Do standards of sustainable tourism differ from one country to another? A comparative study of sustainable tourism in Jordan and the UK. A case study on Amman and Cardiff.

Farah Farhan
BA (Hons) International Tourism Management
Cardiff Metropolitan University
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Signed Statement

“I declare that this dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated”.

Farah Farhan
Abstract

This research study looks at tourism and investigates the standards of sustainability and sustainable tourism offering in two different tourist destinations. The study provides a comparison between the two destinations in terms of sustainable tourism procedures and standards. The two destinations that this comparative study will focus on are Amman and Cardiff.

Research for the project included conducting interviews and a focus group. Both the interviews and focus group were found the most suitable methods to use when collecting the primary research needed to allow the researcher to achieve the aim and objectives of the project and gather in-depth information. Both the interviews and focus group featured the opinions, views and experiences of people who are very knowledgeable in the tourism industry and are aware, familiar and have visited both destinations. The information collected from the interviews and focus group helped the researcher with understanding the different standards of sustainability available in Amman and Cardiff which allowed the researcher to create a comparison between the two destinations. With the collection of primary data required for the study the three pillars of sustainability model was used by the researcher to ensure that the main aspects of sustainability are covered in both the interviews and focus group.

After analysing all the data collected, the researcher identified main themes and issues that were found. The researcher also made recommendations to address the issue of tourism and how sustainable tourism can be developed in Amman and Cardiff in addition to recommendations for further research.

By undertaking this project, the researcher hopes that the findings of the study can contribute to the increase in awareness of sustainability and sustainable tourism.

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# Contents

List of Abbreviations ........................................................................................................... vii
List of Tables ......................................................................................................................... viii
List of Figures ......................................................................................................................... ix

1.0 Introduction ...................................................................................................................... 1
  1.1 Introduction .................................................................................................................... 1
  1.2 Tourism Industry and Sustainable Tourism ................................................................. 1
  1.3 Amman .......................................................................................................................... 2
  1.4 Cardiff ............................................................................................................................ 2
  1.5 Research Problem ......................................................................................................... 3
  1.6 Research Proposal ......................................................................................................... 4
  1.7 Research Aims and Objectives ...................................................................................... 4
  1.8 Summary ....................................................................................................................... 5

2.0 Literature Review ............................................................................................................. 7
  2.1 Introduction .................................................................................................................... 7
  2.2 Tourism Industry ........................................................................................................... 7
  2.3 Tourism Impact ............................................................................................................. 8
  2.4 Sustainable Tourism ..................................................................................................... 9
  2.5 Development of Sustainable Tourism ......................................................................... 10
  2.6 Amman ........................................................................................................................ 11
  2.7 Cardiff .......................................................................................................................... 12
  2.8 Three Pillars of Sustainability ...................................................................................... 12
  2.9 Summary ....................................................................................................................... 14

3.0 Methodology .................................................................................................................. 16
  3.1 Introduction ................................................................................................................... 16
  3.2 Primary Research and Secondary Research .............................................................. 16
  3.3 Qualitative Research ................................................................................................... 17
  3.4 Interviews ..................................................................................................................... 18
  3.5 Focus group .................................................................................................................. 19
  3.6 Sampling ....................................................................................................................... 19
  3.7 Reliability and Validity ................................................................................................. 20
  3.8 Ethical Consideration ................................................................................................. 20
  3.9 Summary ....................................................................................................................... 21

4.0 Results and Discussion ................................................................................................. 23
  4.1 Introduction ................................................................................................................... 23
  4.2 Semi-structures interviews data introduction ............................................................ 23
List of Abbreviations

**GDP** – Gross Domestic Product
**UK** – United Kingdom
**UNWTO** – United Nations World Tourism Organisation
**UNEP** – United Nations Environment Programme
List of Tables

**Table 1:** Coding of the interview

**Table 2:** Coding of participants in focus group
List of Figures

Figure 1: Location of Cardiff

Figure 2: The Three Pillars of Sustainability
Chapter 1

Introduction

1.0 Introduction

1.1 Introduction

1.2 Tourism Industry and Sustainable tourism

1.3 Amman

1.4 Cardiff

1.5 Research Problem

1.6 Research Proposal

1.7 Research Aim and Objectives

1.8 Summary
1.0 Introduction

1.1 Introduction
This project aims to investigate the different standards of sustainability and sustainable tourism procedures and how they differ from one destination to another. Sustainable is defined as 'Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities' (UNWTO, 2005). The researcher has chosen to look at the tourism industry and sustainable tourism of Jordan and the UK with a focus on Amman and Cardiff. The researcher will look at current sustainable tourism procedures that both destinations have in place and evaluate their effectiveness for both Amman and Cardiff develop their tourism more sustainably.

The researcher chose to base their research study on sustainable tourism due to personal interest and intention to improve knowledge and learn more about the topic. The study will be based on two different destinations Amman and Cardiff also due to researcher interest and familiarity of both destinations. With the choice of two completely different destinations this will make the research project more interesting as each country will have different ways in operating, sustaining and developing its tourism industry. The researcher is undertaking this research project with the intention of contributing to exiting research on sustainable tourism but also can be used by others to develop further and build on the topic.

1.2 Tourism Industry and Sustainable Tourism
Tourism is defined as 'all the activities of people travelling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year' (Go2hr, 2016). With the tourism industry being described as one of the fastest growing industries in the world by the UNWTO. The industry has seen massive growth over the years which has lead the tourism industry to become one of the most dynamic industries in the world and one of the most adaptable industries in terms of as adapting to technological changes, product innovation and new markets (Edgell, 2016, 4). It is important that the tourism industry can adapt to changes and continuous changing demands of tourists as tourist satisfaction is the focus of every tourism provider. However, with the continuous growth of the tourism industry it is vital that the industry is well managed to benefit from the
growth and maximise the positive impacts as consequences of tourism frequently becoming more complex.

From the definition of sustainable tourism, it suggests that sustainable tourism is all about preserving resources and considering environmental, cultural and social factors when travelling. Sustainable tourism allows the meeting of current generations needs without effecting the ability of future generations to meet their needs and providing them with the ability to use the same resources. Therefore, sustainable tourism is becoming a more important and is essential that the environmental resources and other recourse are protected for the present and future generations. ‘Managing sustainable tourism in today’s world adds an important dimension to the growth of tourism’ (Edgell, 2016, 4). This quote suggests how important it is to develop sustainable tourism as it helps with the growth of the industry but also it is an important aspect to develop as now more than ever people becoming more aware and are more concerned with the consequences of their actions when travelling.

1.3 Amman
Amman is the capital and most popular city of Jordan. Amman is an appealing city and a major tourist attraction offering a wide variety of attractions, entertainment and many other facilities to its tourists. The tourism industry is one Jordan’s major industries and is considered the second fastest growing industry (Jitoa, 2010). Being the second industry, the tourism industry is a major source of income to the city being a significant contributor to the economic growth and creating job opportunities.

According to the World Atlas in 2013, Amman was ranked the fifth most visited city in the Middle East with 3.9 million international tourist arrivals. The World Travel & Tourism Council reported that in 2014 the direct contribution of the tourism industry to Jordan’s gross domestic product (GDP) was JOD1,576.7 million making it account for 6.2% of the country’s total GDP. It was also noted that in 2014 the industry accounted for 20% of total employment supporting 310,000 jobs. Amman is a growing tourist destination with many development plans and strategies to help Amman be more established and more appealing to a greater number of tourists. The Jordanian ministry of tourism values the industry and are continually developing and promoting Amman as a developing destination.

1.4 Cardiff
Cardiff is Wales’ capital and largest city situated in South Wales on the Western side of Great Britain. Cardiff is a very accessible city with great air, road and rail links (Visit Cardiff, 2016).
With the great transport links and the cities distinctive character making Cardiff an appealing destination to many tourists.

\[\text{Figure 1: Location of Cardiff (Visit Cardiff, 2016).}\]

‘Cardiff is the most important tourism and visitor destination in Wales in terms of reputation, profile and impact’ (City of Cardiff council, 2015). Cardiff is a destination that offers tourists a wide range of facilities and attractions ranging from unique attractions, cultural and heritage attractions to entertainment and shopping facilities and many more. The city of Cardiff council 2015, stated that the tourism is a vital industry to the Welsh and Cardiff economy supporting 31,000 direct and indirect jobs making Cardiff account for 50% of the total share of tourism revenue. Cardiff is an emerging destination and its tourism industry is expected to grow. A five-year tourism strategy and action plan created by the Cardiff Council in the year 2015 which is currently ongoing to help develop Cardiff’s tourism industry and enhance the appeal of Cardiff to all types of visitors by the year 2020.

1.5 Research Problem
With the growth and development of the tourism industry, development projects have been focusing on the maximisation of profit for tourism businesses and providers and disregarding the impacts of the industry’s fast growth, development and effect on destinations. However, with the development of sustainable tourism this will allow for further growth of the industry but also can control and reduce the impacts of the industry on different aspects including environmental, social and the economy of tourist destinations.

Therefore, this research project focuses on reviewing and assessing the current standards of sustainability and sustainable tourism in Amman and Cardiff and how they can be developed further to satisfy tourist needs but also reduce negative impacts caused by the industry.
1.6 Research Proposal
Through this study, the researcher will investigate tourism and sustainable tourism in Amman and Cardiff. The researcher will be looking at current sustainable tourism procedures and their impact on both destinations. This research project will consist of both primary and secondary research.

The primary research will involve conducting in depth semi structured interviews with tourism experts and focus group for people who have visited and are familiar with both destinations. Both the interview and focus group will allow for discussion and in-depth data collection. Questions asked in both the interviews and focus group will help towards answering the research question and will help to discover current standards and sustainable tourism offering in Amman and Cardiff. Secondary data collection will mostly involve researching and collecting current literature and theory on tourism and sustainable tourism development. Secondary data will be collected through various methods including books, journal articles, internet websites such as government websites and tourism models including the use of the three pillars of sustainability model. The use of both of primary and secondary research this will allow the researcher to gather more information on the topic and gain more in depth information on sustainable tourism.

1.7 Research Aims and Objectives
The researcher has set aims and objectives to help with the completion of this research project. With clear set aims and objectives this will help set boundaries of the research project to have a clear focus on what needs to be achieved. The main aim and objectives of this project are as shown below;

Aim:

The aim of this research project is to discover the different standards of sustainability and sustainable tourism that Jordan and the UK have in place.

Objectives:

To achieve the specified aim, it will be necessary for the researcher to:

1. To critically review the literature of sustainable tourism in Jordan and the UK.
2. To investigate what sustainable procedures and standards Amman and Cardiff already have in place, by conducting semi-structured interviews with sustainability experts from both destinations.
3. Assess the impact of sustainability on both destinations and tourists by using qualitative data.

4. To make recommendations based on findings for Amman and Cardiff in terms of how to improve and develop sustainable tourism more sustainably.

1.8 Summary
In this chapter, the researcher has justified the choice of the research topic. This chapter also includes the aim and objectives of the study which has been set by the researcher and aims to achieve when carrying out the and by the completion of the project.

The next chapter is the literature review which will discuss the literature on tourism and the development of sustainable tourism, also including literature on both destinations and their tourism industry. The researcher will also present a model which will be used to help with the collection of primary research.
Chapter 2

Literature Review

2.0 Literature Review
   2.1 Introduction
   2.2 Tourism Industry
   2.3 Tourism Impact
   2.4 Sustainable tourism
   2.5 Development of sustainable tourism
   2.6 Amman
   2.7 Cardiff
   2.8 Three Pillars of Sustainability
   2.9 Summary
2.0 Literature Review

2.1 Introduction
This chapter evaluates the current state of the tourism industry focusing on sustainable tourism by reviewing a wide range of relevant literature ranging from books and websites. This chapter begins by overviewing the Tourism industry and its impacts on tourism destinations. Next the researcher will look at sustainable tourism and its development throughout the years. Finally, the researcher will review the current situation of tourism and sustainable tourism in both Amman and Cardiff.

2.2 Tourism Industry
Tourism has come a long way from being considered an activity only for the wealthy. Over the years, the tourism industry has experienced a rapid growth making the industry one of the fastest growing industries in the world. As well as being known as one of the fastest growing industries the travel and tourism industry is also considered and known to be one of the largest industries in the world. With the massive growth and the size of today’s tourism industry, the tourism industry contributes directly and indirectly to the gross domestic profit (GDP). The World Tourism Organisation (UNWTO) 2016, reported that the industry accounts for 10% of the world’s total GDP and 1 in eleven jobs allowing the tourism industry to generate US$ 1.5 trillion in export earnings. France (1997) suggests that the size and importance of the tourism industry is measured in terms of its values, in terms of creating employment opportunities and helping countries develop and other values that the sector brings to the destination.

Tourism in today’s generation has become a significant economic activity and is an activity that many people take part in for various reasons including leisure, business, sports, medical purposes and many more (Gartner and Lime, 2000, 225). Today with the development of the industry, and the development of new trends and niche markets tourism has become an activity that appeals and attracts to all different age groups and people with different lifestyles and interests.

Nilanjan (2015) specified that the tourism industry brings many benefits to tourist destinations in terms of economic, social and cultural benefits. Some of these benefits include employment opportunities, improved well-being of the destination, economic benefits and many more which makes the tourism industry valued and one of the main industries to some destinations. As well as bringing economic benefits for destinations, the industry also benefits
other industries such as accommodation providers, transport providers, and entertainment facilities and venues. However, with the great growth and demand for the industry and as well as bringing destinations positive impacts, it has brought many negative impacts and in some cases the tourism industry of destinations has declined since they are unable to cope with the huge demand of tourists and protect their resources. Therefore, tourism needs to be managed effectively for the industry to be successful and beneficial rather than bringing negative impacts to tourist destinations (Page, 2014, 6).

The growth of the industry and the continuous entry of new products and services and rising new trends has also lead to increased competition between destinations and tourism organisations. Hall, Smith and Marciszewska (2016) stated that with the increased competition between tourism suppliers this will influence the prices of tourism products. In result to the increased competition amongst tourism destinations this has lead the industry to be able to adapt to the constantly changing needs and desires of the tourists to satisfy their needs and meet their expectations and offer the highest added value products to tourists.

2.3 Tourism Impact
For some countries, the travel and tourism industry is one of the main industries that they rely on for the wealth and improvement of living quality of the area and its people. Some of the most obvious positive impacts that destinations have seen and benefited from the tourism industry is the development of its infrastructure and transport systems, also the tourism industry contributes significantly to the economy and GDP of the destination. The United Nations Environment Programme (UNEP) 2016, described the tourism industry as one of the world’s most significant source of economic benefits, however the UNEP also defined the industry as ‘being complex involving numerous stakeholders sometimes with different interests’.

As well as having positive impacts on host destinations, the tourism industry is also seen as negatively impacting tourist destinations. According to France (1997) since the Second World War, the number of people who expect a holiday as a necessary part of their lives have increased. This suggests that when demand for holidays has risen, effects and impacts from the high demand started appearing and effecting host destinations. Gossling (2012) acknowledges the economic benefits and positive impacts that the industry has on destinations, however the author also recognises the strong negative social, cultural and environmental impacts of the industry on destinations.
There are many academic researches that have been carried out on the impacts of tourism. United Nations Environment Programme (UNEP) 2016, believe that tourism brings many changes in social, cultural, environmental and economic positions and can cause loss of indigenous identity and values. The UNEP report highlights the negative impacts that tourism brings to destinations, some of the main issues include standardisation, loss of authenticity, crime generation and damage to tourist facilities and attractions. It is important to understand the impacts that tourism brings to destinations to develop sustainability and ensure that it is maintained for long term of the destinations tourism industry. ‘Tourism cannot be blamed for economic, social and environmental deterioration caused by bad decisions rather than visitor impact’ (Hall and Lew, 1998, 75). This quote states that the relationship between tourism and other factors such as economic, social and environmental is vital as the quote suggests that the damage is taking place due to lack of plans, actions and policies for a growing industry such as the tourism industry. Gossling (2012) suggests that the key to develop and achieve sustainable tourism and control the impacts of tourism on destinations is planning and implementing effective management techniques. Both authors have suggested that effective planning is a vital step in developing and achieving sustainable tourism. Page (2014) also suggests that the key to managing tourism and transforming the damaging nature of tourism activity is sustainability.

2.4 Sustainable Tourism
As defined in the introduction sustainable tourism is all about meeting the needs of current generation without affecting future generations to meet theirs. ‘The concept of sustainability first came into public attention with the publication of the World Conservation Strategy in 1980’ (Hall and Lew, 1998, 2). The strategy’s main aim was to conserve the living resources in the face of major problems any destination may face such as pollution, environmental problems, loss of diversity and cultural heritage. The World Conservation Strategy defines conservation as ‘the management of human use of the biosphere so that it may yield the greatest sustainable benefit to present generations while maintaining its potential to meet the needs and aspirations of the future generations’ (Hall and Lew, 1998, 2).

UNWTO identified three main principles that need to be considered when developing tourism in a sustainable manner these are economic, social and environmental dimensions. ‘Sustainability principles refer to the environmental, economic, and social aspects of tourism development, and a sustainable balance must be established between the three dimensions to guarantee long-term sustainability’ (UNWTO, 2015). This quote highlights the importance of
the three dimensions, and that if one of these is missing sustainable tourism cannot be achieved.

Sustainability helps address issues such as employment, environmental damage caused by tourism, heritage and cultural loss, loss of place authenticity and many more issues. Pineda and Brebbia (2004) discuss tourism and sustainability and the forever changing demand and increase in tourism products. The authors recognise the impact of tourism on the destinations and the contribution that the industry makes to the destruction of natural and cultural environment. The authors explore the issues that are concerned with accomplishing environmental, social and economic sustainability of tourism.

Sustainable tourism has played an important part in identifying ways to maximise benefits of tourism industry and minimise and control the negative impacts of tourism on tourist destination. UNWTO 2015, reported that sustainable tourism maintains a high level of tourist satisfaction and ensures that tourists have a meaningful and unforgettable experience as well as educating them and raising their awareness about sustainable tourism. This indicates that as well as playing an important part in reserving resources for future generations, sustainable tourism provides high levels of tourist satisfaction.

2.5 Development of Sustainable Tourism
Nelson et al (1999) defines sustainable development in the context of tourism as ‘Tourism which is developed and maintained in an area (community or environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes’. France (1997) states that sustainable development should not only preserve resources for the long term but also the development should maintain or increase productivity.

Mowforth and Munt (2008) clearly defined the differences between sustainable development and sustainable tourism and stated that they are not the same. They indicate that the tourism industry is growing and in order to maximise the benefits rather than the negative impacts, it is suggested that planning and development takes place. The authors also provide valuable insights into planning, monitoring, managing sustainable tourism effectively. The development of sustainable tourism can be achieved when all stakeholders within the industry work together. Stakeholders including the government, tourists, tourism organisations and many more. The authors stressed the importance of all stakeholders
working together to develop a more sustainable tourism industry and highlighted the importance of each stakeholder understanding their roles and knowing their responsibilities.

Hall and Lew (1998) have stated that defining and achieving sustainable development has become one of the major policy debates of our generation, France (1997) acknowledges the importance of sustainable development and that people are now more aware of their responsibility and the consequences of their actions towards future generations however, the author states that the difficulty in achieving sustainable tourism development lies in the decisions taken by people as they still intend to value their enjoyment and pleasure over other values. Gossling (2012) have stated some of the problems that are preventing the development of sustainable tourism. Some of the problems mentioned include no driver or imperative from the industry, the industry not working with academic researchers to understand the seriousness of the issue, denial from tourists and not understanding the need for sustainable development.

Harris, Williams and Griffin (1997) suggest that the idea of sustainable development is that economic growth and environmental conservation should not only be compatible, they are partners and one cannot exist without the other. This indicates that sustainable development cannot happen without the industry being profitable and bringing economic benefits to tourist destinations. Hall and Lew (1998) stated that in order to develop sustainable tourism effectively, the development requires many factors including patience, diligence and a long-term commitment. The development of sustainable tourism is vital for the survival of the industry.

2.6 Amman
According to Jordan Inbound Tour Operators Association (2010), the tourism industry has become a critical sector and an essential player for the development of Jordan’s economy and has contributed effectively to the economic growth. ‘Tourism in 2014 contributed 14 per cent of the country’s GDP’ (The National, 2015). The association also stated that the tourism industry in Jordan attracts tourists from all over the world, due to the diverse and wide range of tourism activities and offerings available.

Being the capital city of the country with the range of activities, attractions and facilities, the office of her majesty Queen Rania (2002) reported the ability of the tourism industry to compete with other strong tourism destinations in the region. This emphasis on the strong position that the Jordanian tourism industry has developed and maintained over the years. However, with the growth of the industry it is vital that Amman develops their sustainable
tourism to manage any challenges facing the industry. Queen Rania of Jordan desires to develop the tourism industry in a more sustainable manner, this is shown through her involvement in sustainable conferences and actions taken towards developing sustainable tourism to maintain resources. Walker and Firestone (2009) specified that Jordan is ahead of the game and are keen to maintain and reserve the country’s heritage and resources and are working with authorities to achieve a sustainable tourism industry.

2.7 Cardiff
Wales and specifically Cardiff is an emerging tourist destination. Wales online 2015, reported that the tourism industry is worth £4.2bn to Wales with Cardiff accounting for one quarter of the total. It was also reported that Cardiff alone accounts for more than £1bn of total spend by tourists in Wales, making Cardiff account for the highest tourist spend in Wales. Giving the size of the sector and its contributions and positive impacts on Cardiff, development for ways in which to maintain the growth of the industry is essential.

The city of Cardiff council 2015, reported that strategies have been put in place and developed to increase economic benefits to enable Cardiff to compete with leading UK destinations such as London. With the developed strategies to help position Cardiff as one of the leading UK destinations, the strategy is also considered with sustainability and the usage of resources available. ‘Cardiff is a sustainable travel city and continuously works to provide and improve the options which making choosing travel modes easy and a first choice for most trips’ (Cardiff.gov, 2016). With the adapted from the Cardiff Government, the strategy for future tourism involves the development of Cardiff as a more sustainable and distinctive destination.

2.8 Three Pillars of Sustainability
As Hall and Lew (1998) mentioned that the concept of sustainability first came into the public attention in 1980, since then sustainability has come a long way and many models and concepts have been developed to help develop the tourism industry more sustainably. Brebbia and Beriatos (2011) stated that there are many different concepts that have been developed to explain sustainability, however the three pillars model is the most popular one.
The three pillars of sustainability have been identified as a model relating to the concept of sustainability and sustainable development. Showing in figure two, the model is concerned with three main pillars which need to be considered when developing tourism sustainably. The model identifies three important aspects that help develop sustainable tourism. 'If any one pillar is weak than the system as a whole is unsustainable' (thwink, 2016). This quote suggests that to develop tourism sustainably the three pillars need to balance as if one aspect of the model is weak or ignored this will impact other aspects of the model.

Social sustainability is defined as ‘the ability of society or any social system to persistently achieve a good social and wellbeing’ (Circular energy, 2016). Achieving social sustainability is important to any tourist destination as it will ensure the wellbeing of the country can be maintained in the long term.

Environmental sustainability is defined as ‘the ability to maintain the qualities that are valued in the physical environment’ (Sutton, 2014). With the continuous growth of the tourism industry and environmental unsustainability there are a threat that the environment and resources cannot be reserved maintained for future users.

Economic sustainability is defined as ‘the capacity or an economic system to generate a constant and improving of its economical indicators’ (Sogesid, 2016). Social sustainability is concerned with the wellbeing of the destination and the economic benefits of the industry on destinations such as creating employment.

The researcher will be using the three pillars of sustainability model as a base when conducting primary research. Figure two shows the main aspects that need to be considered and focused on when conducting and collecting research.

Finally, present studies and research indicate that there is a lack and a gap in information on the topic of sustainable tourism in Amman and Cardiff. Much of the research relating to
tourism, sustainable tourism development has focused on large and well-known tourist destinations. Moreover, there is a gap in information on the development of sustainable tourism in Amman and Cardiff. Therefore, this research project is valuable and helps with understanding sustainable tourism and the development of sustainable tourism in Amman and Cardiff.

2.9 Summary
This chapter has critically evaluated the wide range of literature surrounding the tourism industry and the development of sustainable tourism over the years. Also, this chapter includes the three pillars of sustainability model which will be used by the researcher to help with the collection of primary research.

Methodology is the next chapter, where the researcher will discuss the research approach which will be used to collect all the data needed for the project to achieve the aim and objectives of the research study.
Chapter 3

Methodology

3.0 Methodology

3.1 Introduction

3.2 Primary Research and Secondary Research

3.3 Qualitative Research

3.4 Interviews

3.5 Focus Group

3.6 Sampling

3.7 Reliability and Validity

3.8 Ethical Considerations

3.9 Summary
3.0 Methodology

3.1 Introduction
This chapter highlights the research relating to what methods will be applied to critically investigate the research topic and achieve the aim and objectives of the study. Research is not just a process of gathering information as it is also about answering unanswered questions and can be seen as a process of expanding the boundaries and exploring information (Goddard and Melville, 2004, 1). The methodology to research strategies that the researcher will use to investigate the relation between tourism and sustainable development and gather information are interviews and focus group. Finally, this chapter will include a discussion of ethical issues that the researcher will discuss and need to be consider while conducting research.

3.2 Primary Research and Secondary Research
When carrying out research there are two main types of data to be collected, primary and secondary. Primary research is the data which is collected by the researcher fresh and for the first time with specific research aims and objectives (Sahu, 2013, 63), where secondary research is data and other information that has already been collected by others and archived in some form and used by other users (Stewart and Kamins, 1993, 1).

As mentioning that primary research is new information about a chosen topic and specific objectives, the process of research needs planning as depending on type of information that needs to be collected different methods will be used. Primary research can be conducted through many ways including interviews, questionnaires, focus group and many more. (Sahu, 2013, 63). In terms of primary research the researcher will be conducting two in-depth interviews and a focus group to gather information and answers to unanswered questions about tourism and sustainability of both destinations. In-depth interviews and focus group where chosen by the researcher as they were found to be the most suitable in terms of gathering information needed for the research. Both methods will provide in depth information about the research topic.

Throughout the study secondary research will also be used. It is important to carry out secondary research as well as primary research as it reduces the risk of reinventing the wheel through not knowing what has already been researched before (Rugg and Petre, 2006, 32). This indicates that secondary research helps set work frame in terms of what information has already been done and sets a starting point for primary research, allowing the researcher to
identify any gaps in information. Secondary information on tourism and sustainable tourism is available in many different forms. The researcher will be using a variety of secondary data resources to gather relevant information related to tourism and the development on sustainable tourism ranging from government data, annual reports and the internet. This will help improve the researcher’s knowledge on sustainable tourism to carry on with the primary research process of the research study.

The researcher will use both primary and secondary data to answer the research question and a qualitative approach will be used through the two in depth interviews and focus group with tourism experts and people who visited and familiar with both destinations.

3.3 Qualitative Research
Qualitative and quantitative research are the two main approaches that can be adapted by researchers when conducting primary research to collect required data to achieve aims and objectives of the project. ‘Qualitative research is a set of research techniques used in which data are obtained from a relatively small group of respondents and not analysed with statistical techniques’ (Nykiel, 2007, 39). Where quantitative research uses numbers and statistical methods such as questionnaires and tends to be based on numerical measurements of a specific aspect (Thomas, 2003, 2). Both qualitative and quantitative research methods have their advantages and disadvantages and are used for different purposes and for different types of data collection.

Qualitative research is found to be the most suitable when collecting information for this research project as qualitative research helps provide an understanding of opinions, reasons and behaviour to a specific topic and can provide a richer and deeper insight to any problem and helps develop any ideas for developments. Where quantitative research is mostly concerned with statistical and numerical data. Therefore, qualitative research methods will allow the researcher to gather in-depth descriptive information and knowledge about sustainable tourism and tourism in both destinations. Qualitative data is collect through various methods, the most popular and common methods include interviews, focus groups and observation (Wisker, 2001, 164).

Qualitative data will be collected in the form of two semi structured interviews and a focus group. The main purpose of the interview and focus group is for the researcher to gather in-depth information about the research topic and cannot be gathered using other methods of research. The researcher feels that the two methods selected are the most suitable methods to gather as much information and knowledge as possible about sustainable tourism of both
Amman and Cardiff. Both methods the interview and focus group will allow for discussion which will help the researcher gather more information from participants. When carrying out qualitative research there are some factors that need to be considered such as ethics and sensitivities (Wisker, 2001, 166). The researcher will need to make sure that there are no sensitivities and have consideration for ethical issues in relation to the topics that will be discussed in both the interview and focus group.

3.4 Interviews

Interviews give the opportunity to meet the set aims and objectives of the research study by providing both detailed information and some background or other information related to the research topic (Wisker, 2001, 165). There are three models for interviews that exist as Wilkinson and Birmingham stated (2003) which are the unstructured interview, the semi-structured interview and the structured interview. For this research project, semi structured interviews are found to be the most suitable method to use as they are conducted in an open framework with a conversational two-way communication which can make the interview more comfortable for both the interviewer and interviewee. Semi-structured interviews allow the interviewer to direct the interview more closely but also as the interview is held in an informal setting this can allow for more information collection as the unformal setting can encourage the participant to be more open and respond to the questions in as much detail as they like.

The researcher will be conducting one face to face interview and one electronic interview with tourism experts who have knowledge in sustainable tourism and are aware of the sustainable tourism procedures and development in Amman and Cardiff. In-depth interviews will be used as they will enable the researcher to ask open ended questions which will help collect in depth qualitative data. The interviews will approximately be 1 hour in duration to allow the researcher to collect as much information as possible.

To anonymise the interviewees upon their request and their right to privacy, below is a table showing the codes that will be used in the study where the researcher will use when referring to the interviewees.

<table>
<thead>
<tr>
<th>Interview</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview one</td>
<td>Intvr one</td>
</tr>
<tr>
<td>Interview two</td>
<td>Intvr two</td>
</tr>
</tbody>
</table>

Table 1: Coding of the interview
### 3.5 Focus Group

‘Focus group is a form of qualitative method used to gather rich, descriptive data in small group format from participants who have agreed to focus on a topic of mutual interest’ (Wilkinson and Birmingham, 2003, 90). Focus groups are valuable when in-depth information is required, but also allows for in-depth information about how people feel about a certain topic or issue and their reasoning about why things are as they are (Bell and Waters, 2014, 183). A focus group will be conducted in a form of qualitative research with up to seven people who have visited and have knowledge on both destinations Amman and Cardiff. The researcher feels that one focus group with people who have knowledge and familiar with both destination is reasonable to gain efficient amount of qualitative data from the participants.

The focus group will take part in an informal setting which will make all the participants more comfortable with answering questions and expressing their opinion on tourism and sustainable tourism development. During the focus group, no closed questions will be used, only open questions so participants can express their opinion and encourage interaction and discussion between participants. All questions asked in the focus group will be related to the interview questions focusing on the three pillars of sustainability model to ensure that all questions asked are relevant to the research topic.

The table below shows the codes that will be used by the researcher when referring to any of the participants in the focus group.

<table>
<thead>
<tr>
<th>Focus Group Code</th>
<th>Participant</th>
</tr>
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<tbody>
<tr>
<td>P1</td>
<td>Participant 1</td>
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<tr>
<td>P2</td>
<td>Participant 2</td>
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<tr>
<td>P3</td>
<td>Participant 3</td>
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<tr>
<td>P4</td>
<td>Participant 4</td>
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<tr>
<td>P5</td>
<td>Participant 5</td>
</tr>
<tr>
<td>P6</td>
<td>Participant 6</td>
</tr>
</tbody>
</table>

*Table 2: Coding of participants in focus group*

### 3.6 Sampling

Sampling can be defined as ‘the selection of subset of a population for inclusion in a study’ (Daniel, 2011, 1). When selecting interviewees to take part in the interviews, interviewees will be selected upon their knowledge in the tourism industry and specially in sustainable tourism. One tourism expert will be selected from each of Amman and Cardiff for the
researcher to gather all the information needed about the sustainable tourism in both destinations.

The focus group will consist of six people who were selected due to their familiarisation with both Amman and Cardiff. Participants in the focus group were also chosen as they are aware and have visited both destinations, which will allow the researcher to gather an appropriate amount of data to create a comparison between the two destinations. For the focus group, only adults over the age of 18 will take part in the focus group due to ethical purposes.

For all questions asked in both the interviews and focus group, the three pillars of sustainability model will be used to ensure that the questions are related to the topic and to allow the researcher to gather as much relevant information as possible.

3.7 Reliability and Validity
Reliability and validity are important factors that the researcher need to consider when collecting the necessary data needed for the research project to ensure consistency.

‘Reliability is the consistency of measurements of a concept, using an identical measurement procedure, and the replicability of the findings’ (Baumgarten, 2013, 4). The three pillars of sustainability model have been used as a base when creating questions for both the interviews and focus group to ensure consistency. Also for the study to be reliable and consistent all questions in either the interviews or focus groups will be open questions.

‘Validity in research involves determining the degree in which the researchers’ claims about knowledge corresponded to reality or researcher participant’s constructions to reality’ (Klenke, 2008 37). In terms of validity of the research all information collected from the interviews and focus group will be completed only by the participant to ensure that there is no influence on any of the answers given. However, the validity of any data collected from the interviews and focus group depends massively on the honesty and truthful of the participants towards the research topic.

3.8 Ethical Consideration
When conducting research for the project, it is important that the researcher considers ethical issues. ‘Research ethics have been a major issue since the Second World War, which triggered off insistence that all research should be ethical’ (Wisker, 2001, 125).

For the researcher to gather a wide range of information and opinions on sustainable tourism development participant will be a range of different ages, however no discrimination will be made towards any candidate participating in either the interviews or the focus group.
regarding age, sex, beliefs and any other personal characteristics. All participants must be over the age of 18 to be able to participate in the interviews and focus group. All participants have the right to anonymity and confidentially through the research process. Confidentiality is that the participant will not be presented in identifiable form, while anonymity is that the researcher does not have the right to indicate which response came from which participant (Bell and Waters, 2014, 51).

‘Ethics committees play an important part in ensuring that no badly designed or harmful research is permitted’ (Bell and Waters, 2014, 49). Before any research takes place, the researcher will prepare information sheets, consent forms for participants and a list of questions that will be asked in the interviews and focus group. All documents will go through the ethics committee and must be approved to ensure that they comply with the ethical protocol of the university.

3.9 Summary
This chapter has clearly identified and explained the research approach that the research will adopt when conducting the primary research needed. As mentioned the researcher has chosen to carry out two interviews and a focus group with tourism experts and people who are familiar with both destinations Amman and Cardiff, to be able to compare the standards of sustainability of the two destinations.

Results and discussion is the next chapter. In this chapter, the researcher presents the results from the interviews and focus group assessing the findings and the standards of sustainability and sustainable tourism procedures in Amman and Cardiff. This will be followed by a discussion of the findings and their linkage to existing literature to assess whether the new information collected challenges the existing data.
Chapter 4

Results and Discussion

4.0 Results and Discussion

4.1 Introduction

4.2 Semi-structured interviews data interdiction

4.2.1 Semi structured interviews data and discussion

4.2.2 Summary

4.3 Focus group data introduction

4.3.1 Focus group data discussion

4.3.2 Summary

4.4 Comparative results of interviews and focus group

4.5 The Three Pillars of Sustainability model modified

4.6 Summary
4.0 Results and Discussion

4.1 Introduction
This chapter will present and discuss the results the researcher has collected by the means of two in-depth semi-structured interviews and focus group during the collection of primary data for this research project. The qualitative data for this project was collected through two main methods interviews and focus group. The interviews consisted of questions regarding sustainably and sustainable tourism offering in Amman and Cardiff. The researcher used the three pillars of sustainability model as a tool to determine the different aspects that needed to be covered in the interviews. All questions asked in the interview were open ended questions to encourage the interviewees to maximise their contribution and engage to provide their knowledge and opinion.

For the focus group the researcher used the questions for the interviews as a base to establish which areas needed to be investigated in the focus group from the point of view of tourists. The questions asked in the focus group were very much alike those asked in the interviews with the use of the three pillars of sustainability model.

The data collected from both the interviews and focus group will be analysed, discussed and presented separately as they provide knowledge, opinion and perspective from different individuals. During the interviews and focus group themes came clearer some of which the researcher has expected. The analysis of the data collected will enable the researcher to achieve the set aim by determining whether the standards of sustainability differ from one destination to another.

4.2 Semi-structures interviews data introduction
The content of the literature review provided an insight into the development of sustainable tourism in Amman and Cardiff. Both semi-structured interviews allowed the researcher to gain deeper knowledge and insight into the topic, by addressing what the interviewees think about the current standards of sustainable tourism available to tourists in Amman and Cardiff in addition to addressing the current development of sustainable tourism in Amman and Cardiff and the challenges the development is facing. These semi-structured interviews will be conducted with two knowledgeable tourism experts one from each destination was selected to be interviewed. For consistency and reliability, the same questions were asked in both interviews however the questions were tailored to the destination the interviewee was associated and interviewed about. For anonymity purposes the names of the two
interviewees will not be mentioned during the results and discussion chapter and they will be referred to as Intvr one and Intvr two. The transcripts of both interviews are found in appendix four and five.

4.2.1 Semi-structured interviews data and discussion
With the second objective of the research project to investigate what sustainable procedures and standards Amman and Cardiff have in place. The researcher started both interviews with generic questions regarding name of organisation, years working for organisation and level of study to gain more information about the interviewees and make them more comfortable.

The first question asked in the interviews was if the tourism industry is considered a priority sector by the government in terms of development in both destinations Amman and Cardiff. This question was asked in the interviews to help the researcher determine and assess the importance of the tourism industry to Amman and Cardiff government.

‘I do, I think the Welsh Assembly government do strongly recognise the value of tourism in Wales’ – Intvr one

‘Yes, the tourism industry is one of the priority sectors in Jordan and specifically to its capital Amman. The industry is valued by the Jordanian government as it is one of the main contributors to the economy and a major employer’. – Intvr two

From responses given to the question it became clear to the researcher that both destinations value their tourism industry and its importance in terms of the benefits that it brings to the destination as Intvr two stated that the tourism industry in Amman is a major employer and contributor to its economy. This supports the information presented in the literature review where the Jordanian Inbound Tour Operators Association (2010) stated that the tourism industry has become a critical sector and essential industry and player for the development of Jordan. Intvr one responded as to a certain extent yes sustainable tourism offering needs to be developed.

To determine the current levels of sustainability and sustainable tourism offering that are currently available to tourists, the second question asked by the researcher was ‘in terms of sustainable tourism offering, do they need to be developed further and why?’. Both interviewees responded to this as yes, the sustainable tourism offering needs to be developed further in Amman and Cardiff, Intvr two stated:

‘I feel that there are limited sustainable options available and being offered to tourists to engage in’ – Intvr two
Intvr two then expanded on their answer to state why there needs to be further development of the industry. Some of the reasons mentioned was the lack of attention and importance sustainable tourism is receiving and the few tourism providers that are aware and have developed and adapted a sustainable approach. This came to no surprise as the researcher is familiar with Amman and was expecting similar responses.

Following from why the tourism industry needs to be developed, the researcher moves on to question the interviewees about their opinion on what they believe the biggest challenges facing the tourism industry and particularly the development of sustainable tourism in Amman and Cardiff.

‘I think it is an ongoing challenge to encourage businesses to adopt and implement sustainable policies. There is also a challenge with understanding and knowledge in terms of what sustainability is and how it can be implemented and how it is seen as an ongoing business and destination practise.’ – Intvr one

Intvr two gave a similar response to Intvr one and stated that lack of knowledge and awareness of the issue is one of the main challenges facing the development of sustainable tourism. Another challenge that Intvr two stated is getting the government, tourism providers and other stakeholders to collaborate and work together to develop sustainable tourism successfully. This coincide with Mowforth and Munt (2008) where they highlighted the importance of all stakeholders working together to achieve successful development of sustainable tourism and understanding their roles and knowing their responsibilities.

The next few questions asked were to determine whether tourism providers such as tour operators and other tourism business are taking steps to improve the overall performance and sustainability of their operations. These questions were also asked to assess business awareness and to establish if tourism businesses are concerned with the outcomes and consequences of their operations as well as making tourism products available to tourists and making a profit. When the researcher asked this, the responses received were as follows:

‘I think they are some significant organisations such as the national museum of wales, Cardiff Castle, the millennium stadium and Techniquest all have policies in place supporting the environment and community so I think that attractions are progressive on that level. Hotels and from an environmental point of view there is an increase in recognition from the point of view of water usage and energy usage.’ – Intvr one

This shows that tourist attractions have seen the most development and adoption of a sustainable approach. Intvr one expanded on their answer to add that hotels are now becoming more aware and following on what tourist attractions have developed and developing ways in which they can minimise their impact on the environment by monitoring
water usage, using energy efficient systems and recycling waste. St. David’s hotel was mentioned as an example of a hotel that is taking a sustainable approach.

Intvr two added that tourism businesses and providers in Amman are not taking account of sustainability issues in the products that they are offering to tourists and this is due to lack of awareness which leads to lack of demand from customers. The researcher was expecting similar answers and was not surprised.

Following on from the previous question the researcher asked the interviewees whether they feel that the principles of sustainability economic, environmental and social factors are being considered when developing sustainable tourism. This question was asked to assess the importance of sustainability principles and whether they are being used and measured. Intvr two stated the importance of sustainability principles by adding:

‘Sustainability principles are vital factors that need to be considered and used when developing tourism effectively’. – Intvr two.

‘It is difficult to assess because it is not law there is now law to say to businesses that they have to act or develop their businesses in a certain way’. – Intvr one

When Intvr one was asked the same question, the response was that it is hard to assess or state that the principles of sustainability are being used in planning and development to ensure effective development.

After questioning about the principles of sustainability in general. The researcher moved on to question about the three pillars of sustainability to gain deeper information of each pillar. The researcher questions about how practising sustainable tourism can bring positive impacts in terms of social factors.

‘This helps organisations with treating everyone fairly and only bringing positive impacts to the community and its people’. – Intvr two

Intvr one related their answer to specifically visitor attractions and stated:

‘In terms of visitor attractions there is an education value people learning about the culture, the environment, heritage or history depending on the type of the visitor attraction’. – Intvr one

The researcher than moved on to the second pillar and questioned about the environment and how sustainable tourism can help minimise the negative impacts of tourism on destinations. Adapting a sustainable approach will reduce the negative impacts caused by tourism activates such as Co2 emission, hotel energy and water usage. One example
mentioned by Intvr one is hotels and how they can achieve successful sustainability management by having efficient energy and water polices as well as waste management.

The next question asked by the researcher is regarding the third and final principal. The researcher asked how can practising sustainable tourism positively affect the local economy in Amman and Cardiff. Adapting a sustainable approach will positively impact the destination and in terms of economy and sustainable tourism will bring many positive impacts.

The next question asked was to determine how important academic knowledge and whether it is considered an important element when developing sustainable tourism.

‘Education is a key and the more of managers, senior managers have that knowledge the more they are likely to push the implementation in the business or in the public sector. Sometimes there are people that work in tourism and the public sector they haven’t always got tourism degrees where this leads to a gap in their knowledge’. – Intvr one

‘Academic knowledge is vital when developing the tourism industry. Those with knowledge about the topic of sustainability are able to develop and be more successful with the implementation than those with little knowledge about the topic’. – Intvr two

From both answers, it was clear to the researcher how important knowledge is when developing tourism. It also became clearer that knowledge will have an influence and effect on handling, planning and implementation of the issue. Being knowledgeable and aware of the issue will lead to providing best practise and innovative ways and ideas in which to develop the industry.

Linked to the pervious question, the researcher moved on to question the interviewees if they believe that recently there is an increase in awareness and demand for sustainable tourism from tourists. The researcher asked this question to establish to what extent people are aware of the products they purchase and made available to them.

‘From tourists, yes but there is still a long way to go’ – Intvr one

‘As people become more aware of the causes and consequences of their actions this gradually will influence the way they may think or the way they engage with tourism products and activities’. – Intvr two

These responses indicate that tourists now are becoming more aware and with the development of the industry and the emergence of all the different types of tourism, people have better awareness and demand for certain products. Also, people now are also more conscious about of their actions.
The next question asked about what areas of sustainability Amman and Cardiff are strongest and weakest at.

‘In Cardiff, there are lots and lots of small businesses for example all the different arcades and all the individual types of ships I think there is a lot of actions which is supporting sustainability principles and I think that is very strong’ – Intvr one

and then added that ‘I would say transport is the weakest’ – Intvr one

‘Very little attention is paid towards sustainability and its development. Another major weakness is the transport system in Amman’. – Intvr two

From this question, a theme came apparent in both destinations. Intvr one and Intvr two started that the transport system is the weakest element in Amman and Cardiff. The respond regarding Amman’s areas of sustainability that Amman is strongest at was not very positive.

Another question was asked regarding knowledge and awareness. The researcher asked whether participants feel that people need to be better educated and made aware of sustainable tourism. Both interviewees stressed how important knowledge is and that people need to have better awareness of the topic maybe through education.

‘Education of tourists and local people and awareness of sustainability and sustainable tourism is vital. Educating people about the topic and improving their knowledge will certainly effect their decisions whether they are tourists or people working within the industry’. – Intvr two

‘Yes, I think that the education of this topic should be on going, ongoing in schools in particular as there is a lot that schools can do’. – Intvr one

The researcher then moved on to ask both interviewees what the main issues that they feel are preventing Cardiff and Amman from implementing sustainable tourism successfully. Once again lack of knowledge and awareness was brought up in the responses to this question. An issue that Intvr two brought up is the lack of guidance and help for tourism businesses and other businesses in Amman is with adapting a sustainable approach. To face those challenges more work needs to be done to encourage businesses, local councils to work together. The response received to this question is supported by the literature review where Gossling (2012) stated some of the problems and issues that are preventing successful development and implementation of sustainable tourism, some of the issues included no driver or imperative from the industry which what was stated by Intvr two. Another issues were the industry not
working with academic researcher to understand the seriousness of the issue, this also links to knowledge and not understanding the need for the development.

To end the interview the final question asked by the researcher was ‘can you give any actions that can be taken to make tourists more aware of sustainability issues to influence their activities?’ Both interviews confirmed that businesses play an important role in making tourists more aware of sustainability.

‘Tourism businesses can provide tourists and make it easier for them to assess and have a wide range of opportunities to engage in sustainable tourism.’ – Intvr two

‘Business shouting out more loudly about what they do and how the customers are supporting those business principles by buying their products and what that creates in terms of sustainability benefits’ – Intvr one

This indicates that businesses play a significant role in making people aware of sustainability issues as well as planning and developing their business for a sustainable approach.

4.2.2 Summary
To summarise the research conducted in the form of semi-structured interviews with individuals who are very knowledgeable in the tourism industry. Valuable data was gathered from Intvr one and Intvr two to help the researcher with the comparison of sustainable tourism procedures and offering in Amman and Cardiff. From looking at the data gathered from both interviews it became clear to the researcher that Cardiff is head of Amman in terms of sustainable tourism development, however sustainable offering has not yet been fully developed. It also came clear to the researcher that effective planning, development and implantation of sustainability is one of the main challenges shared between Amman and Cardiff. Both Intvr one and Intvr two stressed the importance of knowledge and the vital role that it plays in both the development of sustainable and the awareness of the issue to people.

4.3 Focus group data introduction
In addition to the interviews that the researcher conducted additional data collection was required, this took form as a focus group which was found to be the most suitable by the researcher to gather in-depth information from participants about sustainability in Amman and Cardiff. The focus group was held with six participants all of which the researcher had good contacts with through friends and family. All participants were selected due to their familiarisation with both destinations Amman and Cardiff. For Anonymity purposes, the names of participants in the focus group will not be mentioned at any time during the project.
and they are recognised as P1, P2, P3 and so on. The full transcript of the focus can be found in appendix six.

### 4.3.1 Focus group data and discussion

The researcher started the focus group with asking participants what they understand by the term sustainable tourism. This question was asked to establish whether the participants had an idea of what the term sustainability means. In chapter two France (1997) recognised that people are now becoming more aware of sustainable tourism. This was confirmed and made clear to the researcher when all six participants had a good idea of what the term means and what it is concerned with. This showed that people are now aware of the term and know what sustainability is about. The researcher was surprised and was not expecting all participants to know what sustainability means.

The second question was for participants to share their views and opinion on what is the biggest challenges facing the tourism industry. Responds to this question varied as each participant had their own opinion on what they felt the biggest challenges are. Some of the response were as follows:

- ‘The high competition between tourism companies and the growth of the industry is faster than adopting an environmentally friendly approach or developing sustainable tourism’ – P1

- ‘Lack of support from stakeholders to develop sustainable tourism such as finding bodies and the government and bringing them to work together’ – P5

Other challenges mentioned by the participants included lack of knowledge about the topic and attitudes towards the development in addition to the high competition between tourist destinations and tourism providers to provide appealing and affordable products to tourists and ignoring aspects that might harm the destination. Lack of knowledge was also mentioned as a challenge by Intvr one and Intvr two. This suggests that knowledge in the subject from the point of view of tourists and tourism businesses needs to be developed.

Academic knowledge and its importance was the topic of the next question asked. This question was asked by the researcher to assess the importance of academic knowledge when developing sustainable tourism. As well as this question being asked in the interviews, the researcher asked in the focus group to see if focus group participants agree with Intvr one and Intvr two that academic knowledge is important. The researcher was not surprised with the answers to this question as knowledge is an important factor in every part of life and not just
in the tourism industry. All six participants agreed that it is vital to have academic knowledge. Some of the responses included:

‘Yes, it is really important that people have good academic knowledge in tourism and sustainable tourism development as this will reflect upon their decisions and actions’. – P1

‘As tourism and travelling is a huge part of our lives today, having knowledge in it is vital and teaching about this matter in education and its consequences on the resources will eventually have an impact on those who have grown up taught about sustainability’. – P5

The next question asked by the researcher was to establish if when travelling people consider the environmental, social and economic impacts as consequences. The purpose of this question was to see if people take responsibility of their actions when travelling. Answers to this question varied from participants some answered as yes and others said no and stated that they are more concerned with getting cheaper deals and are more concerned with things such as hotels, flights, attractions and activities to take part in the destination. Other participants stated that not having many options open to them doesn’t really give them the option to consider these factors when travelling.

‘When looking to book a holiday or any tourism products, not many tour operators or any other tourism providers offer options that consider the sustainability of the destinations and speaking of Amman I don’t feel that there are any options to choose from when it comes to sustainability’. – P3

From P3 response it became clear to the researcher that people do try to look for sustainable tourism alternatives however tourism business and providers have not yet fully developed their businesses and products to offer tourists sustainable options. This leads to people going ahead with what is available to them regardless to the consequences of those options.

For the researcher to compare between the two destinations, the next question asked was about the main differences that the participants feel are between Amman and Cardiff in terms of sustainable tourism options which are available to the tourists. From this question, a few themes came apparent from the responses given by the participants. One the main themes is that all participants agreed on that both destinations are working on developing their tourism industry more sustainably however the main difference is that sustainable development is valued more in Cardiff by tourism businesses and government more than Amman.
‘I feel that businesses and people here in Cardiff have better knowledge of sustainability and sustainable tourism than Amman and are trying to contribute to make the tourism industry more sustainable’ – P3

‘In Cardiff hotels and certain tourism businesses are taking sustainable more serious and are adapting a sustainable approach unlike most tourism providers in Amman are not aware or helping to develop sustainable tourism. I am only aware of major attractions such as Petra that have developed sustainable tourism’. – P5

From both responses, it was clear to the researcher that Cardiff’s sustainable tourism offering is developed more than Amman’s, however it has not yet been fully developed.

For the researcher to determine which of the two destination Amman or Cardiff promotes sustainability more effectively to tourists, a question about this was asked to the participants. The responses to this question were divided into two where four of the participants agreed that Cardiff promotes sustainability more effectively than Amman, where P1 and P2 agreed that both destinations are proud and value their tourism industry and promote it to the best of their ability.

The researcher followed on from the previous question to ask participants about their opinion in how successful both Amman and Cardiff are in providing opportunities for tourists to engage in sustainable tourism. From responses given by the participants it was clear to the researcher that Cardiff offers more opportunities for tourists to get involved in sustainable tourism and that there are very few and limited opportunities for tourists to engage in in Amman.

‘Outside Amman in major tourist attractions in Jordan such as Petra and Wadi Rum sustainable and responsible tourism is promoted. I am aware of tour operators that offer tours which promote sustainable tourism and allows tourists to contribute and positively impact on the environment and the economy of Jordan’. – P6

This indicates that although Amman is the capital city of Jordan, it has not yet fully adapted a sustainable approach, where famous attractions as mentioned by P6 such as Petra and Wadi Rum have.

The next question asked was what areas of sustainability do the participants feel that Amman and Cardiff are strongest at. The majority of participants responded and agreed that one strength both Amman and Cardiff share is the awareness and recognition that the tourism industry needs to be developed in a sustainable way in order to maximise the positive impacts and control the negative ones. Another response that the participants agreed on is that both destinations value their tourism industry and recognise the positive impacts that it brings to
the economy and are being innovative and inventing new ways in which the industry can be
developed further in a sustainable way. Other participants stated the following:

‘Cardiff has an efficient and sustainable transport system including walking and
cycling’ – P5

‘Speaking about Jordan in general and not specifically Amman, the major tourist
attractions such as Wadi Rum, Petra and Aqaba have sustainable tourism tours
available for tourists’ – P4

From the responses stated above it became clear to the researcher that both destinations are
trying to develop and adopt a sustainable approach however effective planning and
implantation is required from both the government and tourism businesses to develop
sustainable tourism successfully.

The researcher expanded and followed on from the previous question, to questioning the
participants about what areas of sustainability they feel that Amman and Cardiff are weakest
at. This question was asked to help the researcher with the recommendation making for
chapter five. Responses to this also varied from participants. Different responses were given
from participants regarding this question. Responses ranged from lack of support from
government, lack of knowledge to ineffective promoting of sustainable tourism.

‘Both Amman and Cardiff need to focus on developing the different aspects of the
tourism industry including hotels, transport systems and other factors and not just
focusing on main tourist attractions’ – P5

This response from P1 was backed up by another participant where it was stated as follows:

‘Sustainable tourism has been developed in major tourist attractions in Jordan
however in Amman as a city very little is done and further development is needed’. –
P6

Finally, to finish the focus group the researcher asked participants whether they feel that they
have responsibility to help and make a difference in terms of environmental, social and
economic factors. All participants agreed that they have responsibly in making a positive
impact on tourism destinations in terms of the three pillars environmental, social and
economic factors. Some of the responses the researcher received include:

‘Yes, however with the limited options that we can go for in terms of tourism products
in Amman we have no choice’ – P2

‘Yes, however with the limited options available to get involved in sustainable tourism
in Amman there isn’t much choice other than going aged with the usual tourism
products and tourism providers. If sustainable tourism were developed further I would
definitely be considering options that would benefit the destination even if I had to pay
a little extra’. – P3
From some participant responses, the researcher could establish that even though they are aware of sustainability and the responsibility that they have they sometimes forget about their responsibilities when engaging in tourism activities. Also with regards to the limited options available for tourists in Amman this supports what Intvr two stated when asked about sustainable tourism offering in the interviews.

‘Yes, however we or I personally tend to forget about all the responsibilities that I have when I’m on holiday’. – P6

4.3.2 Summary
To summarise the research conducted by the researcher in the form of a focus group of individuals that have visited and familiar with both Amman and Cardiff. Opinion, knowledge, experience and views on the development of sustainable tourism and sustainable tourism offering in Amman and Cardiff was discussed where it became clear that people are now more aware of sustainable tourism. Having said that people are now becoming more aware of sustainable tourism offering from the focus group people feel that they have limited options to involve in Amman and a few more options in Cardiff however very little is done to encourage tourists to engage in sustainable tourism. Participants felt that Cardiff offers more opportunities for tourists to engage in sustainable tourism than Amman yet there is still need for development with the increase in demand for tourism products and services. This was also shown in the data collected from Intvr one and Intvr two.

4.4 Comparative results of interviews and focus group
From the primary research conducted and after data analysis and discussion. The researcher will now compare between all the data collected from the interviews and focus group to determine how the standards and procedures of sustainability differ from one destination to another.

From the findings and data presented and discussed in 4.2 and 4.3 in the fourth chapter it came clear to the researcher that the standards of sustainability differ from Amman to Cardiff. As well as standards differing the development of the industry and implementation also differs from one tourist destination to another. Through the primary research conducted and the analysis of data collected the researcher established main differences between the two destination. As well as establishing the differences in sustainability offering, standards and procedures in Amman and Cardiff through the data gathered the researcher was also able to find similar themes and issues in both destinations.

From the analysis of the results, the researcher can argue that sustainable tourism is more developed in Cardiff and offers tourists more opportunities to involve in sustainable tourism
offerings. This was shown and made clear through the information gathered in the interviews and focus group. This was mentioned more than once by the participants in the focus group and stated and referred to the sustainability offerings as being very limited in Amman.

Cardiff as a destination has come a long way and developed its offering including sustainable tourism. With the need for further development sustainable tourism polices and standards in Cardiff are progressive and well developed compared to Amman. Businesses in Cardiff value and have better understanding of sustainability and sustainable development more than those in Amman. This is due to lack of knowledge, support and guidance from the government.

With Cardiff, there are development plans released by Cardiff council regarding sustainable development and it is made clear to both the public and private sector the importance and benefits of development, where Amman the researcher was unable to find any official development plans concerning sustainability and the development of the issue.

One major issue that both Amman and Cardiff share and was brought up by participants in the focus group as well as interviewees is the lack of knowledge of the issue in both destinations. While people in Cardiff are more aware of the issue, in Amman the subject of sustainability is not significantly extensive and has little interest from tourism providers and people in Amman. Even though research indicated that the people of Cardiff are more aware of sustainability and sustainable tourism however there still further actions need to be taken to educate people about sustainability to improve their knowledge and awareness.

While there are development plans for both destinations to develop their tourism industry and make it more sustainable. It is important that effective planning is needed as well as knowledge in the industry. This links to Hall and Lew (1998) where they stated that to develop sustainable tourism effectively the development requires knowledge, patience, diligence and a long-term commitment.

4.5 The Three Pillars of Sustainability model
From using the model for the primary data collection and after collecting and analysing all data from the primary research, the researcher feels that the model was fit for purpose. The model underpins the three most important aspects in which organisations need to develop and work on to ensure successfully development of sustainable tourism. The use of the model allowed the researcher to have a clear understanding of the main factors and aspects that needed investigation surrounding the topic of sustainability. To ensure the best practice of the model organisations should consider all three pillars of sustainability to ensure and
achieve an effective and efficient outcome. All three economic, social and environment factors need to balance for organisations to achieve successful sustainability.

4.6 Summary
This chapter has summarised the findings of the primary research that was conducted by the researcher through both the interviews and focus group. The researcher discussed the effectiveness of the three pillars of sustainability model upon usage for primary data collected. The full qualitative research conducted by the researcher can be found in appendix 4, 5 and 6.

The next chapter will conclude the whole project and establish whether the aim and objectives have been achieved. Additionally, the next chapter will include the main findings of the project as well as providing recommendations and any limitations of the project.

Chapter 5
Conclusion and recommendations

5.0 Conclusion and recommendations

5.1 Introduction
5.0 Conclusion and Recommendations

5.1 Introduction
This chapter will conclude the researcher’s findings from all the research gathered from the literature review to the primary information gathered. The researcher will look back at the aims and objectives outlined in the introduction chapter and establish whether the aims and objectives set were achieved. This chapter will also include an evaluation of the research
project, giving any limitations of the project, any contribution made to theory and final recommendations as to how the study could be improved.

5.2 Aims and Objectives
At the start of this research project the researcher has set aim and objectives to be achieved by the end and completion of the project, as identified in chapter one. When carrying out this research project the researcher has achieved the set aim which was to discover and investigate the different standards of sustainability that Jordan and the UK have in place. The researcher has achieved the aim of the project through completing the set objectives which were initially set by the researcher at the start of the project.

The first objective set by the researcher was to critically review the literature surrounding the topic of sustainability and sustainable tourism in Jordan and the UK. This objective was achieved by the researcher and can be found in second chapter.

The second objective was to investigate what sustainable tourism procedures and standards Amman and Cardiff already have in place, by conducting semi-structured interviews with sustainability experts from both destinations. The researcher has achieved this by conducting in-depth semi-structured interviews with two knowledgeable tourism experts, where in-depth and valuable data on the topic was collected by the researcher. The data collected and results of these interviews can be found in chapter four.

The third objective was to assess the impact of sustainability on both destinations and tourists by using qualitative data. The researcher has achieved this by conducting a focus group with people who are familiar and have visited both destinations to provide accurate and relevant information relating to the research topic. The results of the focus group can be found in chapter four.

The final and forth objective was to make recommendations based on findings for both Amman and Cardiff of how to improve and develop tourism more sustainably. This will be achieved in this chapter where the researcher will be making recommendations for future and further research into sustainability and sustainable tourism and identifying the limitations of the research project.

5.3 Main findings
The results of this research project support and show that standards of sustainability differ from one destination to another. From the data gathered on Amman and Cardiff, the results showed several important findings firstly the lack of knowledge and awareness of sustainability from both tourism providers and tourist which was shown and noted in both the
interviews and focus group. The findings also made it obvious due to limited sustainable options, unsuccessful development and lack of knowledge demand from tourists for sustainable tourism is not great. Secondly it was clear to the researcher that in terms of sustainable development Cardiff is developed further and developed its sustainable offerings more than Amman and offers tourists more opportunities to engage in sustainable tourism. Another main finding from the data collected regarding Amman’s sustainable tourism is that major tourist attractions have adapted a sustainable approach however the city itself needs to follow on and develop this is shown in both the interview and focus group discussion where.

5.4 Contribution to theory
This research project contributes to knowledge through the new research that has been conducted specifically regarding sustainable tourism standards and procedures and sustainable tourism development in Amman and Cardiff. While the tourism industry is developing other aspects and types of tourism are emerging and developing such as sustainable tourism. The researcher’s contribution to knowledge is the findings of this project which identified that different destinations will have different tourism standards and procedures as well as different methods of developing their tourism industry.

5.5 Limitations of the research
Although the research has achieved the set aim and objectives, there were some limitations in the process of completing this research project. The researcher feels that there were limited resources available surrounding the topic of sustainably and sustainable development in Amman. The researcher feels another limitation was the short period of time that was given for the project to be completed by alongside other work and university responsibilities the researcher had. Finally, although using qualitative methods for primary data collection was beneficial in the means of gathering valuable data, the data collected was more difficult to analyse as the information collected was descriptive and more time consuming.

5.6 Recommendations
This recommendations section is divided into two, where the researcher provides recommendations that should be considered and implemented into the research study for future research and if the project were to be taken again. In addition, the researcher will also make recommendations based on findings of the research conducted in terms of how to improve the development of sustainable tourism. If the researcher were to do this project again, the researcher would:
• Use a larger number of participants when carrying out interviews and conduct more than one focus group to gather as much data as possible to gain a wider and deeper scope of opinions and knowledge on the topic from individuals.
• Conduct pilot interviews and focus group to assess the effectiveness of questions in order to gain more focused answers relating to the topic. As with both methods open ended questions are asked where it is easier for participants change the main subject of the discussion.
• Do more research surrounding the topic to ensure that there is enough information and resources to be used for the project.

The following recommendations are made based on findings to improve the development of sustainable tourism in Amman and Cardiff:

• Increase public and business awareness of sustainability and its importance in today’s generation and to the tourism industry.
• Encourage the government to be more involvement in the development and implementation of sustainable tourism. Government needs to provide support and innovative ways to encourage tour operators, accommodation providers, tourist attraction and other tourism businesses and providers to work together for the development of a more sustainable industry.
• Develop formal law or regulation regarding sustainable development. Where tourism businesses are required to have a certain level or sustainability policies that they follow.
• Embrace sustainable tourism as a significant component of the tourism industry in both Amman and Cardiff.
• Recognise the long-term benefits of adapting a sustainable approach and the important part that it plays in today’s generation.

5.7 Summary
This conclusion chapter has summarised the aim and objectives that the researcher has achieved as the result of the completion of this research project. Primary research used enabled the comparison between the two destinations. This revealed significant difference in sustainable tourism offering between Cardiff and Amman. Both the literature review and primary research identified that sustainable tourism is a major growth area within the tourism industry.
In this research project the researcher has compared the sustainable tourism procedures in Amman and Cardiff. It was clear to the researcher that sustainable tourism procedures differ from one destination to another and this may be due to many factors such as knowledge, awareness and more.

Although arguments and research regarding the development of sustainable tourism in Amman and Cardiff it was clear that Cardiff has more sustainable tourism policies in place and is developed more in terms of sustainable tourism offering more than Amman. For Amman to develop its industry further a recommendation is to adopt a similar tourism development and a sustainable development approach to Cardiff and move forward to further development on those bases.

References


Appendices

Appendix 1

Ethics form
**DEVELOPED ETHICS APPROVAL APPLICATION SUMMARY**

**Student Name:** Farah Farhan  
**Student Number:** ST20057479  
**Module Name:** Dissertation  
**Module Number:** HLT6009  
**Programme Name:** International Tourism Management  
**Supervisor Name:** Dr. Andy Roberts

<table>
<thead>
<tr>
<th>To be completed by student and supervisor before submission to Ethics Approval Panel</th>
<th>Student Signature</th>
<th>Supervisor Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for ethics approval</td>
<td>[X]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Participant information sheet</td>
<td>[X]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Participant consent form</td>
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<td>[ ]</td>
</tr>
<tr>
<td>Pilot interview/s</td>
<td>[X]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Focus group questions</td>
<td>[X]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Confirmation of interviewee participation</td>
<td>[X]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

First Submission: [X]  
Resubmission: [ ]

Date __________________

For use by the devolved ethics approval panel:

**Panel Members**  
**Name**  
**Signature**

**Module leader, Chair:**  
**Signature**

**Supervisor:** __________________

**CSM Ethics Committee Representative:**

Date: **23/11/16**  
Date of Reassessment: __________________

**Outcome:**

Project Approved: [ ]  
Chair’s Action: [ ]

Application not Approved: [ ]

Reference number issued: **2016D0103**

Comments for project not fully approved:

- Include a section 1.1.5 for the focus group and write it accordingly. Clarify the anonymity method in Consent Form.
- The original to be retained by the module leader and a copy given to the student.

Include one question at the beginning of focus group questions related to sustainable tourism.

Application for ethics approval v6 October 2016
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document Ethics application guidance notes will help you complete this form. It is available from the Cardiff Met website. The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

PLEASE NOTE:
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

PART ONE

| Name of applicant: | Farah Farhan |
| Supervisor (if student project): | Dr. Andy Roberts |
| School / Unit: | School of management |
| Student number (if applicable): | ST20057479 |
| Programme enrolled on (if applicable): | Ba (Hons) International Tourism Management |
| Project Title: | Do standards of sustainability differ from one country to another? A comparative study of sustainable tourism in Jordan and the UK. A case study of Amman and Cardiff. |
| Expected start date of data collection: | 01/01/2017 |
| Approximate duration of data collection: | 2 months |
| Funding Body (if applicable): | N/A |
| Other researcher(s) working on the project: | N/A |
| Will the study involve NHS patients or staff? | No |
| Will the study involve human samples and/or human cell lines? | No |

| Does your project fall entirely within one of the following categories: |
| Paper based, involving only documents in the public domain | No |
| Laboratory based, not involving human participants or human samples | No |
| Practice based not involving human participants (eg curatorial, practice audit) | No |
| Compulsory projects in professional practice (eg Initial Teacher Education) | No |
| A project for which external approval has been obtained (e.g., NHS) | No |

If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required. If you have answered NO to all of these questions, you must complete Part 2 of this form.

In no more than 150 words, give a non-technical summary of the project.
The main aim of this study is to review and study sustainable tourism and how the procedures and levels of sustainability differ from one country to another. Sustainable tourism has become an important matter that many consider and also important for the success and development of any tourist destination. This study will include two case studies of two different destinations which are Amman and Cardiff. A comparison will be made based on existing levels and procedures of sustainability. Recommendations will then be made in order to enhance the performance of the destinations in order to attain a more sustainable tourism industry. A combination of primary and secondary data will be used for this research project.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework.

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

| Signature of the applicant: | Date: |

FOR STUDENT PROJECTS ONLY

Name of supervisor: Dr. Andy Roberts

| Date: |

Signature of supervisor: [Signature]

Research Ethics Committee use only

| Decision reached: | Project approved |
**CARDIFF METROPOLITAN UNIVERSITY**  
**APPLICATION FOR ETHICS APPROVAL**

| Project approved in principle | ☑ |
| Decision deferred | ☐ |
| Project not approved | ☐ |
| Project rejected | ☐ |

**Project reference number:** Click here to enter text.

**Name:** Click here to enter text.  
**Date:** Click here to enter a date.

**Signature:**

**Details of any conditions upon which approval is dependant:**  
Click here to enter text.

## PART TWO

### A RESEARCH DESIGN

| A1 Will you be using an approved protocol in your project? | No |
| A2 If yes, please state the name and code of the approved protocol to be used† | |
| A3 Describe the research design to be used in your project | |

**Click here to enter text.**

For this research project qualitative research will be used to gather all the information needed. For this project the researcher will carry out a number of semi-structured interviews and a focus group.

**Semi-structured interviews.**  
The researcher aims to conduct face-to-face interviews and electronic interviews with key stakeholders who have knowledge in sustainable tourism and are aware of sustainable tourism procedures available in Amman and Cardiff. These interviewees have been chosen due to the researchers’ connections, which have helped in arranging the interviews. Interviews will be used as they will enable the researcher to ask open-ended questions which help the researcher collect in depth qualitative data. The researcher feels that two participant with two appropriate sustainable tourism experts is an appropriate amount of people to interview as they will provide with relevant and important information that can be compared and contrasted. These interviews will approximately be 45 minutes in duration in order to collect all information needed. The researcher aims to record the interviews in order to help analyse all the information that has been provided by the interviewees, however this will only be done with permission from the participants.

**Focus group.**  
The researcher will be conducting a focus group in a form of qualitative research with up to eight people who have visited and have knowledge on both destinations Amman and Cardiff. Participants will be asked various questions regarding sustainable tourism and how they feel that the procedures in Amman and Cardiff differ from each other. A focus group will be used as it will help the researcher generate as much information as possible and opinions from the participants. During the focus group open ended questions will be asked, in order to gain as much knowledge, thoughts and information from the participants.

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† An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here
Information for semi-structured interviews and focus group.
When conducting the research needed for this project, no discrimination will be made towards any candidate participating in either the interview or the focus group regarding their age, sex, beliefs or any other personal characteristics or beliefs. Participants will not be forced to take part in the research however all participants must be over the age of 18. Participation in the research project is voluntary and all participants will be made aware that they have the right to withdraw from the research at any time. Participants also have the right to anonymity and confidentiality at all times through the research process.

To analyse all the data collected from both the interviews and the focus group the researcher will be using thematic analysis. The researcher feels that this is the most suitable way of analysing data as helps gain an insight and knowledge from the data collected. Using thematic analysis will also allow the researcher to determine any patterns, themes and similarities with the data. Recommendations can be made based on themes found.

Signed and completed consent forms are required from participants, in order to take part in the research of this project. After information gathering has been completed all information that has been collected will be analysed in order for the researcher to write the final report.

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4 Will the project involve deceptive or covert research?</td>
<td>No</td>
</tr>
<tr>
<td>A5 If yes, give a rationale for the use of deceptive or covert research</td>
<td>N/A</td>
</tr>
<tr>
<td>A6 Will the project have security sensitive implications?</td>
<td>No</td>
</tr>
<tr>
<td>A7 If yes, please explain what they are and the measures that are proposed to address them</td>
<td>N/A</td>
</tr>
</tbody>
</table>

B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants relevant to this project do you have?

The researcher has gained experience of research involving human participants. During college the researcher took part in A-Level Welsh Baccalaureate, which involves conducting research by collecting information by creating questionnaires which were handed out to people to give their opinion on Dubai as a tourist destination and how it has managed to become a dream destination for many. Also university modules such as Developing a Business have given the researcher more experience in creating online spread sheets and questionnaires in order to collect all information needed.

B2 Student project only

What previous experience of research involving human participants relevant to this project does your supervisor have?

Many years of supervising dissertations and integrated projects at Cardiff Metropolitan University. Presented and published conference papers nationally and internationally in Poland, Sweden, Finland, Egypt and Greece. Involvement in research projects with colleagues in UWIC. Reviewer of articles for submissions to publications and conferences. Research work had included a range of methodologies including quantitative, qualitative and focus groups.

C POTENTIAL RISKS

C1 What potential risks do you foresee?
The researcher will need to be aware of potential risks that may arise while conducting research for the project. The first risk that the researcher may face is the unwillingness of candidates to participate. With the potential risk of candidates refusing to participate in the research project this will provide difficulty in gathering primary research.

A number of interviews using different methods will be held in order to gather all information needed for the project. The two types of interviews that will be used for the project are Face to face and Skype interview. The researcher will need to be aware of the risks that may arise when using these two methods of interviewing people. With face to face interviews some of the risks include that some of the questions may offend the interviewee. Another risk that the researcher may face is that the interviewee may find the interview too formal and may not feel comfortable in order to provide all the information needed. Other risks may arise with Skype interviews include that body language may be misread and not transferred across well. Bad internet connection is another risk that researcher may face, bad connection will distract both the interviewee and interviewer.

C2 How will you deal with the potential risks?

To help deal with potential risks, interviewees will be made aware of the questions that will be asked before the interview takes place. This will ensure that interviewees know what questions they will be asked and are able to prepare for the interview which will ensure that they are more comfortable. Information sheets and consent forms will be provided to participants to help with the process.

To prevent any technical problems and internet connection problems from occurring, before the interview takes place, the interviewer will ensure that the internet connection is strong enough for the interview to take place.

When submitting your application you **MUST** attach a copy of the following:

- All information sheets
- Consent/assent form(s)
PARTICIPANT INFORMATION SHEET – Focus group

Sustainable Tourism: Do standards of sustainability differ from one country to another? A comparative study of sustainable tourism in Jordan and the UK. A case study of Amman and Cardiff.

Project summery
The main purpose of this research study is to investigate the different standards of sustainability and sustainable tourism that Jordan and the UK have in place and available to tourists. Your participation will enable the collection of data, which will form part of a study being undertaken at Cardiff Metropolitan University.

Why have you been asked to participate?
You have been asked to participate because you fit the profile of the population being studied; that is you are above the age of 18 and have knowledge in sustainable tourism and familiar with Amman and Cardiff. During the focus group you will be asked questions regarding sustainability and tourism of the destination that you are familiar with. Also during the focus group, you will be asked a series of questions about both destinations and how they differ in terms of sustainability in order to be able to compare the difference in terms of standards and procedures that the destinations have in place. Your participation in the focus group is entirely voluntary and you have the right to withdraw at any time.

Project risks
The research project involves conducting a focus group. Information will only be recorded with permission from participants. The focus group will not be seeking to collect any sensitive data from you. This study is focused and concerned with sustainable tourism and the standards of sustainability that Amman and Cardiff have in place. The researcher believes that there are not any significant risks associated with this study. However, if you feel that any of the questions are inappropriate you have the right to stop at any time. Additionally, you have the right to change your mind and withdraw from the study at any time.

How we protect your privacy
All the information that you will provide will be held in confidence. Careful steps will be taken to make sure that you cannot be directly identified from the information that you have provided. Personal information and details such as signature on the consent form will be kept in a secure location by the research team. Once all the information collected has been analysed and the study has been completed, all the documentation used to gather the data will be destroyed. The recording of the information will be also held in a secure and confidential environment during the study and destroyed once completed.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project, feel free to contact:
Farah Farhan, Cardiff Metropolitan University
Email: st20057479@outlook.cardiffmet.ac.uk
Sustainable Tourism: Do standards of sustainability differ from one country to another? A comparative study of sustainable tourism in Jordan and the UK. A case study of Amman and Cardiff.

Project summary
The main purpose of this research study is to investigate the different standards of sustainability and sustainable tourism that Jordan and the UK have in place and available to tourists. Your participation will enable the collection of data, which will form part of a study being undertaken at Cardiff Metropolitan University.

Why have you been asked to participate?
You have been asked to participate because you fit the profile of the population being studied: that is you are above the age of 18 and have knowledge in sustainable tourism and familiar with Amman and Cardiff. During the interview you will be asked questions regarding sustainability and tourism of the destination that you are familiar with. Your participation in the interview is entirely voluntary and you have the right to withdraw at any time.

Project risks
The research project involves conducting two interviews. Information will only be recorded with permission from participants. The interview will not be seeking to collect any sensitive data from you. This study is focused and concerned with sustainable tourism and the standards of sustainability that Amman and Cardiff have in place. The researcher believes that there are not any significant risks associated with this study. However, if you feel that any of the questions are inappropriate you have the right to stop at any time. Additionally, you have the right to change your mind and withdraw from the study at any time.

How we protect your privacy
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YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project, feel free to contact:
Farah Farhan, Cardiff Metropolitan University
Email: st20057479@outlook.cardiffmei.ac.uk
PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number:

Participant name or Study ID number:

Title of Project: Do standards of sustainability differ from one country to another? A comparative study of sustainable tourism in Jordan and the UK. A case study of Amman and Cardiff.

Name of Researcher: Farah Farhan

Participant to compete this section: Please initial each box.

1. I confirm I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. [ ]

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. [ ]

3. I agree to take part in the above study. [ ]

4. I agree to the interview being audio recorded [ ]

5. I agree to the use of anonymised quotes in publications

   Yes [ ] No [ ]

Signature of Participant ________________________________ Date __________

Name of person taking consent ________________________________ Date __________

Signature of person taking consent ________________________________

*When completed, 1 copy for participant & 1 copy for researcher site file
PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number:

Participant name or Study ID number:

Title of Project: Do standards of sustainability differ from one country to another? A comparative study of sustainable tourism in Jordan and the UK. A case study of Amman and Cardiff.

Name of Researcher: Farah Farhan

Participant to compete this section: Please initial each box.

1. I confirm I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. [ ]

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. [ ]

3. I agree to take part in the above study. [ ]

4. I agree to the focus group being audio recorded [ ]

5. I agree to the use of anonymised quotes in publications Yes No [ ] [ ]

______________________________  ____________________________
Signature of Participant          Date

______________________________  ____________________________
Name of person taking consent     Date

______________________________
Signature of person taking consent

*When completed, 1 copy for participant & 1 copy for researcher site file
### SEMI STRUCTUDED INTERVIEWS

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<thead>
<tr>
<th>Order of semi structures interview</th>
<th>Discussed</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thank participant for taking part and introduce myself and the project title</td>
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<td></td>
</tr>
<tr>
<td>Ask participant for approval to use recording systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ask participant to sign and acknowledge consent form</td>
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<td></td>
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<tr>
<td>Ask back ground information</td>
<td></td>
<td></td>
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<tr>
<td>• Name of organisation working for</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Respondent position</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Years working for organisation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Level of study</td>
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<td></td>
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<tr>
<td>In terms of sustainable tourism procedures that are put in place, do you feel that they need to be developed further and why?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discuss social factors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• How can practicing sustainable tourism bring positive affect in terms of social factors?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discuss environmental factors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• How can sustainable tourism help minimise negative impacts of tourism on the destination?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discuss economic factors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• How can practising sustainable tourism positively affect the locals in both destinations?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discuss the importance of academic knowledge on sustainable tourism.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Do you consider academic knowledge is an important element while successfully developing sustainable tourism?</td>
<td></td>
<td></td>
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<tr>
<td>Do you feel that people need to be better educated and made aware of sustainable tourism?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What are the current trends in sustainable tourism?</td>
<td></td>
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</tr>
<tr>
<td>In your opinion what are the biggest challenges for sustainable tourism today? And what are the main opportunities for development of sustainable tourism?</td>
<td></td>
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FOCUS GROUP

<table>
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<th>Discussed</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
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<td>Welcome all the participants and introduce myself and the project and what the project aims and objectives.</td>
<td></td>
<td></td>
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<tr>
<td>Make sure that everyone has signed a consent form.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ask for approval for recording system.</td>
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<td></td>
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<td>What do you understand by sustainability and sustainable tourism?</td>
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<td>1) In your opinion what is the biggest challenge facing the tourism industry and in particular sustainable tourism?</td>
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<td>2) Do feel that academic knowledge is an important element when developing sustainable tourism?</td>
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<td>3) Have you ever considered the environmental, social and economic impacts as consequences of your travel?</td>
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<td>4) Being familiar and having travelled to both destinations, what is the main difference in terms of sustainable options available to tourists?</td>
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<td>5) Being familiar with both Amman and Cardiff, in your opinion which destination promotes sustainability more effectively?</td>
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<td>6) In your opinion how successful are both destinations Amman and Cardiff in providing opportunities to engage in sustainable tourism?</td>
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<tr>
<td>7) In what areas of sustainability would you say Amman and Cardiff are strongest at?</td>
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<tr>
<td>8) In what areas of sustainability would you say Amman and Cardiff are weakest at?</td>
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<tr>
<td>9) Do you feel that you have responsibility to help make a difference in terms of environmental, social and economic factors?</td>
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Appendix 2
Interview Questions

Appendix 4
Interview one transcript

Appendix 5
Interview two transcript

Appendix 6
Focus group transcript

Appendix 7
Turnitin Report