

Awareness of tourism and cultural communication:**Study in the transformation of tourism development in Petra**

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Abstract

This study aims to sheds some light on the relationship of tourism development and cultural contact with other cultures which provided by the processes of cultural friction that occurs between tourists and local communities and their impact on patterns of tourism awareness.

The research focuses on cultural communication environments between local communities and tourists in Petra and its influencing factors in determining the effects of this contact.

The study found that cultural communication has directly contributed in building awareness of tourism in the local community, and work to create packages of the global concepts which reflected in the perception about self-perception and about others. This study based on the perspective of cultural and social anthropology.

Bait Al Anbat