

GIS Applications in Tourism Promotion “An applied study on the city of Petra, Jordan”

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Abstract

Contemporary society has witnessed various transformations in different technological fields and in particular, how modern tourism is marketed, including notable changes in formal professional qualifications and ways of evaluating success in terms of tourist numbers and types, and profitability. Tourism marketing, therefore, has gained new concepts in terms of different professions within marketing and has become more efficient with modern technology through the use of the Geographic Information System (GIS). Nevertheless, the traditional marketing methods have never been excluded or denied by tourism marketers who have integrated traditional methods into the modern ones in what is known as "tourism marketing through the geographic information system". (Greg, 2004).

There are important issues that must be recognized by those individuals or organizations who are involved in marketing through GIS. These issues are represented by the ideal use of marketing tools, a clear vision about which markets to target and the methods of managing the relationship with tourists themselves. Therefore, marketing through GIS requires good management and clear plans to deal effectively with the continuous changes both in international or local markets.

Bait Al Anbat