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Seeking serenity, adventure, and cultural connections: unveiling motives for second home tourism in northern Jordan

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Abstract: Second home tourism has emerged as a global trend, yet its underlying motivations remain understudied. This research explores the factors influencing second home ownership for tourism purposes in Jordan. Employing a qualitative approach, semi-structured interviews were conducted with 10 second home owners in northern Jordan. Thematic analysis revealed diverse motivations, including escaping urban life, seeking relaxation, and connecting with nature. While financial investment was mentioned, social and environmental factors were prioritised, indicating a holistic perspective on second home ownership. This study contributes to understanding this emerging market segment in Jordan, offering insights for targeted marketing, sustainable tourism development, and destination management.

Keywords: second home tourism; second home ownership; rural areas; tourist motivation; Jordan.

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1 Introduction

Second home tourism is becoming a global phenomenon as people are looking for a sanctuary and an escape from hectic city life and are also seeking a clean environment and a pleasant climate, which has contributed to the development of second home tourism worldwide (Akrivi, 2021; Yang et al., 2024). This type of tourism is spreading globally in many countries, particularly in the southern and eastern Mediterranean countries, North Africa, the Caribbean countries, around the Black Sea, Western Europe, the USA, and Canada (Müller, 2024).

Past research has identified various motivations for this trend, including the desire for serenity, adventure, and cultural connection (Ahmed, 2022; Baltaci and Kurar, 2022; Chen et al., 2023). Existing studies have explored second home tourism in diverse geographical contexts, highlighting the influence of landscape, activities, and local communities.

Within this context, second home tourism, characterised by the ownership and utilisation of secondary residences for leisure purposes, presents a multifaceted potential for local economic development, particularly in rural regions. This phenomenon can contribute to financial growth through several synergistic mechanisms: direct income generation, job creation, enhanced tax revenue, and economic diversification (Baltaci and Kurar, 2022; Yang et al., 2024; Ferreira et al., 2024).

The purpose of this study was to develop a better understanding of second home tourism and the major research objective was to identify the motives behind owning a second home for touristic purposes in northern Jordan.

This study explores aspects related to second home tourism and its implications for Jordan as a tourism destination. The findings of this study may help in promoting this new type of tourism across Jordan and the region. The findings may inform tourism policies and action plans that will address the motives which the current and potential second homeowners. Promoting second home tourism may lead to better economic, social and tourism outcomes in Jordan.

1.1 *Research gap and objectives*

Existing research acknowledges the global rise of second home tourism, but a knowledge gap exists regarding the specific motivations driving this trend in northern Jordan. A review of the published literature uncovers that there is dearth in published research on second home tourism in Jordan. Indeed, to the best knowledge of the researchers, there is little to no published research about second home tourism in Jordan so far. The second home tourism is a new concept in the Jordanian tourism sector and academia. Therefore, it is necessary to highlight the features and importance of this type of tourism for Jordan as a tourism destination. This study aims to address this gap by investigating how the desires for serenity, adventure, and cultural connection translate into the lived experiences of second home residents in this unique context. The research explores how these motivations influence choices of location, activities, and engagement with the local community.

While existing research offers valuable insights, it often treats motivations as separate or one-dimensional, failing to capture the intricate interplay between serenity, adventure, and cultural connection within the unique context of northern Jordan. Despite existing research, a gap persists in the understanding of how motivations for second

homeownership in northern Jordan shape residents' daily lives and interactions with the environment. What specific forms do these desires take in terms of their engagement with the landscape, activities, and local communities? The social, cultural, and environmental implications of second home tourism in northern Jordan remain largely unexplored. How does this influx of residents shape community dynamics, cultural preservation, and resource utilisation, both positively and negatively? Subsequently, this study explores these ignored areas, filling the critical gap in the understanding of second home tourism in northern Jordan.

Specifically, the study seeks to answer the following questions:

- 1 What are the primary motivations (serenity, adventure, cultural connection) influencing individuals to choose northern Jordan as a second home destination?
- 2 How do these motivations manifest in the lived experiences of residents in terms of their engagement with landscape, activities, and local communities?
- 3 What are the implications of second home tourism for the social, economic, and environmental landscape of northern Jordan?

The study's objectives include the following:

- 1 To identify the specific features of northern Jordan (environmental, historical, cultural) that resonate with the motivations for seeking serenity, adventure, and cultural connection.
- 2 To examine the lived experiences of second home residents and how they engage with the landscape, activities, and local communities in pursuit of their desired experiences.
- 3 To assess the potential impacts of second home tourism on the social, economic, and environmental fabric of northern Jordan.
- 4 To contribute to the growing body of research on second home tourism by offering a deep understanding of this phenomenon within the unique context of northern Jordan.

2 Literature review

Second home tourism, a growing phenomenon worldwide, involves owning and using a dwelling primarily for leisure purposes in addition to one's main residence. Understanding the complexities of this trend requires a comprehensive review of existing research. This literature review aims to explore the key themes, findings, and gaps in current research on second home tourism worldwide and in northern Jordan.

2.1 The concept of second home tourism

While research on second home tourism emerged in the Nordic countries, Canada, Australia, France, the UK, and the USA decades ago, the growing trend of international second home purchases since the mid-1990s has revitalised interest in this phenomenon (Müller and Hall, 2018; Müller, 2024). Gomes et al. (2017) defined a second home as a property that is purchased as second residence for leisure, recreation, tourism purposes or

economic purposes to produce income via rent or sale after being built. Second homes are mostly utilised as holiday homes used by their owners or rented to other users, retirement homes that are purchased in an anticipation of retirement, or weekend cottages (Skak and Bloze, 2017; Ahmed, 2022). Based on the literature, the authors of this paper describe a second home as a non-primary residence primarily used for leisure, recreation, or retirement, second homes often serve as holiday retreats, rental income sources, or escape havens.

2.2 Motivation for second home tourism

Understanding the complex motivations behind second home ownership requires appreciating both pre-pandemic and post-pandemic dynamics. While pre-pandemic motives often centred around leisure, escape from routine, and relaxation (Baltaci and Kurar, 2022; Wong et al., 2017), COVID-19 reshaped priorities. Second homes became havens for both social distancing and psychological refuge, with anxiety and protection replacing relaxation and quality of life as key motivators (Czarnecki et al., 2021; Müller, 2024). Importantly, internal push factors like escape and family bonding often hold greater influence than external pull factors like landscapes or culture (Chen et al., 2023). Additionally, diverse cultural backgrounds and demographics can significantly influence these motivations (Abbasian and Müller, 2019). Recognising these intricate push-pull dynamics is crucial for tailoring strategies to cater to the evolving needs of second homeowners in a post-pandemic world.

2.3 Second home tourism in northern Jordan

The concept of a 'second home' in Jordan boasts a rich historical legacy, extending back to the 8th Century AD. During the reign of the Umayyad Caliphate, centred in Damascus, Syria, the eastern Jordanian desert witnessed the construction of magnificent palaces (Qusur in Arabic, singular Qasr) such as Amra, Kharranah, Mashta, and Quseir Amra¹ (Mueller, 2021). These structures transcended mere dwellings, fulfilling diverse functions as residences, rest houses, wayside inns for travelling caravans, vital water sources, and even recreational hunting grounds for royalty. This historical precedent is reflected in the modern-day prevalence of second homes across Jordan's rural landscapes, echoing the diverse purposes their ancient counterparts served.

While second home tourism flourishes in northern Jordan, attracting individuals seeking tranquillity, adventure, and cultural immersion, understanding this multifaceted phenomenon necessitates a comprehensive exploration. This includes motivations for ownership, local community impacts, current trends and future potential, and research gaps and opportunities. Second home tourism presents both challenges and opportunities for Jordan. By delving into motivations, impacts, and emerging trends, stakeholders can develop sustainable and responsible models that benefit both tourists and local communities.

The distribution of second homes throughout northern Jordan encompasses a diverse landscape, from olive grove-clad hills and evocative ancient ruins to the vibrant pulse of modern cities. The region's rich historical tapestry, from Roman amphitheatres in Jarash to Ayyubid architecture in Ajloun, to the magnificent Greco-Roman city of Gadara overlooking the Jordan and Rivers as well as the Nabateans and Roman black basalt city of Um el-Jimal in Mafraq fuels the curiosity of culturally connected souls, offering a

fascinating exploration of Jordan's diverse heritage. In this way, second home tourism in northern Jordan transcends mere leisure, becoming a journey of rediscovering serenity, igniting adventurous spirits, and forging a deeper connection with the land and its vibrant history.

3 Method

3.1 Study area

northern Jordan, comprised of four distinct governorates – Irbid, Ajloun, Jarash, and Mafrq – is the focus of this study (Figure 1). Encompassing a significant portion of the north, this region covers 6000 square kilometres and is home to over 3 million inhabitants (Department of Statistics, DOS, 2022).

Figure 1 Map of the study area in northern Jordan in red shape (see online version for colours)



Source: Adapted from NASA (2023)

3.2 Research method and sample

A qualitative approach using semi-structured interviews in-depth investigates into human experiences, unveiling emotions, motivations, and perspectives beyond any survey (Veal, 2018). While powerful, interviews also require careful attention to potential biases and generalisability. Additionally, reaching data saturation, where no new themes emerge, can be challenging in qualitative research, requiring careful consideration of sample size and interview duration (Adu and Miles, 2023; Crano et al., 2023). However, interviews remain a powerful tool for understanding the challenging stories individuals share.

This study investigated second home ownership targeting Jordanians, Arabs, and foreigners owning houses, villas, or farms across all four governorates of northern Jordan (Irbid, Ajloun, Jarash, and Mafraq). However, the lack of a central registry for second homeowners posed a challenge in identifying and accessing them. To compensate, the research employed a two-pronged approach:

- 1 *Initial selection*: A purposive sampling method strategically selected participants based on relevant criteria like knowledge, characteristics, and experience regarding second home ownership. This ensured a solid starting point.
- 2 *Expanding reach*: Snowball sampling was then utilised. Existing participants recommended additional second home owners to join the study, broadening the sample and capturing diverse perspectives.

Ten participants, representing both genders and various nationalities, were ultimately included. Their key characteristics are detailed in Table 1. Starting with one initial participant, recommendations for new interviewees were sought until data saturation was achieved, ultimately gathering insights from 10 second home owners on their motivations. Interviewing a friend (a second home owner), researchers used snowball sampling until data saturation (no new themes) occurred after the seventh interview, with the eighth to tenth interviews yielding repetitive information.

Table 1 Major features of the sample second home owners

No.	Gender	Age (Years)	Nationality	Profession	Location of second home	Type of second home	Location of first home ¹
1	Male	54	Jordanian	University Professor	Jarash	Villa	Irbid, Jordan
2	Male	63	Jordanian	Businessman	Irbid	Farm	Amman, Jordan
3	Male	58	Jordanian	Government Official	Ajloun	Farm	Sharjah, UAE
4	Male	61	Saudi Arabian	Engineer	Ajloun	Villa	Riyadh, Saudi Arabia
5	Male	46	UAE ²	Businessman	Irbid	House	Abu Dhabi, UAE
6	Female	35	Iraqi	Businesswoman	Jarash	Farm	Amman
7	Male	55	Jordanian	Physician	Irbid	House	Irbid
8	Male	62	Jordanian	Dentist	Mafraq	Farm	Amman
9	Female	45	Omani	Physician	Jarash	Farm	Salalah, Oman
10	Male	53	Jordanian	Military/Police Officer	Mafraq	House	Mafraq, Jordan

¹That is, location of permanent residence.

²Citizen of the UAE.

This paper addressed this by clearly defining the target group, grounding questions in existing knowledge, and using open-ended, neutral phrasing while upholding ethical research practices.

When selecting recommended participants from the initial interviewees in this research on second home tourism in northern Jordan, the researchers focused on various criteria including: Location in northern Jordan (Irbid, Ajloun, Jarash, and Mafrq); type of second home (e.g., houses, villas, farms) or location (mountains, countryside, near towns); length of ownership (recent buyers to long-term owners); motivations for ownership (e.g., relaxation, investment, family gatherings); age and occupation (different ages and occupations); nationality (foreign second home owners alongside Jordanians and Arabs); gender: (men and women); social network (different groups).

One of the limitations of this study was that it's small sample size, i.e., 10 interviews were conducted and then its results may not be generalised to other areas of Jordan or similar destinations. The study was conducted during the period of COVID-19 pandemic (February–March 2020), and it was not easy to seek more people to interview as people were more concerned about health and safety issues. Therefore, it restricts the generalisability of findings to a larger population or other destinations, and the interpretation of the results should be taken with caution (Gallent, 2020).

3.3 Data collection

Investigating the multifaceted aspects of second home tourism necessitates employing a qualitative methodology. In-depth personal interviews, dynamic focus groups, immersive ethnographic observations, and rigorous document analysis offer valuable tools for elucidating the complex relationships and intricate narratives interwoven within this phenomenon (Veal, 2018; Crano et al., 2023).

This study delved into the experiences of second home ownership in northern Jordan. Recognising the interview's strength for exploring new topics, the authors of this study conducted in-depth, semi-structured face-to-face interviews with homeowners, gathering rich primary data.

A purposive sample of 10 second home owners, residing across the four governorates of northern Jordan (Figure 1), participated in semi-structured interviews conducted in Arabic and subsequently translated to English (Table 1). Interviews explored themes of second home meaning, selection criteria, purchase motivations, and local community relations, with durations ranging from 25 min to 60 min. Data collection was conducted during February–March 2020, followed by transcription, translation, and qualitative analysis via content analysis and thematic mapping.

3.4 Data analysis

To facilitate a consistent and comprehensive data collection process, the authors developed a structured interview guide, ensuring all research objectives were addressed. Following the interviews, qualitative coding, the systematic categorisation of textual data into meaningful themes, was employed.

Thematic analysis was used to analyse the collected data from second homeowners in northern Jordan. Thematic Analysis is a qualitative research method for delving into patterns of meaning within the data (Veal, 2018; Wolgemuth et al., 2024). Thematic analysis revealed interesting patterns specific to the region including:

- Motivations for purchasing a second home in northern Jordan including escape to tranquillity and nature, cultural immersion, family connection and recreation, investment opportunity, and proximity to major cities and towns.
- Experiences of living in a second home community in northern Jordan including integration and cultural exchange, challenges of adapting to a different culture, impact on the local community, sustainability and environmental concerns, and uniqueness of northern Jordan.
- Perceptions of the impacts of second home tourism in northern Jordan including positive impacts, concerns and challenges, importance of community engagement, preserving the character of northern Jordan, and second home tourism as a catalyst for positive change.

4 Results and discussion

The results of content analysis and thematic mapping of the collected qualitative data are presented and discussed in the following sub-sections. The results of this research are based on a master thesis (written in English) prepared by the second author and supervised by the first author.

4.1 *The concept of second home tourism in northern Jordan*

The concept of second home tourism remains a complex, multifaceted phenomenon lacking a universally accepted definition. While academic literature often associates it with rural activities like homesteading, farming, and ranching (Larsson and Müller, 2019; Sulak and Türk, 2022; Zogal et al., 2022), this study encountered a fascinating discrepancy. Participant descriptions of their second homes, encompassing terms like farms, villas, and temporary residences, did not consistently connect them to the realm of tourism. The following section sheds light on this observation and its implications.

In the current study, the participants were asked about what *Second Home* means to them. Participant (1) said:

“... I see that the second home is a place to spend quality time with family, and to invite friends.... We call it a villa, not a second home ...”

Participant (2), however, clarified:

“... I see a second home as a place to enjoy and stay away from the bustle of the city... a place in the nature maybe”

On the other hand, Participant 3 explained:

“.... I do not know what a second home means. But I use it for entertainment and to spend quality time with the family in weekends and holidays ... sometimes I rent the farm and gain additional income... this is what motivated me to call it a farm or my second home, but not from a tourism perspective...”

Participant (4), clarified:

“A second home is a place to spend the summer vacation. I consider it as a type of tourism for me and my family because I travel from my home country to Jordan during the summer...”

Participant (5), however, stated:

“... I am not sure of my concept of the second home term, but I call it a farm... My second home is situated in the lovely nature. I do like farming, and, at the same time, it provides income...”

Participant (8) indicated:

“... I have no idea about the concept of second home, but I consider my second home as a place to entertain and spend quality time with the family... but in a way it can be known as a farm....”

Participant (10) said:

“... I know the concept ‘second home’... But I did not know that it is a tourism-related concept... But maybe because it is an apartment and close to the city centre, I go there because it is near family and friends...”

The term of ‘second home’ has different concepts and meanings including summer house, holiday house, recreational cottage, palace, and farm. It can be a villa, a mobile caravan, tents, and boats (Baltaci and Kurar, 2022). However, the popular concept of the second home in Jordan as expressed by participants is a farm or a rural house in the countryside. These meanings and concepts agree with the conception of Baltaci and Cevirgen (2020) of this sort of houses, who underscored that the second homes are usually located in rural areas or near family and friends to satisfy the need of social interaction. In this context, the foregoing responses of the participants unfold that the concept of the second home in tourism is not clear to many second home owners. For many participants, this concept is ambiguous due to differences in the uses of their second homes. Some of them use it for entertainment and others use it to maintain family ties. So, the use of the second home plays an important role in its naming by its owner. In this context, Tucki and Soszyński (2023) emphasised in their definition of second homes that the use of the house affects the description and the meaning more than it affects the characteristics of housing. Some of the non-Jordanian, second home owners realise that this type of homes is a tourism-related home because they travel from their home countries to their second homes in Jordan for holiday, leisure, and recreation.

4.2 Motives for owning a second home in northern Jordan

Motivation is a combination of stimuli and desires. It is related to the external environment and to psychological and social factors that influence an individual's tendency to travel (Chen et al., 2023). Identification of one's motives behind owning a second home is the central goal of the present study. There are different motives for owning a second home like utilising it as home for holidays and entertainment, to maintain family ties, to escape routine and for relaxing, recovering, and organising birthday parties and other outdoor activities. Additionally, the review of published literature disclosed that some second home owners were motivated by farming and hunting activities in their farms. The authors of this study found that a good income and family ties play a major role in shaping the motivations of second home owners.

Through the interviews, the current study could identify the major motives of owners of second homes in the north of Jordan. For example, Participant (1) stressed recreation as his principal motive, stating:

“... I want to get away from the bustle and congestion of the city... to escape the routine of work. I live in a flat; I feel uncomfortable and blocked. So, I built a second home in a rural area for self-entertainment and recreation and added a play area for children ...”

He added:

“My second home is a place to enjoy tranquillity ... I used to organise outdoor activities such as barbecue parties and invite friends and relatives to them. In addition, we celebrate the birthdays of the family members in it ...”

Escaping the city noise was motive for other second home owners. In this respect, Participant (2) said:

“... I bought this farm because of its geographical location. It is located on the top of a mountain. The farm covers approximately five dunums.² It accommodates a house. All utilities such as water and electricity are available. The farm is accessible and there is no difficulty in reaching it ... Moreover, it is far away from urban noisy areas...”

Ease of access to home and the reasonable living costs were critical motives for some second home owners. Example of that, Participant (3) clarified:

“... My first motivation to own a second home was the ease of access to the destination. Visiting Jordan does not require a visa and the procedures are not complicated as well as I have a family living there. In addition, the low prices in the rural areas make life cheaper and better than life in big cities like Amman. This was another attractive motive for me ...”

This participant also related the motivation to choose the destination to other reasons like “*entertainment, family gatherings and escape from the routine of life*”.

Another motive was the easy procedures for visiting Jordan and possessing property in it as a tourism destination. In this regard, Participant (5), demonstrated:

“... I decided to own a second home in Jordan because of our frequent visits to Jordan. Additionally, Jordan is a beautiful country; its landscapes are stunning and comfortable for eyesight and for the soul ... What motivates me the most to own a second home was the ease of owning a land and a house in Jordan; there is no difficulty in the purchase process ...”

He also pinpointed:

“... The climate in the UAE is dry and my country lacks green nature and similar aesthetic views. In addition to the attractive and mild climate and weather in Jordan, the Jordanians are friendly and hospitable...”

Participant (7), stressed relaxation, and recreation as motives. He said:

“... I wanted to own a second home in this governorate for several reasons like relaxation, recreation, and entertainment. I built a house in a rural area to move there after retiring. I like peaceful rural areas. I want to get away from the noise of the city ... the area I chose is close to services and not far from the city centre...”

Another second home owner (Participant 8) clarified:

“... Currently I live and work in Amman. I wanted to build a second home to move to it during summer and to escape the hustle of the city in weekends ... sometimes I feel it is a sanctuary for the family ... but sometimes I take advantage of this farm by renting it as it provides a good income ...”

Another second home owner (Participant 9) stressed beauty of nature in Jordan. She illustrated:

“... I like the nature in Jordan. I wanted to build a second home in Jarash since 2007. The area caught my attention, the mild weather and picturesque nature. I returned in 2009 and built a villa ... I told my friends about this site ...”

Another motive for owning a second home was getting close to the extended family, which is important from traditional (cultural) and religious perspectives. Bonding with the family in its hometown is important for the second home owners who work in other governorates in the country. For example, Participant (10), explicated:

“... what motivated me to own a second home is the nature of my work. It is based far away from my family and relatives; I face difficulty when I decide to visit them. On many occasions, I need to go daily or every other day. Having a big family; we are five, and the difficulty in spending the overnight, each time I go there pushed me to build a second home that is close to my family and relatives ... this also enables me to spend my free time for rest and recreation during the holidays or weekends and to invite relatives to it instead of driving long distances ...”

Recreation and escape from the daily routine are essential motives for homeowners to own second homes in rural areas (e.g., Participant 1 and Participant 3). Some of the second home owners took privilege of the high tourist seasons as an investment opportunity by renting their second homes out to tourists to increase their income. Moreover, the preceding feedback from the participants confirms that the procedures and access to Jordan as a tourism destination are straightforward. The beautiful nature in Jordan attracted them to own second homes in the country. These findings are consistent with those of Yuheng et al. (2021), Alonsopérez et al. (2022), and Ericsson et al. (2022) who found that the attractiveness of natural resources is one of the main motivations for tourism development. Differences in motives between the sample of second home owners in northern Jordan were clear. While three motives were shared by most of them (recreation, social considerations, e.g., getting close to the family and relatives, and relaxation). Other motivations were prominent, including the ease of owning of property in Jordan, accessibility to the area, scenery landscape, and availability of utilities and services. These motives bear resemblance with the findings of Li et al. (2021) who reported that the sample members in his study were attracted to the locations of their second homes by the landscapes, prices, culture, climate, and availability of services. In other respects, some people tend to own a second home to invest their money by, for example, buying or establishing a farm and renting it out during certain periods of the year. Meanwhile, some people related owning a second home to richness and retirement plans. These comments echo the findings of Abbasian and Müller (2019) who found that the motivations behind owning a second home were financial motives (e.g., investment after retirement), climate-related factors, low prices, and costs.

5 Conclusions, recommendations, and directions for research

This study aimed to provide insights into the motives behind owning a second home in the north region of Jordan. The study revealed that the concept of second home tourism or owning second homes link to tourism is ambiguous amongst participants interviewed.

The results of this study will contribute to literature of future studies on this potential topic. The reason behind this ambiguity may refer to the absence of database or statistics on second homes and the acknowledgement of second home tourism in Jordan.

The study unveiled the motives behind owning a second home by collecting primary, qualitative data through interviews with 10 owners of second homes in northern Jordan.

The results of this study show that the motives behind owning a second home were entertainment, recreation, rest, escape from the bustle of the city and modernity. Other motives were related to use of those houses during summer holidays and certain periods of the year for invitation of friends and relatives to enjoy their time in the countryside or organising birthday parties, and other family-related activities. The analysis also reveals that the use of the second homes in the north of Jordan is seasonal and that it mainly takes place in summer and weekends.

Given the research findings, the researchers hypothesise that push and pull factors such as entertainment, attractiveness of the area, nature of the location, accessibility, ease of acquisition of land and property and distance between the first and second homes are primary important factors for success of second home tourism.

The study provides valuable information to the central government and local authorities as well as all stakeholders interested in this type of tourism, which can contribute to the development of this type of tourism and lead to positive economic, social and environmental impacts on the tourism sector in Jordan.

Developing marketing strategies that promote Jordan as an attractive destination for second home tourism is necessary. These strategies should promote this kind of tourism, attract and motivate more local, regional, and international tourists to own second homes in Jordan. One of the appropriate approaches is the development of a channel that helps owners of second homes to promote their properties to local and international tourists.

Second home tourism in northern Jordan holds immense potential for economic growth, cultural exchange, and sustainable development. Further research is necessary (quantitative or mixed method) to understand the broader impacts of second home tourism on northern Jordan. Investigating its effects on local communities, environmental sustainability, and cultural preservation will be crucial to ensure its responsible and sustainable development.

Finally, this study opens new avenues for exploring the complexities of second home tourism dynamics in diverse contexts, highlighting the multifaceted interplay between personal motivations, cultural values, and economic possibilities. By understanding these dynamics, stakeholders can promote a form of tourism that benefits both tourists and local communities, preserving the unique natural and cultural heritage of northern Jordan.

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Notes

¹Quseir denotes a small palace in Arabic.

²1 Dunum equals 1000 m².