anticipatory and post-chemotherapy nausea and vomiting and other side effects of chemotherapy. The main finding was that communication problems with medical staff correlated positively with anxiety in medical situations and with anticipatory nausea and vomiting

David H. Moreby (1990), Communication problems inherent in a cross-cultural manning environment.

The globalization of shipping means that the industry needs cosmopolitan managers who can negotiate with and manage people of different cultures. The causes and consequences of cultural differences are explained in the paper with particular reference to power differentials and rule orientation. The dangers of stereotypes are high-lighted.

Communication problems are discussed in the context of transmitting values.

Stephne Herselman (1996), *Some Problems in Health Communication in a Multicultural Clinical Setting: A South African Experience.*

Because of their different perceptions and frames of reference regarding health care, it is unlikely that doctor and patient communicate with total accuracy. This situation is exacerbated if they do not share a sociocultural orientation, even though both doctor and patient apply specific strategies in attempts to overcome the barriers that prevent effective communication. This article deals with some problems that arise in a multicultural clinical setting involving a group of Xhosa-speaking patients and Western medical practitioners in South Africa, the source of the problems, and their implications for the communication process.

Jennifer L. Boothe & Joaquin Borrego Jr. (2004), *Parents' Acceptance of Behavioral Interventions for Children with Behavior and Communication Problems.*

The purpose of the study was to examine what parents find as acceptable treatment options for children with behavior problems in a communication disorders population. Parents' acceptability of seven treatment options, including positive reinforcement, time-out, and response cost, spanking, overcorrection, differential attention, and medication were assessed using hypothetical vignettes. Contrary to previous research which has consistently found positive reinforcement to be the most accepted treatment overall, the results indicate that response cost was the most accepted treatment for this parent population. Additionally, the results indicate that the co-existence of other clinical problems might influence the acceptability ratings of different treatment options. The implications of these findings are discussed and direction for future research is offered.

Khawaldih (2000) study aimed at revealing the obstacles against the communicative process among public schools master, teachers, students and parents at Jerash governorate from the perspective of the schools master. The study also aimed at determining the impact of each variable of gender, education level, and experience of schools masters. The study concluded that the most harsh obstacles were related to the receiving parties (teachers, students and parents) such as the lack of parents' participation in the school activities, low motivate of parents to participate and weak communicative skills of teacher. The obstacles of communicative methods obtained the second rank due to the clack of

material sources, unavailability of meeting auditorium besides the low activation of opinion and complaints process. The study also revealed the obstacles related to the sender (school master) with teachers, students and parents, and motivating them to participate which in turn affected negatively their participation in the process of decision taking. The study found no statistically significant differences ($P < 0.05$) among the responses of school master about the obstacles of communication attributed to gender, qualification and experiences.

A'ayid (2004) study aimed at recognizing the administrative communication among the section chiefs at the applied education sector, and the methods to overcome them. The study sample consisted of 60 individuals of chiefs, where the questionnaire included four parts (administrative and organizational obstacles, communication channels obstacles, personal and perceptible obstacles and socio-environmental and material obstacles). The study concluded that the most severe obstacles which precluded the efficiency of administrative communication were the weak communication channels among the colleges and external parties; adoption of vertical communicative process rather than the horizontal one. The study recommended the conduction of development courses for the chiefs.

PROBLEM OF THE STUDY

Due to the vital importance of communication problems, this study tried to investigate the problems of communication between tourists and local community at Karak governorate and determine the best methods to solve such problems. In this sense, the problems of the study were determining these problems within four aspects, the organizational, technical, socio-psychological, and material aspects.

QUESTIONS OF THE STUDY

1. What is the degree of communication problems between tourists and Karak community from the perspective of tourists?
2. Are there essential differences in communication problems attributed to gender, age, and the origin country of tourist?

OBJECTIVES OF THE STUDY

1. Recognize the communication problems among tourists and Karak local community by defining the problems which might

distort the communication process from the perspective of the tourist in the following dimensions :

- organizational dimension
- customs and traditions dimension
- socio-psychological dimension
- lingual dimension

IMPORTANCE OF THE STUDY

Communication is important since it is the most effective method for interaction among individuals and group. Due to the increase rate of tourism and number of tourists to Jordan, the need arose to open channels of communication to strengthen the relations between tourists and community to the benefit of tourism and development. The importance of the study is based on:

1. It is the first study of its type-upon the knowledge of the researcher- where it recognized the problems on the communication process, therefore it presented some solutions that could reduce these problems which in turn would improve the personal, psychological and human relationship between both parties.
2. It investigated the impact of gender, age of the tourist and the period of time spent in Jordan on the problem of communication between both parties from the perspective of tourists
3. Other researchers would benefit the results to conduct more research's through recognizing the conduct conclusions and recommendation of the study

OBSTACLES OF THE STUDY

Lack of similar studies

TYPE AND METHODOLOGY OF THE STUDY

This study was an explorative-analytical one and adopted the methodology of data collection and analysis. The researcher distributed 250 forms of the questionnaire over tourists where he retrieved 220 forms and excluded 20 ones. This figure represented the population and the sample of the study alike.

Study Hypotheses

H1: There are no statistically significant differences among the communication problems among the tourists and community attributed to the gender variable of tourist.

H2: There are no statistically significant differences among the communication problems among the tourists and community attributed to the gender variable of tourist.

H3: There are no statistically significant differences among the communication problems among the tourists and community in terms of social and psychological aspect.

H4: There are no statistically significant differences among the communication problems among the tourists and community in terms of custom and traditions aspect.

H5: There are no statistically significant differences among the communication problems among the tourists and community in terms of lingual aspect.

H6: There are no statistically significant differences among the communication problems among the tourists and community organizational aspect.

Stability of Instrument

The stability of the instrument was tested by Chronbach-Alpha Coefficient where:

1. Alpha value for social and psychological aspect was 0.85
2. Alpha value for traditions and customs was 0.86
3. Alpha value for lingual aspect was 0.87
4. Alpha value for organizational aspect was 0.90
5. Alpha value for all items was 0.94

All these values were > 0.6 which means that the instrument was stable as shown in table 1

Table 1 Results of Chronbach-Alpha Test for all dimensions of the study

Dimension	Alpha value
The social and psychological dimension	0.85
The traditions and customs dimension	0.86
The lingual dimension	0.87
The organizational dimension	0.90
All items combined	0.94

Description of Personal and Job Characteristics of Respondents.

Table 2 describes the characteristics of tourist as follow:

- Gender

The table shows that 58% of respondents were female tourists

- Age

The table shows that 42% of respondents were between 36-42 years, 34% were between 18-25 while 18.5% were between 26-35 years and 5.5% of respondents were 46 years or more of age

- Monthly income

47% of respondents obtained income between \$501-1000, while 35.5% obtained \$1001 or more and 17.5% obtained income between \$ 200-500

- Education level:

The table shows that 35% of respondents earned Bachelor, 20% earned diploma, while 19.5% earned masters and 17.5% held secondary certificate.

Table 2 Frequency, % for personal variables

Factor	Element	Freq	%
Gender	Male	84	42%
	Female	116	58%
Age segments	18-25	68	34%
	26-35	37	18.5%
	36-45	84	42%
	46+	11	5.5%
Monthly income	200-500	35	17.5%
	501-1000	94	47%
	1000+	71	35.5%
Educational level	<secondary	16	8%
	Secondary	35	17.5%
	Diploma	40	20%
	Bachelors	70	35%
	Graduate	39	19.5%

Test and Analysis of Hypotheses

H1: There are no statistically significant differences among the communication problems among the tourists and community attributed to the gender

Table 3 shows that, except for the traditions dimension, the significance levels of differences were > 0.05 , which means insignificance of these dimensions; therefore no differences among such dimensions were attributed to gender. This means that both female and male respondents felt the same towards the psychological, social, lingual and organizational dimensions. The dimension of traditions and customs earned difference significance level of $0.03 < 0.05$ which means that there were differences among female and male respondents to the favor of male respondents. Therefore, the male respondents felt the problems related to the customs and traditions more than female respondents with significance level of zero.

Table 3 Results of one sample test related to gender

Dimension	Arith mean		Sig level of		T value for diff	Sig level for t value
	M	F	M	F		
Social-psychological	3.53	3.48	0.00	0.00	0.54	0.58
Traditions	3.71	3.51	0.00	0.00	2.20	0.03
Lingual	3.64	3.62	0.00	0.00	0.14	0.88
organizational	6.52	3.62	0.00	0.00	0.97	0.33

H2: There are no statistically significant differences among the communication problems among the tourists and community attributed to the gender variable

Table 4 ANOVA test result in terms of age

Dimension	F test	Sig. level for F test of diff
The social and psychological dimension	0.46	0.75
The traditions and customs dimension	2.63	0.06
The lingual dimension	0.29	0.83
The organizational dimension	5.54	0.001

Table 4 shows that, except the dimension of organizational problems, all significance levels were > 0.05 . therefore there were no significant difference among these problems

For the organizational dimension the observed significance level was 0.001 which means that there were differences among the feelings of age segments towards these problems. To detect the sources of differences table 5 shows that there were two statistical difference, the first was between the segment of (46+) and the segment of (18-25) to the favor of the first segment. The second difference was between (46+) segment and (26-35) segment to the favor of the first segment.

Table 5 Results of Tukey Test in terms of the organizational dimension

Age segment	18-25	26-35	36-45	46+
18-25	X	X	X	X
26-35	-0.09	X	X	X
36-45	-0.30	-0.22	X	X
46+	-0.87*	0.78*	-0.57	X

H3: There are no statistically significant differences among the communication problems among tourists and community

Table 6 shows that, except items 6 and 7, all items obtained means > 3.00 and significance levels < 0.05 . Therefore such items were significant. Item 1, which measured the misunderstanding between tourists and community due to the difference in traditions obtained the first rank with a mean of 4.47 while item 2, which measured the inappropriateness of tourists dress to the community renditions, obtained the second rank with a mean of 3.85 and item 4, which measured the unacceptance of community to the viewpoint of tourists towards the traditions in a flexible way, obtained the last rank with a mean of 3.26 among the statistically acceptable items. Item 6, which measured community unrespect of religious beliefs of tourists, obtained a mean of 3.03 but its significance was > 0.05 so it was not statically significant. Item 7, which measured the unrespect by tourists of the religious beliefs of community, obtained a mean > 3.00 but its significance was > 0.05 so that problem was not statistically significant. All items combined obtained an aggregated mean of 3.5 and significance level of zero. Therefore the second hypothesis was rejected which means that there were differences among the communication problems among tourists and community

Table 6 Arithmetic mean, std. dev., t value, and significance level of t value related to the traditions dimension

Item No	Item details	Arith mean	Std. dev	T value	Sig lev
1.	There is a misunderstanding between tourist and community as a result of difference in traditions	4.47	0.93	22.17	0.00
2.	My dress doesn't fit local traditions	3.85	1.30	9.22	0.00
3.	I feel the lack of respect to local traditions by tourists	3.27	1.64	2.28	0.02
4.	I see that community doesn't accept my viewpoint towards the traditions flexibly	3.26	1.74	2.11	0.04
5.	I feel the community doesn't respect the conditions and feelings of tourists	3.30	1.74	2.44	0.03
6.	I feel community doesn't respect the religious rituals of tourists	3.03	1.75	0.03	0.78
7.	The tourist doesn't respect the religious rituals of the community	3.16	1.73	1.30	0.19
8.	I feel the community ignores our viewpoints as tourists	3.73	1.66	6.21	0.00
All items		3.50	0.59	12.16	0.00

H4: There are no statistically significant differences among the communication problems in term of the organizational dimension.

Table 7 shows that, except item 13, all items obtained means > 3.00 and significance levels < 0.05, thus such items were statistically significant. Item 9, which measured whether the numbers of tourists outweighed the capacity of the city, obtained the first rank with a mean of 4.22. Item 11, which measured the misunderstanding between the community and tourist due to the bad behaviors of tourists such as love making and drugs, obtained the second rank with a mean of 3.72. Item 12, which measured the lack of sufficient control by authorities on the organizational procedures related to the tourism companies, obtained the

last rank with a mean of 3.34. Item 13, which measured the unexistence of tourist police at the site to protect the tourists, obtained a mean of > 3.00 but the significance level was > 0.05 which means that such problem was not existed

All items combined obtained a mean of 3.60 and significance level of 0.00, therefore the fourth hypothesis was rejected, which means that there was actually significance differences related to the organizational dimension.

Table 7 Mean, std. dev., t value, and significance level related to organizational dimension

Item No	Item details	Arith mean	Std. dev	T value	Sig lev
9.	I feel that the number of tourist to the city outweighs its capacity	4.22	1.36	12.67	0.00
10.	Tourists don't comply with the terms of travel companies to reserve the region	3.50	1.59	4.46	0.00
11.	I feel that there is a misunderstanding between tourists and community due to the bad behavior of tourists like drugs or sex	3.72	1.47	6.86	0.00
12.	There is no sufficient control by public authorities to follow up the organizational procedures that tourism companies should adopt	3.34	1.72	2.76	0.00
13.	No continuous existence of tourism police to protect tourists form abuse	3.23	1.72	1.85	0.07
14.	I feel that there is an abuse of tourist by guides	3.59	1.71	4.85	0.00
All items		3. 60	0 .65	1 2.91	0 .00

H5: There are no statistically significant differences among the communication problems attributed to the lingual dimension.

Table 8 shows that all items of this dimension obtained means > 3.00 and significance levels < 0.05 . Therefore these items were statistically significant. Item 18, which measured whether the language was an obstacle against the communication among tourists and local community, obtained the first rank with a mean of 3.83. Item 15, which measured the efforts made to understand conversation, obtained the second rank with a mean of 3.43. All items combined obtained a mean of 3.63 and significance level of zero. Therefore the fifth hypothesis was rejected.

Table 8 Mean, std. dev., t value, and significance level of lingual problems

Item No	Item details	Arith mean	Std. dev	T value	Sig lev
15.	I make my ultimate efforts to understand the other party	3.81	1.55	7.35	0.00
16.	When I speak I try to make my vocabularies and sentences clear and short	3.56	1.65	4.76	0.00
17	I can't estimate and understand the signs of body language and face expressions by looking at the other party	3.65	1.64	5.60	0.00
18.	The language is an obstacle against my communication with community	3.83	1.73	6.79	0.00
19.	I try to know the simplest terminologies in Arabic through books and net to deal with local community	3.50	1.58	4.43	0.00
20.	I find difficulty in conversation and communication with elders than young people	3.43	1.70	0.00	
All items		3.63	0.80	11.09	0.00

H6: There are no statistically significant differences among the communication problems attributed to the psychological and social dimension.

Table 9 shows that, except item 24, all items of the dimension obtained means > 3.00 and significance levels < 0.05, thus such items were statistically significant. Item 21, which measured whether the tourists suffered from tabooed and religious subject that might lead to psychological negative influence, obtained the first rank with a mean of 4.07. Item 25, which measured the uncare by tourists to their words impact on the other party, obtained the second rank with a mean of 3.65. Item 22, which measured the difficulty of expressing the inner feeling of tourists when they were obsessed by the other party, obtained the last rank with a mean of 3.50. Item 24, which measured the excuse in case of a mistake by a person, obtained a mean of 3.20 but the level of significance was > 0.05 thus this item was not statistically significant. All items combined obtained a mean of 3.58 and significance level of zero. Therefore the sixth hypothesis was rejected

Table 9 Mean, std. dev., t value, and significance level of psychological and social problems

Item No	Item details	Arith mean	Std. dev	T value	Sig lev
21.	I suffer from the sensitive and religious issues which obsess me	4.07	1.53	9.84	0.00
22.	It is difficult to express my inner feeling when I was harmed psychologically	3.50	1.56	4.50	0.00
23	I can't solve my problems with the harming person without losing my temper	3.54	1.65	4.59	0.00
24	If I committed a mistake I find it difficult to excuse	3.20	1.68	1.64	0.00
25	I don't care the impact of my words and actions on the other party	3.65	1.66	5.54	0.00
26	It is difficult for me to establish an amicable social relation with local community	3.60	1.67	5.08	0.00
27	I feel sometime that the community treat me with respect.	3.51	1.76	4.11	
All items		3.58	0.76	10.73	0.00

RESULTS AND RECOMMENDATIONS

Results

1.1 There were no statistically significant differences among the lingual, psychological and organizational communication problems attributed to gender variable, but male tourist felt greater than female with the problems related to traditions.

1.2 There were no statistically significant differences among the psychological, lingual and traditions problems attributed to the age variable. There were two differences related to the organizational dimension between the segment of (46+) and both 18-25) and (26-35) segments, to the favor of the longer one.

1.3 In general there were problems related to the traditions at the south region, but there were neither problems related to the respect of tourist religious beliefs by the community nor respect of religious beliefs of the community by the tourist.

1.4 From the viewpoint of the tourists there were communication problems related to organizational dimension except for continuous existence of tourist police at the sites to protect tourists from greed.

1.5 There were lingual communication problems between tourists and community

1.6 There were social and psychological communication problems between both parties but there was no difficulty in excusing by the tourist in case of a mistake.

Recommendations

2.1 Authorities should eliminate or reduce the impact of traditions problems between the community and tourists, such as the misunderstanding between both parties, inappropriateness of tourist dress to the traditions; the lack of tourist care to the local traditions, unacceptance of community to the viewpoint of tourist towards the local traditions, beside the uncaring of community to the conditions and feelings of tourists, the uncaring of tourist of the local beliefs of community and ignoring of community to the viewpoints of tourists.

2.2 Encounter the organizational communication problems through increasing the capacity of the city to meet the increasing numbers of tourists besides imposing the terms set by travel companies to reserve the sites, and make efforts to eliminate the misunderstanding reasons

represented by some bad behavior by tourists (sex and drug) in addition to establish sufficient control by authorities to follow up the organizational procedures that companies should adopt and protect the tourist from greed.

2.3 Eliminate or reduce the lingual problems through increasing the mutual understanding, conduct training programs for the community in terms of language and focus on elders to encourage them deal with tourists.

2.4 Defend the social and psychological problems especially the sensitive and religious issues which may affect negatively the tourists, and encourage establishing amicable social relations and respect with tourists.

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