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جرش، الأردن**

**أ.م. د. إسماعيل بني طه
أ.م. د. زياد مصطفى الحوامدة
جامعة جرش، الأردن**

The Role of Trademarks in Strengthening the Tourism Industry in Jarash City, Jordan

دور العلامات التجارية في تعزيز قطاع السياحة في مدينة جرش، الأردن

Assistant Prof. Dr. Ismail. A.Bany Taha *

Associate Prof. Dr. Zead M.Alhawamdeh
Jerash University, Jordan

أ.م.د. إسماعيل بني طه *

أ.م.د. زياد مصطفى الحوامدة
جامعة جرش، الأردن

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Abstract:

Tourism is a dynamic field and one of the fastest-growing industries worldwide. In Jordan, the tourism sector remains a valuable source of income. In 2019, the revenues (JD 4.1 billion) represented approximately 13% of GDP. Jordan is a country that has a historical and cultural heritage. It has many glorious and attractive places like Jarash. This study explores the role of trademarks in strengthening the Tourism Industry in Jarash, JORDAN, and whether and to what extent trademarks can be used to promote the tourism sector in Jarash. The study finds that Certificate trademarks and Collective marks are potent tools for strengthening the competitiveness of the businesses operating within the tourism industry and can strengthen the whole tourism industry.

Keywords: Trademarks, Collective mark, Certificate mark, Tourism Industry, Jarash, Jordan.

INTRODUCTION

The top management of any organization must understand the importance and usefulness of intellectual property because these assets have recently gained financial value. One of these intellectual property assets is a trademark. The trademark is regarded as one of the critical assets of intellectual property because this asset helps the business to grow and is regarded as a crucial input in the tourism industry, particularly a lot of customer decisions based on the influence of trademarks and the reputation of organizations. Hence, brands or trademarks are valuable assets that can create value for the organization. All organizations want to be well-known in the tourism market, and it is not an easy but challenging mission. The organization's top management has to build loyalty, confidence, and trust in its products. Organizations in the tourism industry must design their brand or get permission from famous brands to use their distinctive signs, images, or reputations so the public can find them easily.

So, one of the main objectives of the top management is to ensure the quality of their goods and services to obtain customers' confidence because if the goods and services have become successful and attractive in the marketplace, that will be reflected in the value of trademarks and the organization. The success of goods and services in the marketplace

will make the whole customer rely on them and lead to the intrinsic value of the trademark, which will also lead to value creation in the tourism industry. Therefore, the more the business reputation grows, the more valuable the brand will be, a crucial factor in the tourism industry.

As a part of this world, Jordan has national development strategies, including marketing. Jordan is increasingly developing tourism by Launching brands as an effective driver of economic growth and inclusive development, creating jobs and welfare for communities. Using Intellectual property rights, particularly trademarks for tourism and cultural promotion is part of a new business in this era.

REVIEW OF LITERATURE

According to (De Voldere, et al., 2009), Europe lacks a clear image as a tourist destination compared to other regions. To maintain its position as the leading tourist region in the world, Europe would benefit from better branding to reflect its core values and to adequately differentiate itself from other world destinations by creating and promoting the brand 'Europe.' According to (Lis-Gutiérrez, Gaitán-Angulo, Ochoa, & Lis-Gutiérrez, 2017), the use of IP in the tourism sector can promote the promotion of tourism, knowledge, traditions, and national culture (tangible and intangible assets). According to (Mary K J & Ramachandran, 2019), Trademarks can help firms build a better image among the brand's customers. These also significantly influence a firm's financial aspect, wherein brand awareness of consumers improves the firm's cash flows.

According to (Dharmawan, Kasih, Dewi, Kurniawan, & Pranajaya, 2020), Trademark protection plays an essential role in the fourth industrial revolution, including strengthening Micro-Small and Medium Enterprises (SMEs) in Bali tourism destinations. According to (Punchihewa, 2020), Intellectual property rights can be used to promote the tourism sector notably; intellectual property rights are potent tools for strengthening the competitiveness of the businesses operating within the tourism industry. There is an urgent need for the Sri Lankan tourism industry to use different intellectual property tools effectively in the tourism business.

According to (The Jordanian Ministry Of Tourism And Antiquities, 2021), 2019 was a stellar year for the Jordanian tourism industry, with a record number of visitors (5.3 million) and revenues (JD 4.1 billion), representing approximately 13% of GDP. MOTA recognizes the importance of trademarks. Based on its JORDAN NATIONAL TOURISM STRATEGY, it focuses on achieving five Strategic Objectives. One of them is marketing. This Strategic Objective will focus on the following activities: Enhancement and effectiveness of marketing, branding, and positioning.

According to (World Intellectual Property Organization, World Tourism Organization , 2021), tourism has been one of the world's fastest-growing economic sectors in recent years; tourism plays a vital role in the global economy and contributes to economic growth and social welfare and intellectual property rights can boost tourism development in different ways. First, intellectual property rights can boost tourism development in different ways (e.g., tourism

destination branding and promotion). Second, fully deploying appropriate intellectual property strategies can leverage fundraising and investment opportunities.

THE PROBLEM OF THE STUDY

Organizations face economic pressures that lead to diminished chances of survival, and because of the opening up to global markets and massive development in information technology, the consequent increase in competition, and thus lower market share and revenue. It has become the possession of trademarks at the forefront of these non-conventional tools, where they are considered the reason for the presence or nothingness of those organizations. Therefore, this study was to demonstrate the role of trademarks in strengthening tourism in a Jordanian district called Jerash. **Based on the problem elements, certificate, and collective trademarks, the following question can be formulated: what is the role of trademarks in Strengthening the Tourism Industry?**

OBJECTIVES OF THE STUDY:

This study seeks to achieve the primary purpose of identifying the role of trademarks in strengthening the tourism industry.

This main objective can be divided into two sub-objectives:

- Identify the role of collective marks in strengthening the tourism industry.
- Identify the role of certificate trademarks in strengthening the tourism Industry.

HYPOTHESIS OF THE STUDY:

Based on the mentioned problem statement and its elements. The following main hypothesis can be developed to indicate the role of trademarks in strengthening the tourism industry.

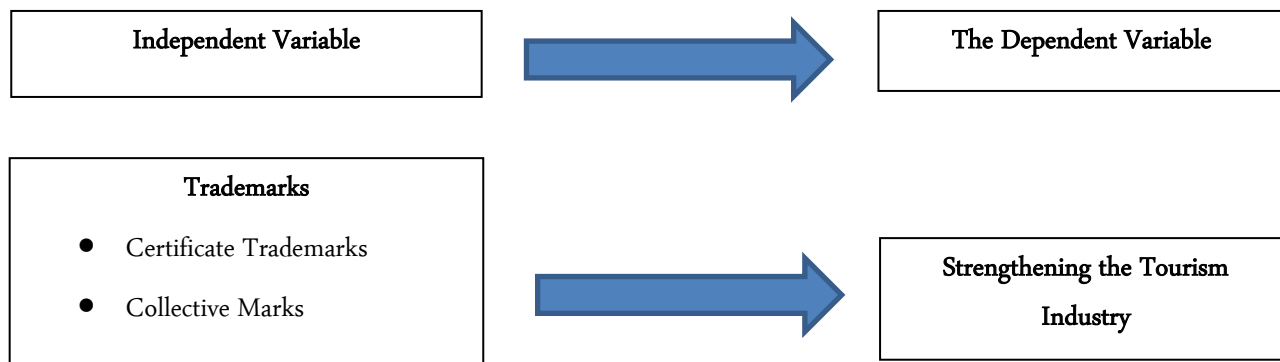
Main hypothesis (H0-1): - There Is No Statistically Significant Role of Trademarks in Strengthening the Tourism Industry

This main hypothesis can be divided into two hypothesizes:

- The First Sub-Hypothesis (H01-1): There Is No Statistically Significant Role of Collective Marks in Strengthening the Tourism Industry.
- The Second Sub-Hypothesis (H01-2): There Is No Statistically Significant Role of Certificate Trademarks in Strengthening the Tourism Industry

A MODEL OF THE STUDY:

In light of the variables and hypotheses formulated, the following is a model of the study:-

**THE STUDY METHODOLOGY**

- **Study Design**

The population of this study consists of all directorates of the Ministry of Tourism in Jordan, and their numbers are (12). However, the sample of this study is convenience sampling, a non-probability sampling method. Therefore, the employees working in the Ministry of Tourism directorate in Jarash city were chosen because the data that applied to this study were available. Their number is (19) employees. The data is primary and secondary.

- **Method of Data Analysis**

The primary data was collected through a questionnaire, which was valid and reliable to carry out the statistical analysis. The Questionnaire items are written in the form of a statement using a 5-point Likert -type scale (ranging from (1) strongly agree to (5) strongly disagree). Questionnaires were distributed to 19 employees and were collected. The accepted questionnaire for statistical analysis was 14; the response rate was almost 74%. They were used for analysis using Statistical Package for Social Sciences (SPSS) software.

TRADEMARKS**What Is the Meaning of Trademark?**

According to the law of trademark called the Lanham Act, enacted in 1946, trademarks are any symbol, word, name, device, or combination of them used by someone or which someone has a bona fide intention to use in commerce. Differentiate and distinguish his/her goods from those manufactured or sold by others. Furthermore, to use that word, symbol, name, device, or combination to identify the source of goods even if that source is unknown (ABA, 2009, p. 6).

A word or a combination of words, letters, and numerals can ideally constitute a trademark. However, trademarks may also consist of drawings, symbols, three-dimensional features such as the shape and packaging of goods, non-visible signs such as sounds or fragrances, or color shades used as distinguishing features – the possibilities are almost limitless (WIPO, 2017). Despite this, there has been a great deal of development of indicators that can be protected as trademarks. However, the actual test for getting protection for trademarks is the capability of indicating a single source, sponsorship, affiliations, or other business relationship, whatever the organization's situation, whether it is known or not (DeGeeter, 2004, pp. 246-247).

World Intellectual Property Organization has defined the trademark as a distinctive sign used to identify particular goods or services produced or provided by a company or individual. The trademarks help the consumers identify and purchase specific items based on characteristics and quality that meet their needs (WIPO, 2017, p. 8). In addition, trademark means badges of origin. Trademarks can be a word, shapes, sounds, slogans, colors, and logos. A trademark's primary function is distinguishing one trader's goods and services from another (BL, 2015). In addition, a trademark is a distinctive design, words, graphics, logo, words, symbols, or any combination that uniquely specifies a firm's goods or services. Trademark ensures the originality of items and gives the trademark owner legal rights to preclude unauthorized use (WebFinance Inc, 2017). In addition, the trademark protects any word, symbol, name, device, or combination used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others (Wherry, 2004, p. 4).

The United States Patent and Trademark Office [USPTO] has defined the trademarks: A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others (The United States Patent and Trademark Office's [USPTO], 2011). Fisher Adams Kelly Callinans has defined the trademark as a sign; this sign can be a word or words, a device, a symbol, a color or colors, a sound, a shape, a smell, or Any of two of these elements used in combination. These elements are used to distinguish a merchant's goods and services from another merchant's goods and services (Fisher Adams Kelly Callinans, 2017).

Finally, it can be defined as a distinctive or recognizable sign; this sign can be almost anything, such as— a word or a group of words or sounds like chimes—a smell, such as fragrance — a sight, such as color, is a group of colors, numbers, drawings, pictures, logos, and slogans—touches, such as product configuration and taste. The trademarks can be one of them or a combination of some of them, and the critical objective of trademarks is to ensure originality and to distinguish the source of goods and services from those produced and manufactured by others.

The Differences between the Trademark, Service Mark, and Trade Name

A trademark is a symbol, word, phrase, and/ or design that differentiates the goods' sources from those of others. However, a service mark is a symbol, word, phrase, and/ or design that differentiates the sources of service rather than

goods (The United States Patent and Trademark Office's [USPTO], 2011). A service mark is a trademark that distinguishes a service from goods (Blackett, 2016, p. 7).

Moreover, both trademark and service mark must be distinctive whether the mark is used to distinguish the goods or services. The services have no place to put a label, but in the case of goods, there is a place to put a label (DeGeeter, 2004, p. 247). Distinctiveness and recognisability are vital for a trademark to serve its identification function (ABA, 2009, p. 6). The distinctiveness here means both of them must be unique enough in the marketplace to serve as an identifier of a product. Therefore, the service mark is the same as a trademark, but the only difference is that the service mark is used to distinguish and promote services such as fast food service as McDonald's, Legal service as ACIU, and video rental service at Blockbusters. However, the trademark is used to distinguish and promote the goods. Therefore, both are the same (DeGeeter, 2004, p. 251).

According to Lanham statute, service marks are usually used to distinguish a service rather than goods such as banking, dry cleaning, and restaurants. According to this statute, the term trademark includes service mark. Moreover, according to the same statute, the term "brand name" is usually synonymously with trademarks (ABA, 2009, p. 5). In short, a trademark is a brand name (Gallagher & Dawsey Co, 2010). A brand name is a trademark (Blackett, 2016, p. 8). brand is interchangeable with a trademark (WIPO, 2012, p. 10).

A trade name is a commercial name used to identify a business, company, and goodwill (Bouchoux D. , 2016, p. 29). A trade name is an official name under which a company does business (Beesley, Caron.(The U.S. Small Business Administration), 2012). A trade name is a name to distinguish an enterprise or individual offering a good or service (Blackett, 2016, p. 7). The term trade name is used to identify a business, such as a legal corporate name. Therefore, trademarks are used to identify and distinguish goods, but this term is used to identify business (ABA, 2009, p. 6). In addition, the trade name includes businesses, organizations, companies, and partnerships (Barrett, 2012). A trade name is generally considered the name a business uses for advertising and sales purposes, so the trade name is related to the business and entities.

In contrast, the trademark is related to the products and services produced by the businesses or entities (Gallagher & Dawsey Co, 2010). Trade names are not the same as trademarks, but many companies still use their trade name as a trademark (The International Trademark Association [INTA], 2012, p. 2). Sometimes, the organization can use its trade name as a trademark (Beesley, Caron.(The U.S. Small Business Administration), 2012). The enterprises can trademark their trade name just if they use it in commerce to identify the source of goods or services and to promote and advertise their products (Shulga, Arina.(Shulga Law Firm), 2010). Trade names are not the same as trademarks, but many companies still use their trade name as a trademark (INTA, 2012, p. 2). For example, Apple Computer Corporation uses the trade name as a trademark, and NOLO Press uses NOLO as a service mark (DeGeeter, 2004, p. 252).

The Distinctiveness of Trademarks

World Intellectual Property Organization has defined the trademark as a distinctive sign; this is a distinctive sign used to identify particular goods or services produced or provided by a company or individual. The trademarks help the

consumers identify and purchase specific items based on characteristics and quality that meet their needs (WIPO, 2017, p. 8).

A trademark must be distinctive (ABA, 2009, p. 6). The meaning of the distinctiveness of a trademark is that the trademark must be unique enough in the marketplace to serve as an identifier of a product (Blackett, 2016, p. 7). Distinctiveness and recognisability are vital for the trademark to serve its identification function (ABA, 2009, p. 6). The meaning of the identification function is the ability or function of a trademark to identify the source of goods or services because the trademarks are distinctive signs used to distinguish products and services. Therefore, the legal protection of trademarks is vital to ensure they will not be there; a third party will use the trademarks of producers in the production chains. The law of trademarks recognized the importance and the need for protecting the source identification to guarantee customers that certain goods are produced by their Favourite producers (Sakulin, 2011, pp. 43-44). Distinctiveness and secondary meaning are two-term for the same thing. The terms to treat a trademark as a mark must be distinctive and have a quantum of distinctiveness; it means the trademark's distinctiveness must be inherent. The inherent distinctiveness must be built in customers' minds so the customers can distinguish trademarks easily. Furthermore, the trademark's distinctiveness must be treated as an identifier of source, sponsorship, affiliation, or other business relations. Distinctiveness plays an important role, and there are strengths for different marks. It will allow the customers to distinguish the goods and services from those produced by others (DeGeeter, 2004, p. 249).

Types of Trademarks

There are four types of trademarks; the first two are the most common marks, and the second is less common (Bouchoux D. , 2001, pp. 16-17). These types also are seen in (Maheshwari, Anuradha ; [Institute of Intellectual Property Studies], 2007, p. 14); (The Kenya Industrial Property Institute [KIPI], 2005, p. 15)

1. Trademark: - It has already been defined previously.
2. Service Mark: - It has already been defined previously.
3. Collective Marks: - This mark can be a trademark or service mark used by only the members of a union, organization, association, cooperative, or collective group, indicating the organization's membership identified, such as LION CLUB, AMERICAN BAR ASSOCIATION.
4. Certification Mark: This type of mark is not used by the trademark owner but used by another party to produce goods or services to certify one or more of the characteristics of goods or services, such as quality or accuracy.

The Rights That Trademark Registration Provides

The registration process of a trademark will grant the owner of a trademark some exclusive rights. That means that the trademark owner can exclusively use it. Furthermore, he can license to another party as a source of income and revenue. In addition, another advantage of the trademark registration process is that it provides legal certainty and will support and reinforce the position of the trademark owner, particularly in litigation (WIPO, 2017).

What Kinds of Trademark Can Be Registered (WIPO, 2017)?

A word or a combination of words, letters, and numerals can ideally constitute a trademark. However, trademarks may also consist of drawings, symbols, three-dimensional features such as the shape and packaging of goods, non-visible signs such as sounds or fragrances, or color shades used as distinguishing features – the possibilities are almost limitless. There are some rights the holder of a registered trademark can obtain from the registration process of a trademark (The Queensland Government, 2016).

1. Selling the trademark.
2. The ability to grant a license to another party, whatever the location of that third party, whether inside or outside the country, to use the registered trademark in exchange for fees and royalties.
3. To get assistance from the court to get an injunction (court order) to stop others from infringing the trademarks. According to WIPO, the trademark owner will get protection for his trademark through registration after filling the application and paying the fees in the legal trademark office (WIPO, 2017).
4. To mark the trademark with the ® symbol to indicate that this trademark is registered. Moreover, anyone who uses the ® symbol without permission commits an offense.

The Duration of Trademarks

The duration of trademark protection is usually ten years and can be renewed (WIPO, 2017). There are no limits for renewal as long as it remains in use, and the duration of trademark protection is ten years (Davidson & Forsythe, 2016, p. 243). Moreover, the protection of trademarks lasts as long as the trademark indicates sources (DeGeeter, 2004, p. 246). The protection can last up to ten years from the filing date and can be renewable for another ten years (Rosenblum, 2004, p. 224).

Creating a Distinctive Identity "Destination Branding"

Branding has increasingly expanded beyond consumer goods and services to include travel destinations, commonly called 'destination branding.' (Kulkarni, 2023). "Destination branding" is an example of efforts by cities or regions to create a distinctive appeal that will resonate amongst visitors, and they have done so by relying on a trademark, whether by virtue of a registered logo or tagline (WIPO, 2023). These figures below shows an example of destination branding:

Figure 1: Kerala – Gods Own Country" has been registered as a trademark in India.



Note. Destination branding, Kerala – Gods Own Country" Reprinted from "Intellectual Property and Tourism," by WIPO, 2023, (Intellectual Property and Tourism (wipo.int)). 2023.

Figure 2: St. Moritz is one of the most famous resorts in the world.



Note. Destination branding, St. Moritz is one of the most famous resorts in the world." Reprinted from "Intellectual Property and Tourism," by WIPO, 2023, (Intellectual Property and Tourism (wipo.int)). 2023.

Figure 3: Tri-valley California trademark is owned by the Tri-Valley Visitor and Convention Bureau, representing the region that comprises three adjacent valleys.



Note. Destination branding, Tri-valley California" Reprinted from "Intellectual Property and Tourism," by WIPO, 2023, (Intellectual Property and Tourism (wipo.int)). 2023.

Figure 4: "I love NY" has succeeded in capturing the hearts and minds of millions who see New York through this logo as a vivacious, lively, and dynamic city with something for all.



Note. Destination branding, "I love NY," Reprinted from "Intellectual Property and Tourism," by WIPO, 2023, (Intellectual Property and Tourism (wipo.int)). 2023.

Adding Value with Collective Marks and Certification Marks in the Tourism Industry (WIPO, 2023)

- **Certificate Trademarks**

Small businesses can acquire a certain distinctiveness and visibility in the tourism industry by applying for certification marks. Several profit or not-for-profit authorities lend their logos to enterprises in the tourism sector, certifying that they have complied with such criteria essential for tourists. An example is the Green Globe Certification, a global "eco-tourism label" promoting sustainable tourism.

- **Collective Marks**

Another way small businesses have gained visibility and reputation is through collective marks. "Logis" is a registered mark of the Fédération Internationale des Logis, an association of independent hoteliers bound together to promote privately owned hotels in a rural setting grouped under the same label.

The Usefulness of Trademarks in Business

As mentioned above, trademarks are distinctive or recognizable signs, and These signs can be almost anything, such as a word, a group of words, a sound such as chimes, a smell such as fragrance, a sight such as color, a group of color, numbers, drawings, picture, logos, slogans, touch such as products configuration and taste. The trademarks can be one of them or a combination of some of them, and the critical objective of trademarks is to ensure originality and distinguish the source of goods and services from those produced by others.

Therefore, the critical functions of trademarks are below (ABA, 2009, p. 6). Almost all these functions are mentioned in (DeGeeter, 2004, p. 248).

1. Distinguishing and identifying the origin of the goods and services will prevent confusion among the customers, and the customers will know who is behind the services and who is providing the product. This also was seen in Handelman (2007). Handelman (2007) indicates that trademarks promote competition by enabling customers to distinguish the products based on their source. The trademark owners rely on their

marks to help the customers with their products (Handelman, 2007, pp. 1-7). distinguishing the products from others is also seen in (WIPO, 2012).

2. The trademarks provide quality assurance. For example, the regular customers of any famous restaurant like McDonald's expect that the quality of food and services will be the same in all branches of that famous restaurant. Furthermore, it provides consistency in the quality and characteristics of the product. For example, the customers do not need to open the packaging to know the quality of the product because they rely on the strength of the trademark. This point is assured and seen in (Bouchoux, 2012, p. 19).
3. The trademark will induce the owner of that trademark to keep going and maintain a consistent quality of goods and services, and the important thing is to make the whole customer depend on it.
4. According to Blackett (2016), who assures the previous points, he added a new point to represent the goodwill of the trademark's owner: the Palmolive mark, the name of a well-known soap. This brand name can be distinguished between several soaps, indicating the sources of this product and representing the manufacturer's goodwill (Blackett, 2016, p. 13).
5. According to Rubinstein (2014), Trademarks will not expire: that means as long as the business uses the trademarks in commerce, it will always work, such as the Pepsi trademark since 1896 and the Mercedes trademark since 1900 (Rubinstein, Abigail. (Entrepreneur Media, Inc), 2014).
6. The trademark registration process will grant the owner exclusive trademark rights. That means that the trademark owner can exclusively use it. Moreover, he can license to another party as a source of income and revenue. In addition, another advantage of the trademark registration process is that it provides legal certainty and will support and reinforce the trademark owner's position, particularly in litigation (WIPO, 2017).
7. The trademark is a valuable business asset and marketing tool to build an image and an organization's reputation, encouraging organizations to invest in product quality (WIPO, 2005, p. 6). Furthermore, it is an advertising and marketing tool for goods and products such as Windows for software and Mercedes for a car (Bouchoux D. , 2001, p. 16).

DATA ANALYSIS & INTERPRETATIONS:

Statistical Methods Used:

The statistical package analysis software for the social sciences (SPSS v.26) was used to analyze the study data, answer its questions, and test its hypotheses. The following statistical methods were used:

Descriptive statistics:

Frequencies and Percentages: To measure the distributions of the characteristics of the sample members.

Mean: to measure the average answers of the sample members to the questions of the study questionnaire, where the five-point Likert scale was used for the answers to the questions of the study questionnaire, and the following table illustrates this:

Score	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Approval	5	4	3	2	1
Relative weight	81-100%	61-80%	41-60%	21-40%	1-20%

Length of the period =	upper - lower	=	5-1	1.33
	The number of levels		3	

The number of levels will be as follows:

level	period
Low	1- 2.33
Medium	2.34 – 3.67
High	3.68 - 5

Standard deviation: to measure the dispersion of the answers of the sample members from their arithmetic mean

Inferential statistics:**One Sample T-test**

Consistency coefficient (Cranach Alpha) for the variability of the stability of the study instrument

Cronbach alpha coefficients

Variable	Cronbach alpha
Role of Certification trademarks In Strengthening the Tourism Industry	0.82
Role of Collective marks In Strengthening the Tourism Industry	0.84
Overall	0.91

To ensure the stability of the study tool, Cronbach alpha coefficients were found to each construct as shown in the previous table, and all values were higher than 0.7, which indicates that the study tool is valid for research purposes.

Table 1. Distribution of the Study Sample

		Frequency	Percent
Gender	Female	1	7.1
	Male	13	92.9
Educational level	Bachelor	8	57.14
	Master's	3	21.42
	PhD	3	21.42
Job title	employee	8	57.1
	Head of the Dept.	3	21.4
	Manager	3	21.4
	administrative	6	42.9
	consulting services	2	14.3
work	Finance	5	35.7
	Technical and technological	1	7.1
Practical experience	from 10-15 years	1	7.1
	From 5-10 years	1	7.1
	Less than five years	1	7.1
	More than 15 years	11	78.6
Total		14	100.0

The data shown in the previous table shows that the percentage of the study sample (92.9%) is male, (21.42%) are holders of a doctoral degree, (21.42%) are holders of a master's degree, and (57.14%) are holders of a bachelor degree. Its percentage is (57.1%) from the employees, (21.4%) from the heads of departments, and (21.4%) from the managers. The percentage of (42.9%) are administrators, (35.7%) are financial, (14.3%) are consulting services, (7.1%) are in the technical and technological sector, and (78.6%) have experience exceeding 15 years.

The study's main question is: What is the role of trademarks in strengthening the tourism industry?

1. The first domain is certification marks' role in strengthening the tourism industry:

Table 2. Arithmetic averages (Mean) and standard deviations for all paragraphs measure certification trademarks' role in strengthening the tourism industry.

	Mean	Std. Deviation	%	Degree
Certification marks are a kind of guarantee for customers of a good level of quality in tourism organizations.	4.00	0.555	80.0	High
Certification marks are essential for organizations operating in tourism that want to demonstrate the quality of their products and services.	3.93	1.141	78.6	High
Certification marks confirm the existence of an agreement between tourism organizations and certification organizations, and this would give the impression that there is control over the quality and safety of products and services provided by tourism organ	3.86	0.770	77.1	High
Certification marks distinguish goods or services that meet a set of standards with a certificate issued by a competent body. It is essential in enhancing the competitiveness of organizations operating in the tourism sector.	3.86	1.027	77.1	High
The message conveyed by certification marks is that the products and services have been inspected, tested, examined, or checked in some way by the mark holder, an essential factor in the tourism industry.	3.79	0.975	75.7	High
Certification marks do not enhance the reputation of tourism organizations or affect the strengthening of the tourism industry.	2.79	1.122	55.7	Medium
Average	3.70	0.695	74.0	High

The above table shows the mean scores of all the paragraphs representing the degree of the role of certification trademarks in strengthening the tourism industry. The items got a high degree ranging between (3.79- 4.00), except the paragraph "Certification marks do not enhance the reputation of tourism organizations or affect the strengthening of the tourism industry," got a medium degree. In addition, the overall average was medium (3.70), meaning that the degree of the role of certification trademarks in strengthening the Tourism Industry was high.

2. The second domain is collective marks' role in strengthening the tourism industry:

Table 3. Arithmetic averages (Mean) and standard deviations for all paragraphs measure collective marks' role in strengthening the tourism Industry.

	Mean	Std. Deviation	%	Degree
Collective marks can be a powerful tool for local development as they enhance the quality and coordination of products/services.	4.00	0.877	80.0	High
Collective labels may be an effective method of co-marketing the products of a group of companies that may find it more difficult for their marks to be recognized by consumers and/or accepted for distribution by major distributors.	3.86	0.949	77.1	High
Collective brands are valuable assets that can create value for an organization because many customer decisions depend on the influence of brands.	3.86	0.663	77.1	High
Collective marks distinguish goods produced by members of a particular association or services performed by those members. It is vital in enhancing the competitiveness of organizations operating in the tourism sector.	3.71	0.825	74.3	High
Organizations often find it challenging to develop a strong marketing campaign that enables them to display their products/services and create a reputation for their services that can attract consumers.	3.64	1.008	72.9	Medium
Collective branding does not help businesses grow, nor is it a critical input into the tourism industry.	3.29	0.994	65.7	Medium

Organizations should not use collective marks to gain fame and reputation so that the public can easily find them.	2.86	1.027	57.1	Medium
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Average	3.60	0.656	72.0	Medium
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The above table shows the mean scores of all the paragraphs represent the degree of the role of collective marks in strengthening the tourism industry; paragraphs (1,2,3, and 4) got a high degree ranging between (3.71-4.00), whereas paragraphs (5,6, and 7), got a medium degree. In addition, the overall average was medium (3.60), which means that the degree of the role of collective marks in strengthening the tourism industry was medium.

Hypothesis Testing:

A one-sample t-test was used to test the hypotheses of the study. The results were as follows:

1. The First Sub-Hypothesis (H01-1): There Is No Statistically Significant Role of Certification Trademarks in Strengthening the Tourism Industry.

Table 4. One Sample T-Test to Test the First Hypothesis

N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
14	3.7024	0.69546	3.779	13	0.002*

The results shown in the previous table show that the value of t was statistically significant at ($\alpha \leq 0.05$), indicating a statistically significant role of certification trademarks in strengthening the tourism industry.

2. The Second Sub-Hypothesis (H01-2): There Is No Statistically Significant Role of Collective Trademarks in Strengthening the Tourism Industry.

Table 5. One Sample T-Test to Test the Second Hypothesis

N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
14	3.6020	0.65628	3.432	13	0.004*

Through the results shown in the previous table, we notice that the value of t was statistically significant at ($\alpha \leq 0.05$), there is a statistically significant role of Collective marks in strengthening the tourism industry. which indicates that

CONCLUSION:

The study reported that The Ministry of Tourism employees have positive attitudes toward trademarks. They have assured about the role of trademarks in strengthening the tourism industry and the competitiveness of the business entities. It can be concluded that trademarks are very crucial. Jerash City has to use these assets wisely and strategically to enhance the tourism sector internally and externally.

RECOMMENDATIONS:

The top management of Tourist facilities should pay more attention to understanding the importance of trademarks and how to use them effectively and efficiently. They have to make them part of their strategies to perform their functions effectively to increase their profits and market value.

DIRECTIONS FOR FUTURE RESEARCH

This study covers only the employees who work in the Ministry of Tourism in Jarash. Research can be conducted on pharmaceutical companies, food industry companies, and Industrial agriculture such as livestock, poultry, fish, and crops.

LIMITATIONS OF THE STUDY:

The way of collecting data: the questionnaire and the sample of this study is convenience sampling, a non-probability sampling method.

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Conflicts of Interest

The author declares no conflict of interest.

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