

**T.C.  
ISTANBUL GEDİK UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**GLOBAL COMPETITIVENESS INDICATORS AND THEIR IMPACT ON  
TOURISM MANAGEMENT COMPARE TOURISM IN TURKEY AND IRAQ  
(FIELD STUDY ON TURKEY-IRAQ TOURISM COMPANIES)**

**MASTER'S THESIS**

**Muntadher Abdulsalam Farhan ALSHEHAB**

**Business Administration Department**

**Business Administration Master in English Program**

**SEPTEMBER 2021**

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**Muntadher Abdulsalam Farhan ALSHEHAB  
191285030**

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**Thesis Advisor: Prof. Dr. Enver Alper GUVEL**

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**T.C.**  
**İSTANBUL GEDİK ÜNİVERSİTESİ**  
**LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ**

**Yüksek Lisans Tez Onay Belgesi**

Enstitümüz, İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı (191285030) numaralı öğrencisi Muntadher Abdulsalam Farhan Alshehab'nin "Global Competitiveness Indicators and Their Impact on Tourism Management Compare Tourism in Turkey and Iraq (Field Study on Turkey-Iraq Tourism Companies)" adlı tez çalışması Enstitümüz Yönetim Kurulunun 28/09/2021 tarihinde oluşturduğu jüri tarafından **oy birliği** ile Yüksek Lisans tezi olarak **kabul** edilmiştir.

**Öğretim Üyesi Adı Soyadı**

**Tez Savunma Tarihi:** 28/09/2021

- 1) Tez Danışmanı:** Prof. Enver Alper GUVEL
- 2) Jüri Üyesi:** Dr. Öğr. Üyesi Ahmet ERKASAP
- 3) Jüri Üyesi:** Dr. Öğr. Üyesi Ali ÖZCAN

## **DECLARATION**

I, Muntadher Abdulsalam Farhan Alshehab'nin, do hereby declare that this thesis titled as "Global Competitiveness Indicators and Their Impact on Tourism Management Compare Tourism in Turkey and Iraq (Field Study on Turkey-Iraq Tourism Companies)" is original work done by me for the award of the masters degree in the faculty of Business Management . I also declare that this thesis or any part of it has not been submitted and presented for any other degree or research paper in any other university or institution. (28/09/2021)

Muntadher Abdulsalam Farhan ALSHEHAB

## **DEDICATION**

To my dear teachers and everyone who supported me in life, my father, mother, brothers, and my friends

## **PREFACE**

My thanks and appreciation to those who supported me and helped me from my teachers, family and friends throughout the study period.

Thanks for all

September 2021

Muntadher Abdulsalam Farhan ALSHEHAB

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# **GLOBAL COMPETITIVENESS INDICATORS AND THEIR IMPACT ON TOURISM MANAGEMENT COMPARE TOURISM IN TURKEY AND IRAQ (FIELD STUDY ON TURKEY-IRAQ TOURISM COMPANIES)**

## **ABSTRACT**

The study aims to study the impact of global competitiveness indicators on the tourism sector and compare tourism in Turkey and Iraq by presenting the concept of competition in general and the importance of this competition in the business sectors in general, then defining the concept of competition and entertainment in tourism and the importance of the role of competition and its impact on tourism, and the comparison between Iraqi tourism And Turkish by defining the concept of ecotourism and explaining its characteristics and components and the impact of pollution, especially air pollution on it.

Then we will present the study models of Iraqi tourism and identify the elements and components of Iraqi tourism and efforts to develop and plan tourism in Iraq, and discuss the best ways to exploit the natural and human elements in the Iraqi tourism sector, and compare them with those in Turkish tourism.

The study concluded that there is a direct impact of the level of application of competitive indicators on the level of development of the tourism sector. The higher the level of application of competitive indicators, the higher the level of development of the tourism sector.

The study also concluded that there are differences in the level of application of competitive indicators in the Iraqi tourism sector and the tourism sector in Turkey, in favor of Turkey, and there are differences in the level of development of the tourism sector in Iraq and the level of development of the tourism sector in Turkey in favor of Turkey as well, which indicates that the level of development of the tourism sector In Turkey, it is higher than the level of development of the Iraqi tourism sector.

The study recommended the need to work to provide a safe environment for workers and raise the level of security and safety elements for workers in the field of tourism as well as for tourists in Iraq, and work to raise the level of efficiency of human cadres working in the field of tourism in Iraq, and attention to tourist facilities and hygiene and the use of advanced technology in tourist facilities in Iraq. Interest in applying global competitiveness indicators in all areas of the tourism sector in Iraq to contribute to raising its level of efficiency.

**Keywords:** *Knowledge management, Competitive advantage, Economy, Tourism*

## GLOBAL COMPETITIVENESS INDICATORS AND THEIR IMPACT ON TOURISM MANAGEMENT COMPARE TOURISM IN TURKEY AND IRAQ (FIELD STUDY ON TURKEY-IRAQ TOURISM COMPANIES)

### ÖZET

Çalışma, küresel rekabet gücü göstergelerinin turizm sektörü üzerindeki etkisini araştırmayı ve genel olarak rekabet kavramını ve bu rekabetin genel olarak iş sektörlerindeki önemini sunarak, ardından rekabet kavramını tanımlayarak Türkiye ve Irak'ta turizmi karşılaştırmayı amaçlamaktadır. turizmde eğlence ve rekabetin rolü ve turizm üzerindeki etkisinin önemi ve ekoturizm kavramını tanımlayarak, özelliklerini ve bileşenlerini ve kirliliğin, özellikle hava kirliliğinin üzerindeki etkisini açıklayarak Irak turizmi ile Türkiye'nin karşılaştırılması.

Daha sonra Irak turizminin çalışma modellerini sunacağız ve Irak turizminin unsurlarını ve bileşenlerini ve Irak'ta turizmi geliştirme ve planlama çabalarını belirleyeceğiz ve Irak turizm sektöründeki doğal ve beşeri unsurlardan yararlanmanın en iyi yollarını tartışacağız ve bunları karşılaştıracamız. Türk turizminde olanlar ile.

Çalışma, rekabetçi göstergelerin uygulanma düzeyinin turizm sektörünün gelişmişlik düzeyi üzerinde doğrudan bir etkisi olduğu sonucuna varmıştır. Rekabetçi göstergelerin uygulama düzeyi ne kadar yüksek olursa, turizm sektörünün gelişme düzeyi de o kadar yüksek olur.

Çalışmada ayrıca, Irak turizm sektörü ile Türkiye'deki turizm sektöründeki rekabetçi göstergelerin uygulanma düzeylerinde Türkiye lehine farklılıklar olduğu, Irak'ta turizm sektörünün gelişme düzeyinde ve Türkiye'de turizm sektörünün gelişme düzeyinde farklılıklar olduğu sonucuna varılmıştır. Türkiye'de turizm sektörünün gelişme düzeyinin Türkiye'nin de lehine olduğunu gösteren bu durum, Türkiye'de turizm sektörünün gelişmişlik düzeyinin Irak turizm sektörünün gelişmişlik düzeyinden daha yüksek olduğunu göstermektedir.

Çalışma, Irak'ta çalışanlar için güvenli bir ortam sağlamak ve turizm alanında çalışanlar ile turistler için güvenlik ve emniyet unsurlarının seviyesini yükseltmek için çalışma gereğini ve çalışan insan kadrolarının verimlilik düzeyinin yükseltilmesi için çalışma yapılması gerektiğini önerdi. Irak'ta turizm alanında, turistik tesislere ve hijyene dikkat ve Irak'taki turistik tesislerde ileri teknoloji kullanımı. Irak'ta turizm sektörünün tüm alanlarında küresel rekabet edebilirlik göstergelerini uygulayarak verimlilik düzeyinin yükseltilmesine katkıda bulunmaya ilgi.

**Anahtar kelimeler:** *Bilgi yönetimi, Rekabet avantajı, Ekonomi, Turizm*

## **1. INTRODUCTION**

The global competitiveness standard works to integrate the aspects of the macro and microeconomics into one standard, and the report assesses the ability of countries to provide prosperity to their citizens, and this depends on the country's ability to benefit from its available resources, so the global competitiveness standard measures the set of institutions, policies and factors that determine the prosperity of the economy in The current time and the foreseeable future.

Competitiveness has become one of the modern-day issues facing the economy in general and the tourism sector in particular, which must be taken into account to improve the ability to withstand the pressures and intensity of global and local competition. Improving competitiveness has recently become a primary objective of tourism development, in light of integrated systematic frameworks dealing with monitoring and control and improving the quality and efficiency of the tourism industry so that tourist areas can enhance their capabilities and employ their potentials and attract more tourists in light of strong competition with centers and regions at different levels of development.

Competitive indicators include most aspects affecting the tourism sector directly and indirectly, such as the number of hotel rooms, nature reserves, land and air sea transport networks, environmental laws, security and safety, price competitiveness, trained labor, information technology, education level, laws regulating the relationship between Employer and workers.

Increasing the competitiveness of the tourism sector requires integrating the efforts of the government, private enterprises and tourism business organizations. Competition in terms of type and degree is one of the determinants affecting the competitiveness of the state, sector or institution, the higher the degree of competition in the market, the more competitiveness is required.

## **1.1 Purpose of Thesis**

The competitive advantage has become the main engine of economic and tourism competition in all local sectors. It has added many and enormous values to economic products by increasing productivity and by building a demand for new technologies, innovations and ideas that come in the form of new inventions and forms of productivity, leading to new and modern products that bring about a competitive advantage to the economic sector as well as to the health sector. It is what enables it to achieve the productive and economic goals it seeks to reach.

## **1.2 The Problem of the Study**

Iraqi tourism companies found themselves in the face of intense competition from Arab and foreign tourism organizations to attract the same market sector and an effective marketing strategy. Therefore, tourism companies had to adopt effective marketing trends that support their continuity. Through this, the company often succeeds in making its tourism services in the leading position, which makes it difficult for competitors to enter or compete in the tourism markets.

There are also many indicators indicating the competitiveness of the tourism sector, which means that competitiveness does not focus simply on prices and the cost of tourism programs. of the tour groups. From here came the research problem to show the impact of competitive advantage on the Iraqi tourism sector.

## **1.3 The Importance of the Study**

The importance of research comes from the scarcity of research on the impact of competitive advantage on the tourism and economic sectors, which makes research important in addressing this subject and makes it a strong scientific addition to relevant studies and research.

## **1.4 Objectives of the Study**

The study seeks to achieve the following objectives

1. The research aims at identifying the impact of the cognitive economy on achieving competitive advantage in the tourism sector and the Iraqi economy.

2. Identify the implications for the tourism sector.
3. Identify the implications for the economy sector.

### **1.5 Study Hypothesis**

The dimensions of the study are two key dimensions and two variables (the competitive advantage and its effects are the autonomous variable, while the subsidiary variable was the tourism and economic sectors)

#### **The main hypothesis and sub hypotheses of the research**

**Main hypothesis:** There are no statistically significant differences between the global competitive advantage and the economic and tourism sectors in Iraq.

Two sub-hypotheses emerge from this hypothesis, which are as follows:

#### **Hypothesis 1:**

There are no statistically significant differences between the global competitive advantage and the impact it has on the tourism sector in Iraq.

#### **Hypothesis 2:**

There are no statistically significant differences between the global competitive advantage and the impact it has on Iraq's economic sector.

### **1.6 Study Methodology**

The descriptive approach, known as the analytical descriptive approach, was used and relied on the research and studies I have prepared, and added data from educational, economic and tourism institutions, whether tourism, as well as the economy area of student preparation texts available and graduates for years... Taking advantage of the findings of previous researchers, with a field study of a particular academic and administrative staff of the hotel and tourism departments as well as the economics departments of the Faculty of Management. The researcher is using a field tour on Turkey-Iraq tourism companies

The General Organization for Tourism plans and programs, which have been a prominent role in the development of the education and education sector after the treatment of the liquidator and tourism, have been prepared and prepared to make a

significant move toward the education process, in accordance with the requirements of the work of the institution in that period Medium-sized professional hotel.

**The researcher therefore felt the importance of the subject and made it go into depth for This study is the study's competitive advantage And its impact on the economy and tourism sector.**

### **Study Questions**

The researcher has drawn research questions composed of the main question and sub-questions, as follows:

The researcher derived the main question from the study and the question was:

The questions came from the main question:

What are the implications of global competitiveness indicators and their impact on tourism and the economy in Iraq?

**Sub-questions: Note from the main question: The following sub-questions have emerged:**

- 1- What are the implications of the global competitive advantage for the tourism sector in Iraq?
- 2- What are the implications of the global competitive advantage for the economic sector in Iraq?
- 3- What are the effects of competitive advantage and its relevance to the tourism and economic sector?

### **1.7 Research Scope**

- Objective limit: The research examined the impact of the effectiveness of global competitiveness on the economic and tourism sector of 2020-21
- Human Group: Workers in Iraqi universities in the departments of economy, hotel and tourist departments.
- Time limit: First quarter 2020-2021m
- Spatial limitation: Iraq Arab Republic - Baghdad - Iraqi universities (Economy Department - Hotel and Tourism Section)



## **1.8 Research Plan**

The study dealt with the topic of international competitive advantage, and the preliminary general framework was the general plan for research followed by five chapters, which is arranged as follows: The first chapter, which is the theoretical framework, was discussed in every chapter three discussions, where the first chapter dealt with competitive advantage, then the second chapter and three discussions, where the tourist sector was discussed In Iraq, three detectives were followed by chapter III, which dealt with the economic sector in general, chapter IV dealt with the study procedures, namely the methodology and the therapeutic tools for statistics, and chapter V was the results, recommendations and conclusion.

## **1.9 Literature Review**

The issue of creating balanced economic and social development in our societies raises the self-sufficiency rates in the different goods and services on the one hand, and eliminating economic dependence, and even the single-sided economy on the other, is an urgent necessity, especially as we receive the third millennium and from. Great economically during the 21st century. We say this, and we know that the Arab nation has a surplus and tourism is part of it that can be moved, to serve the right direction of development, as tourism has become the biggest industry in the world economy and the interest of countries has increased. The development of tourism in the national economy is a major economic, social and environmental benefit, and the growth and development of the Arab tourism sector has a number of important economic and social implications. The twenty-first century began with significant radical changes Challenges and opportunities, as well as the growing importance of knowledge (which technology is one of its components) In economics, the twenty-first-century economic feature is economics, which is influenced by the competitive advantage of integrated competition, monopoly competition, and total competition among firms, particularly those tourist explanations that affect the economy as a result of high and high competition.

This means that tomorrow's societies will be based on knowledge and domination, and economy is considered the most important source of promoting international competition. Especially in the information society, as the economy is the key to

entering the age of knowledge and developing societies through the real development of human capital, which is the focus of the economic process, which means that the knowledge society and economy are linked to the concept of an economy society in which everything provides opportunities for the individual. To learn to know and learn to work and learn to live with others and learn to realize itself. Important assets in the new economy are technical knowledge, innovation, intelligence, and information. Economics is : “it is the discipline of economics that cares about the factors of public welfare by contributing to the study of systems of knowledge design and production and then applying the procedures needed to develop and modernize it.” Knowledge economics is beginning from the input of the process of knowledge production and industry and continues Toward scientific research-based and logical development under strategic objectives Work continues on its realization for inclusive and sustainable development

### **Previous studies**

#### **Study (Zahran et al.(2017))"**

The requirements of transformation the economy are knowledge-based in Egypt." the importance of transformation is Knowledge-based economy to increase global competitiveness "

Knowledge has become the basis of competitive advantages among Nations, the building of a modern and competitive economy, the increasing importance of economics and training, the development of the human element, and the acceleration of the generation, dissemination and investment of knowledge.

The study sought several objectives: Review and evaluate the most important literature relevant to both knowledge-based and knowledge-based economics and the knowledge society, as well as the experiences of some countries that have made progress in the knowledge-based economy to identify the most important results and lessons learned, and assess the current state of the Egyptian economy from the perspective of knowledge-based economics.

#### **Study (Body, 2006):**

Dr. Abdulkader's thesis in Management Sciences: - the role of Tourism Marketing in the Development of the Tourism sector in Algeria, Tourism in the Southwest, prepared by: Bodi Abdelkader for 2005-2006. The main objectives of the tourism

sector are to develop the tourism sector in the local development and to develop the tourism market, and to identify the needs of the tourism market, and to identify the most important policies and strategies adopted by the state for developing the tourism sector. Tourism Marketing needs a range of mechanisms to meet the needs of renewable tourists, as well as the principles of marketing in the tourism industry, by interacting with external, internal and interactive marketing in order to satisfy the needs of tourists and workers

#### **Adel Study, 2014**

##### **(Impact of social public expenditure on the role of human capital in achieving sustainable development in Nigeria since 1990)**

The study aimed to recognize the importance of human capital and its central role in economic development, through trained minds and workers, and to advance in any country.

The study also considered public expenditure on health and economic services as one of the ways in which the nature of human capital available in the country can be identified, as well as the possibilities of its development. The main objective of the study was to identify the impact of public expenditure policies on health and economic services on human capital and its characteristics, as well as to study the lingering between it and sustainable development.

The results of the study show the need to highlight the importance of economy and health through their ability to develop human cadres for achieving sustainable development, as economic growth is rich for achieving development goals, especially eradicating poverty, unemployment and illiteracy.

The study also found that the labor market suffers some distortions, including that admission to jobs depends on personal knowledge rather than training, competition and experience, in addition to the incompatibility between the qualifications holders, experience and jobs. The study also found that there was a weak interest in financing the economy.

#### **Study (Beringhi, 2009)**

##### **Entitled: Tourism Services and their impact on Consumer behavior-**

The case study of a group of Algerian hotels by Bernji Ayman in 2008-2009, which

dealt with the development of marketing activity and its functions as well as the importance and objectives of marketing. The company has also been the first to offer a wide range of services, tourist services, hotels and tourism services, and has been the first to offer a variety of services to the tourist sector These hotels to know their satisfaction and reactions, to identify weaknesses, to try to find solutions and to exploit opportunities to promote Algerian tourist product.

**Study (Al-Hadad and others,2011)**

**Entitled: (Management of the information sector in the knowledge Society and Sustainable Development in Egypt)**

By monitoring and evaluating developments in Egyptian society in the telecommunications and information technology sector and related economic activities, which provide an opportunity to build an Egyptian knowledge society and economy and promote sustainable development (Hadad, 228, 2011)

The focus is on the importance of information and knowledge and its role in development, including the concept, the creation and stages of development of the information society, as well as the analysis of the technological development of the ICT system and its problems through monitoring and analyzing the ICT sector and its role in global and Arab development, while addressing the digital divide and Arab digital content in analysis. Identify the most important problems and challenges of developing this sector.

**Study (Ammar, 2008)**

**Entitled: (The problem and dimensions of sustainable development).**

The aim of this research is to define the concept of sustainable development and to clarify the dimensions of sustainable development (the economic dimension, the social dimension, the environmental dimension), and the research was applied to Farhat Abbas-Setif University in Algeria, where the International Conference of Farhat University discussed the dimensions mentioned.

The research hypothesis that pre-development concepts focused on the physical, sub social, environmental, and economic dimensions, but the study intermingled with the subsidiary variable, sustainable development, the second half of the study.

The most important results of this research were that poverty and its dimensions,

such as drinking water and scarce resources, need to be developed and evaluated for those policies that need to be planned to be activated again in the interests of humanity. The research recommended that national planning and programs to reduce poverty and increase per capita income be supported, while scientific research capacities developed from support both from international organizations and from philanthropic foundations. The study addressed the social dimension and its relationship to sustainable development.

## **2. THE THEORETICAL SIDE OF THE STUDY**

In this part of the study, competition and tourism industry will be examined, on the other hand, the historical concept of tourism will be tried to be examined.

### **2.1 The History of Tourism and Concept**

The concepts of tourism have varied, with their various economic, social, political, cultural and environmental dimensions, and have attracted intellectual-minded attention in economics and politics, thereby diversifying the insights contained in recent literature according to the diversity of criteria for distinguishing them and the emergence of new terms. In this regard, some of these concepts dealing with tourism activity can be highlighted, starting with researchers and thinkers interested in tourism, and then identifying their concepts that are circulating by some specialized international bodies and organizations, and then discussing the nature of this activity through its causes, motives, characteristics, and its handling of other sciences. But before all of this, we thought it necessary to refer to the history of the tourist phenomenon and its stages of establishment through the ages (Gyr, Ueli, 2010).

Any phenomenon developed for study and research has its origins in learning how to form, create, and develop. The phenomenon of travel and tourism is a humanitarian phenomenon that needs to be seen at the historic stages it has gone through to understand in all its aspects.

Since the emergence of the human person, tourism has been simple and primitive in its appearance, causes, objectives, and means, and its purpose is to carry out the necessary human activities for life, such as the search for food, drink, housing, hunting, or the search for certain human groups for social purpose. Human movements and tourism during the early stages of human beginnings can therefore be said to have been linked primarily to social humanitarian objectives and to economic, political, and cultural goals in the second place, in order to achieve their interests. In his movement since the time, man has been aware of the features of the

natural environment and adopted them both spatial and temporal (Wilkerson, C., 2003).

In terms of time he avoided geographical difficulty areas such as dense forests, swampy ranges, mountainous regions and rugged hills. In terms of time, he was heading to the more climatic zones that were moving toward the warmer regions during the winter months or the more moderate regions during periods of high temperatures, which led to the emergence of what was known as seasonal. Tourism has evolved from a simple phenomenon into a great industry, with its many foundations, corners, dimensions and machinery, specialized educational institutions and hotels around the globe (Waters, S., 1990).

interest in tourist attractions has begun, countries have been at the same time offering tourist facilities and an interest in the appropriate infrastructure to attract the most tourists. This progress and the rapid increase in the spread of the tourism phenomenon are undoubtedly the results of many factors, the most important of which are: Increased leisure time, high standards of living, the development of education, rapid transport, and rapid communications (Belozerskaya, M., 2010).

### **2.1.1 What Is Tourism?**

Many various definitions and classifications of tourism-related activities have arisen as the sector has grown and diversified. As attempts have been made to put a label on a difficult-to-define set of inherently associated service activities and participants, the term tourism has evolved. As we begin our study of tourism, it is useful to start with a widely accepted definition: the temporary movement of people to destinations outside their normal places of work and residence, the activities they engaged in during their stay in those destinations, and the facilities built to meet their needs (Hunt, J. D., 1991).

Tourism, as defined by our definition, encompasses a diverse range of people, activities, and facilities, and most people would agree that it is a unique collection of industries united by a common denominator: the visiting public.

This means that tourism in the Arabic language has a lot of meaning, which means that it signifies the movement for worship, for Hiking, for reconnaissance, for research, for detection, and so on. In Latin, it is a modern word known as "tourism", which is derived in English from the word "tour to," i.e. "round," and is known in

French as "Turner", all derived from the Latin word "Torn are" which performs the same meaning, and "tourism" in French or "English" means transportation and rotation. The word "tourism" was used in English once in the late 18th century in England to show the English nobility's journey to Europe, especially to France to follow the study, and then moved to European countries to show a person traveling for leisure, learning or recovery (Elias, 25, 1987).

Tourism is influenced by scientific and technological progress so that the traveler can move to any part of the world within limited hours thanks to the progress of fast civil transportation. With the progress of transportation and communication among the world's nations, the increasing convergence of Nations and peoples on various continents through the world's organs and all means, and the high level of cultural and civilizational awareness among peoples, the aspirations of individuals to recognize the lives of other peoples as well as their desire for recreation and self-esteem have increased (Ibid).

The tourism industry, which is growing and flourishing, has thus emerged as an urgent requirement for human well-being and peaceful, stable lifestyles. Tourism has become experts and specialists working on the right track and building its bases, by making the best use of natural environment resources in terms of temperate climate, coastal beaches, islands, plant and animal resources. It also uses its human resources of archaeological sites, museums, religious shrines, and holy places to create tourist attractions and facilities.

The previous presentation shows that the development of tourism has been linked to human progress and the prosperity of its civilization, where tourism in the past has been a social and humanitarian phenomenon, and has changed its outlook in the modern era and evolved into a complex industry of important industries on which many countries depend for developing 1 of their resources for economic and social progress (D'Amore, L., 1988).

The development of the concept of tourism can be traced through the study of civilization and human movements through the following historical stages:

-The first stage: travel in antiquity.

The instinct to move and travel from another place has been present in man since his first creation in pursuit of better living conditions and life. There were no official



organizations or agencies which did not provide one with the necessary needs, which he had to endeavor to provide for himself, there were no laws or customs which challenged his actions except the laws of nature themselves, of course there was no quick and orderly means of transportation which would afford him convenient movement (Ibid).

Means of obtaining services through barter or exchange, and the element of time was not of great importance, so no one in this era thought about the development of travel or its means or use for the benefit of the total and the word tourism was known only in modern dictionaries and mines.

The types of backpackers performed in prehistoric times were based on the following: A. The motive for the benefit: It was the creation of inter-tribal and inter-state clans that were sometimes contiguous and sometimes distant, and that interaction had a profound impact on the fate of neighboring regions in terms of trade and war, and also a great profit incentive for traders to make a distant trip in search of rare goods (Hsu, C., Et al., 2008).

B. The love of the survey: This drive has led many people to travel not out of need but to satisfy their aspirations and to survey, or to learn about customs and traditions in other peoples.

The earliest tourist accounts, such as the well-known Greek historian Herodotus, are considered one of the first pioneers in ancient times, the first to take a trip to Asia Minor and Greece islands, then to the Middle East Bund, to Babylon, Palestine, Egypt, Sicily, and southern Italy (Larousse, 1980, p. 44-52).

With the emergence of large empires, roads, waterways, and travel vehicles began to emerge, employed for reconnaissance and tax collection. The religious motive: This feeling led people to make a remote trip for the purpose of visiting the Holy places, and the Chinese were followers of the development of transportation means and methods, especially after the Second World War, and the development of war-used military aircraft to civilian aircraft for passenger transport (Ibid).

Scientific progress in medicine, disease treatment, and epidemic eradication helped increase tourism and tourists do not fear being infected with diseases; The spread of war has in one way or another led to the movement of individuals and armed forces from another place and during the stay of armed individuals in a country, it has

become a cultural and social exchange and marriage between such individuals and citizens of the country or the desire of soldiers to visit places where they have fought or where they have memories; Increase cultural and social awareness, public culture and the spread of information this increase has led many people to increase the desire of other countries to look for their culture and livelihoods (Miller, G., Et al., 2010).

The purpose of defining the phenomenon of tourism, and the goal of defining any phenomenon in general, and the tourism phenomenon in particular, it can be said that arriving at an accurate, integrated and unified definition of the tourism phenomenon achieves the following purposes:

1. Educational purpose:

It is necessary for students specializing in tourism studies to know the meaning of the tourism phenomenon, and that the development of tourism necessarily requires knowledge of the characteristics, dimensions and elements of this phenomenon.

2 . Statistical purpose:

Statistics is a means used by all sciences to develop any phenomenon that has been studied, no matter how different, and to arrive at a unified, integrated and agreed-upon definition of tourism so that researchers can easily measure the phenomenon associated with the tourism process in order to avoid it. Confusion between the phenomenon of travel in general and the phenomenon of tourism in particular. Thus, we have reached the optimal state of unifying the controls, standards and procedures used to measure the tourism phenomenon, especially in the field of regional and international tourism statistics.

3. Legislative and administrative purposes:

Legislation and administrative laws necessarily require a deeper study of the tourism phenomenon, thus drawing the dimensions, limits and separation of tourism activity to ensure the effectiveness of legislation and laws. Enact special legislation, not tax exemption, for the development of the activity Tourist activities must necessarily be linked to this exemption. Legislation to abolish travel for tourism purposes does it cover all outbound travelers or a certain segment (Moncef, 45, 2015).

The importance of global competition is that major countries compete in tourism To attract as much tourism as possible and tourists.

## 2.2 Competitiveness

According to Vida, Kadár, and Kadárová (2017), the economic literature lacks a consistent definition of the term competitiveness. At the most basic levels of competitiveness, such as the region, state, industry, firm, and product, different features of competitiveness emerge from numerous elements of the term (Vida, M., Kadárová, 2017).

Djogo and Stanisic (2016) compare the OECD's definition of macro-competitiveness, which states that macro-competitiveness is defined as a country's ability to create goods and services under fair market circumstances in order to increase residents' real income.

They also use the European Commission's (Vozarova et al., 2015) definition of macro-competitiveness, which defines it as an economy's ability to provide its citizens with a high and growing quality of living, as well as a high employment rate on a long-term basis.

Literature has identified two major kinds of factors of international competitiveness, according to Liu (2017): macroeconomic conditions and microeconomic strategies. The macroeconomic environment generates chances for competitiveness at the national, regional, and cluster levels, as well as circumstances for company-level competitiveness.

Institutions (e.g., laws and regulations), economic and financial policies and advancements, physical infrastructure, and geographical considerations are all macroeconomic determinants. Microeconomic tactics have a direct impact on a firm's competitiveness, and include elements such as the sophistication of the company's business plans and their interaction with other competitors (Ibid).

In the twenty-first century, international tourism is predicted to be a major driver of economic development in developing countries. Countries with tourism-based economies must devise strategies for maximizing their comparative advantages in order to gain a competitive edge. Competitiveness in the tourism business, on the other hand, is multi-faceted and complex.

The tourism industry is the world's first service industry, so the scientifically qualified and trained tourist human forces are the backbone of the tourism business

in a manner that responds to the tourist's motivations on the one hand and provides them with psychological satisfaction on the other ( Hong, 2009).

There are several indicators that the number of workers in the tourism sector is increasing, which indicates that the tourism industry is the largest job-generating industry in the world, especially in light of the global trend towards liberalizing trade in services and the acceleration of international competition and in light of the concept of quality tourism, there has become an urgent need To take care of human investment in tourism and hotels as the most important elements of excellence in tourism services, as attention to human development and advancement to the highest levels will improve the tourism sector as workers in this sector are the backbone of this industry (Gooroochurn, Sugiyarto, 2015) .

The tourism industry is linked to four key elements: The production of tourism programs, the financing of tourism programs, the marketing of tourism programs, the preparation and training of human tourism personnel.

The importance of tourism education as one of the main pillars of the development strategy is the sustainable arena, especially recently, with intense competition in the tourism sector, it is important to bring about a distinction between labor-market protests and the output of the educational systems on which the industry depends to provide highly experienced graduates In this area (Daniels, 1995: 3).

The relationship between tourism education and the tourism industry is close, and this is the case with the World Square organization's attempt to establish a project called the Market Labor Tourism Index, which aims to continuously meet the requirements of the world's tourism labor market, while monitoring changes in it so that the results are indicators of the development of the quality of tourism education In order to link the output of the tourism education process with labor market inputs, tourism learning, including specialized curricula and serious training courses, can provide skilled and highly skilled skin cadres who organize, prepare and market programs in the field. The preparation and confirmation of reservations and other currency-related works on the ground could help to increase the movement in the arena and thus achieve sustainable development (Hamad, 2016, 262-274).

The environment of different organizations is witnessing dramatic developments and unprecedented rapid development in various fields, which forced organizations of

any nature, public or private, to rebuild their marketing policies in order to achieve a competitive advantage. At present, the entertainment sector is a sector that is beginning to spread and develop significantly to meet the needs of developed and innovative clients, and one of its important roles is to be seen in the development of countries, especially in recent years. Today's tourism entertainment organizations are highly competitive and have new marketing mechanisms that enable them to keep up with developments and cope with crises.

Challenges, for example, are the competitive challenges that make it necessary to devise ways not only to compete but also to achieve a competitive edge, which ensures that it can succeed in earning more profits than it does by satisfying the customer's needs. (Hamad, 2016, 112-160).

Tourist destinations must be competitive, especially as countries compete for a larger market share. Competitiveness, on the other hand, is a multifaceted concept that is difficult to quantify. For more than 200 countries, the competitiveness of tourism may be assessed using eight main indicators: pricing, openness, technology, infrastructure, human tourism, social development, environment, and human resources. In order to construct an aggregate index, the weights for each issue are calculated using confirmation factor analysis, and it is discovered that social and technological indicators have the largest weights, while human tourism and environmental indicators have the lowest (Ibid).

As policymakers attempt to grab a larger market share in travel and tourism, the competitiveness of tourist locations is becoming increasingly crucial. This is especially significant for nations like Iraq and Turkey, which rely heavily on tourism. Competitiveness, on the other hand, is a complex concept that encompasses a variety of characteristics that might be difficult to quantify. Furthermore, due of the conceptual issues included in its formulation, pinpointing the aspects of competitiveness is disputed (Aiginger, K. 1998).

Competitiveness is a relative notion, and how it is measured varies based on the base year and/or base country chosen. Most importantly, as Scott and Lodge (1985) point out, competitiveness is a multifaceted term in that it necessitates superiority in numerous areas. Furthermore, as Crouch and Ritchie (1999, p 140) note, the unit of analysis and the analyst's perspective add to the complexity of competitiveness:

Politicians are concerned about the economy's competitiveness (national, regional, or local), industries or trade associations are concerned about their own industry's competitiveness, and company owners and managers are concerned about their own enterprises' ability to compete in certain markets (Ibid).

The tourism industry is the entertainment industry, where recreational services are among the most important main elements that must be emphasized as a basis for achieving and developing the social and economic aspects of its important indicators aimed at serving individuals on the one hand, and the city and countries on the other. The fact that premium entertainment is an element of attraction, attraction and competitive element has also become the focus of all private establishments or entertainment providers (Eugenio Et al., 2004).

The literature distinguishes many techniques to measuring the competitiveness of tourist sites. Studies by Kozak and Rimmington (1998, 1999) and Haahti and Yavas (1983) use survey data from tourists' impressions and opinions about their experiences in various destinations to determine competitiveness.

One of the key benefits of this approach is its capacity to capture the fundamental characteristics of locations, such as beach quality, local friendliness, shopping facilities, and so on, which are important variables in competitiveness but are difficult to assess. The results, on the other hand, are subject to the standard constraints associated with survey data, which are often conducted only for a small number of countries/destinations that are in direct competition with one another (Naimi, 2011:221).

Tourism is widely recognised as one of the most important areas for development in all countries, as well as a significant source of revenue, employment, and wealth creation. It also has a broader function in outwardly promoting a country's image and worldwide perception, as well as influencing related domestic policies. Measuring tourism competitiveness is difficult due to the wide spectrum of influence and relevance. Understanding Iraq's and Turkey's competitiveness in the tourist sector is a critical factor for policymakers and a big problem for professionals in producing evidence to support decision-making (peaceful, 2016, 2:31).

Various indicators have been established throughout the years by various groups to address various areas of competitiveness, but governments still lack a comprehensive framework for gauging tourism competitiveness.

The factors that drive competitiveness can shift quickly, posing new difficulties and necessitating continual indicator study and development. Global economic and tourist developments, such as changing market patterns and travel behaviours, the influence of social media, All of these factors contribute to the topic's importance, as well as partner countries' capacity to compete in a changing global marketplace (Lim, C.1997).

The Organization for Economic Cooperation and Development (OECD's) study identifies a collection of metrics that can be used to measure country competitiveness within a larger framework. The OECD's strategy is to provide a small collection of meaningful and robust indicators that governments can use to evaluate and analyze their country's tourism competitiveness over time and to drive policy decisions (OECD, 2010).

This research, as well as the concept of gauging tourist competitiveness in general, has generated a lot of interest. However, there are few meaningful activities at the industry level to assess tourism competitiveness. According to evidence, Iraqi and Turkish efforts to establish competitiveness indicators are still incomplete and unequal in content. This project aimed to learn from others and develop a balanced set of indicators for a new measurement framework based on a common concept of tourist competitiveness.

The agreed-upon definition is based on a shared understanding of the fundamental aspects that define tourist competitiveness: The ability of a location to optimize its attraction for inhabitants and non-residents, to deliver quality, innovation, and attractiveness, is referred to as tourism competitiveness, (For example, delivering good value for money) tourism services to consumers and gaining market share on domestic and worldwide markets, all while ensuring that existing tourism resources are utilised efficiently and sustainably. As a result, key indicators were developed to address the common challenges in analyzing tourism competitiveness in Iraq and Turkey (Mihalic, T., 2000).

### **2.2.1 Competitiveness of tourism**

Tourism is one of the most important and most rapidly growing economic sectors, which faces the challenges and possibilities of globalization. Tourism development has great importance and plays a significant role in the development of national economies (Karahuta et al., 2017).

The travel and tourism industry is widely acknowledged as a key driver of regional development, with the ability to boost national and regional economies (Luticky & Musil, 2016). This is an industry with major economic benefits, according to UNWTO statistics (Hvizdová, 2017).

Tourism should be seen as a critical component of urban development because it combines a competitive supply of tourism services that meet tourist expectations with a favorable impact on regional and city development.

(Tej and Matuikova, 2014) argue that a region's or a single locality's cultural potential is an essential component in their economic development and competitiveness. Tourist destinations' competitiveness is becoming increasingly crucial for governments hoping to capture a big share of the fast growing tourism market. This is especially significant for tourism-dependent countries that rely substantially on the travel and tourism industries.

The identification and assessment of tourism competitiveness elements is a common research topic in numerous tourism economics papers and articles (Navickas & Malakauskaite, 2009). The following writers contributed to the study of the tourism industry and competitiveness of tourist destinations: Palatková and Hrubcová (2015), Widawski (2017), and Hvizdová (2017). (2018).

A destination's attractiveness reflects visitors' sentiments and opinions regarding the destination's perceived potential to meet their needs. The greater the ability of a destination to suit the needs of tourists, the more appealing it is seen to be, and the more likely it is to be picked (Vengesayi, 2013).

Understanding the country's tourist competitiveness is a major concern for policymakers and a significant issue for professionals in producing information to support decision-making. Over the years, several groups have produced various indicators to address specific aspects of competitiveness (Dupeyras & MacCallum, 2013).



Competitiveness factors can shift swiftly, posing new issues and necessitating continual indicator study and development. Global economic and tourism developments, such as shifting market patterns and travel behaviours, the influence of social media, and new sources of demand and growth, all contribute to the topic's importance and countries' capacity to compete in a changing global marketplace (Ibid).

Tourism competitiveness, according to the authors, is defined as a place's ability to optimize its attractiveness for residents and non-residents, to provide quality, innovative, and appealing tourism services to consumers, and to gain market share on domestic and global markets, all while ensuring that available tourism resources are used efficiently and sustainably way.

As a result, important indicators were created to address typical issues in analysing tourist competitiveness in partner nations. According to Dupeyras and MacCallum (2013), the indicators are divided into four categories:

- Indicators that track tourism performance and impacts;
- Indicators that track a destination's ability to supply high-quality, competitive tourist services. - Indicators that track a destination's attractiveness.
- Indicators that track policy responses and economic prospects.

With the new global difficulties ahead, tourism is one of the most actively developing businesses. It is beneficial to keep track of different countries' competitiveness and learn from the more successful ones. Every country should be aware of its strengths and shortcomings in order to increase its competitiveness and keep up with current travel and tourism trends.

### **2.2.2 Importance of competition in tourism**

Competitive superiority is a legitimate aspiration of each organization to develop its competitiveness in identifying strengths and weaknesses in its resources and to transform strengths into competitive advantages to face competitive organizations. Today, organizations are mobilizing their material, human, and organizational resources with the goal of having a competitive position in the market that will outperform their competitors

And the concept of competitive excellence has gained great importance in contemporary literature rather than in the dynamic competition experienced by the information technology, knowledge, and momentum revolution toward focusing on This is why organizations have been motivated to achieve competitive differentiation and superiority in the labor environment and competition with other existing organizations (Porter, M.E., 2000).

As the concept of competitive definitions varies from researcher to researcher because competitive superiority is the supreme goal that organizations seek to achieve to ensure their growth and continue to have a higher capacity than competitors, as the top management mindedness suggests. They explained that it was the Organization's ability to formulate and apply strategies that would make it better for other organizations active in the same activity and which aimed at achieving two dimensions, the value of the yogurt and the Organization's ability to make a mark.

While the competitive edge is the Organization's ability to discover new, more efficient, and effective methods than competitors, which embody broad-based creativity. Competitive advantage is the ability to generate value that visitors know is superior to competitive organizations. (Jassim, 2016, 62)

The competitive edge is a skill, technology, or a distinct resource that allows the companies to produce values and benefits for clients that are enhanced by competitors through previous definitions, some of which have focused on the companies' ability to achieve an individual advantage. While some focused on the activity and how it performed distinctly, which enhances the value of the customer as well as ways to achieve excellence in the customer's land, On the basis of the foregoing, competitive superiority can be said to be a marketing activity above that of the companies so that it is distinct from competition companies after having the capacity to provide superior value to the customer (Ritchie, J.R.B., Crouch, G.I., 1993).

Companies of any size, small or large, seek to adapt their capabilities and capabilities to provide more valuable outputs than competitors. By relying on the sources for success and excellence in their environment, requiring organizations and in the midst of environmental changes to support the sources of their competitive and sustainable

leadership to ensure their sustainability and survival in a competitive environment (Ghafour, 2016).

The study employs a novel methodology to assess and track tourist competitiveness utilizing a wide variety of relevant indicators reported in the Competitiveness Monitor. Price, openness, technology, infrastructure, human tourism, social development, environment, and human resources are the eight core indices of tourist competitiveness presented by the observatory.

The variables are presented as an index to show Iraq's and Turkey's performance in comparison to other countries. Policymakers can identify weak and strong areas of a destination's competitiveness and take action based on eight factors. In some instances, The variables are presented as an index to show Iraq's and Turkey's performance in comparison to other countries. Policymakers can identify weak and strong areas of a destination's competitiveness and take action based on eight factors. In some instances, An overall competitive index that may be used to compare the overall competitiveness level of locations can be beneficial (Song, H., 2003).

To maintain its growth and vitality, the tourist industry need a global perspective to grasp the primary determinants of market competitiveness. The tourism markets of today are far from uniform. Consumer demand trends have a significant impact on the tourist business, particularly in an overly segmented global economy.

The international growth of niche and specialty tourism segments has altered the way places create their appeal and maintain their competitive positions (Hassan, 2000).

The work of tourism companies in the modern world is a complex and rapidly changing competitive environment economically, technically and politically. Socio-cultural opportunities for growth and excellence or threats to survival and competitiveness in different environments.

### **2.2.3 The dimensions of competitive superiority**

It can be explained according to the modern trends:

A. Building blocks with the customer:

The basic idea of building blocks with the customer comes from the organizations' interest in the customer and its promise is the key element in achieving success, growth, and survival. It is a key partner in the organization and the building of blocks

that ensure mutual benefit between the two parties based on offering products that meet the customer's requirements and expectations in a way that is superior to competitive products, and in order to meet those requirements and expectations, the organization extends its confidence bridges to create continuous blocks that support the customer's requirements in a unique and superior way compared to competitors (Djogo, M., Stanisic, N., 2016).

#### B. Customer value:

Labor organizations in the 21st century have relied on the value of the customer, giving them the products they want or improving the current products in a way that meets their expectations, which is valuable to the customer, rather than being seen as better meeting the needs and desires of the client than the competition organizations at a lower cost or according to the customer's conditions and preferences (Ibid).

#### C. Customer knowledge:

The speed with which knowledge increases and results from the cumulative nature of the renewal process that has been created across generations with accumulated experience and information. In order to achieve a competitive advantage, the necessary knowledge should be obtained about the target markets, which requires the involvement of the customer to know through what new activities should target the organization .

Market knowledge is the key component of a market orientation or so-called client orientation that positively impacts the financial performance of the Organization to ensure a competitive edge and one of the components of market knowledge is customer knowledge.

The competition requires an integrated strategic view, based on the definition of the concept of competition, its strength and its impact on the activities of the organization, the methods to be followed to minimize its impact and benefit.

From the competitive nature of the market and the analysis of the efficiency of competitors, the Organization had few opportunities and policy constrained, the weaker the competition, the more flexible the opportunities and policies of the Organization were. (Jassim, V.62, 2016)

### **3. TURKISH-IRAQI TOURISM (MODELS AND TOURISM ENVIRONMENT)**

#### **3.1 Tourism in Iraq**

Tourism is a rapidly increasing phenomena that has recently risen to become one of the world's major industries. Tourism has a wide range of effects. On the one hand, it contributes significantly to the socio-economic and political growth of the destination nations, for example, by creating new job opportunities. It may also contribute to a greater cultural understanding by creating awareness and fostering respect for the diversity of cultures and ways of life in specific circumstances.

Tourism, on the other hand, is now the most important source of national income for some countries as a tool for job creation, due to its prominent role in community development, in the area where rebounding public services grow through modern facilities to relax and enjoy the beauty of nature and the study of civilizations (Ghalib, 499, 1992).

Some researchers believe that the three service industries, namely "communications, information technology, and tourism," would soon lead the world economy in the twenty-first century. As a result, tourism has become a vital aspect of the sector, encompassing a wide range of activities such as planning, investment, construction, marketing, and promotion.

Iraq has a diverse range of tourism attractions, including historical civilizations, holy sites for people of all faiths, and the natural beauty of Iraq's mountains and rivers, which span from north to south. Despite these advantages, Iraq's share of global tourism remains below its potential, due to a number of constraints, including the overall security situation, failure to implement regulations, and a lack of investment in infrastructure and basic services (Al-Houri M.T., 2000)

With monuments like Ur, Assyria, and Babylon, Iraq's principal attractions are cultural and religious. Over 10,000 sites are being recorded and protected by the World Monuments Fund, many of which have been severely destroyed by combat,

terrorism, looting, and vandalism (such as ancient Babylon which was modified and built upon during the reign of Saddam Hussein). Religious tourism is a popular niche product including pilgrimages to historical sites and shrines. Despite the fact that the fighting ended in 2011, travel remains dangerous. Inadequate infrastructure and services, currency, and a complicated visa system are among the other issues (Al-Oraibi, M., 2013).

The government is collaborating with international groups to make tourism the second-largest source of revenue after oil, but there are a number of obstacles to overcome. While institutes in Baghdad, Karbala, and Ebril provide programmes (some in collaboration with international universities), the emphasis is on a product rather than personnel development. Domestic tourism is doing well in several areas. There are trade exhibits and conferences, and Baghdad, as the Arab world's second-largest city, sees a steady influx of pilgrims to its shrines and mosques. The most rapid increase occurred in peaceful Kurdistan until June 2014, although travel has subsequently been discouraged. In the fields of cultural and nature-based tourism, there is future promise (Bradosty, 2013).

The Mesopotamian culture, as well as the world's oldest civilizations going back to 6000 BC, such as the Sumerian, Akkadian, Babylonian, Assyrian, Balabasiens, and Ottoman Empire, have established an important tourism network in Iraq. Iraq's past civilizations contribute to the country's positive image as a land of ancient civilization, resulting in the growth and development of a high tourist traffic flow. High financial returns help to develop this archaeological legacy while also helping to boost national income. Moreover, Iraq has tourism potential that may not be available in other countries (Abdullah, 2009).

However, depending on the degree of advancement in cultural and economic areas, the tourism business in Iraq faces a variety of challenges. Due to constraints and issues, the government and corporate sector have failed to recognize the critical role of tourism in economic and social growth. Iraq's main source of revenue is not tourism. Furthermore, the country's tourist business has gotten just a little attention due to a lack of management, low-quality facilities and services, low-level qualification of tourism professionals, and a lack of institutes to promote tourism awareness and training (Ibid).

Iraq is also one of the most major oil exporters in the world. As a result, oil earnings dominate the country's entire economic activity, contributing both directly and indirectly to the government's neglect of other sectors and its lack of attention to the expansion of tourism activities (Wajeez, 2005, 40).

Between 1980 and 2013, the tourist sector's contribution to Iraq's GDP went through various ups and downs. For example, since 1980, tourism revenue has contributed 4.432 percent to GDP, but this amount has dropped to only 0.112 percent in 2002. Iraq had an upsurge in the number of visitors after 2003.

The tourist sector's contribution to GDP climbed to 3.088 percent in 2010. (Iraqi Ministry of Tourism and Kurdistan Region Government (KRG) Ministry of Tourism, 2012).

Tourism's economic contribution, such as increased gross domestic product (GDP), has benefited communities all around the world. The economic benefits of tourism benefit a wide range of people, including citizens, industry members, developers, and regional governments. The direct and indirect profits generated by tourism have a favorable impact on these populations. Residents may gain directly from tourism-related employment or indirectly through the usage of goods and services subsidized by tourism-related tax money (Sirakaya and Choi, 2001; Weaver, 2006).

Tourism is not a goal, but rather a means of contributing to overall national development, and it is a complex multi-industry by nature. The parties are intertwined. As a result of their importance in producing the gross domestic product, they are no longer considered a secondary sector in countries' economies. They are currently regarded as the world's largest economic and social phenomenon, but they are actually one of the world's largest industries and one of the fastest-growing economic sectors. As a result, many countries have turned their attention to the tourism sector, which contributes to the support and building of national economies (Al-Tai, 2001, 36-42).

It is vital to select a tourism development strategy that is suited for Iraq's realities, energies, and diverse capacities. At the level of the Iraqi economy in general, and the tourist industry in particular, it should help to overcome economic, social, cultural, and environmental issues. Particularly since Iraq has unique natural and cultural tourist resources that enable it to compete with neighboring nations or on a

worldwide scale if tourism development in Iraq is organized in a realistic and scientific manner (Richards, et al., 2016: 106-107).

As Iraq continues to develop and stabilizes, it can begin to meet its tremendous potential as a global tourist destination, and gain the associated economic benefits. Long a destination for pilgrims, non-religious tourism has already begun, albeit in low numbers. Iraq was visited by 5,000 tourists from the United Kingdom, Germany, and Ukraine in 2008. <sup>2</sup> According to the Ministry of Tourism, Iraq welcomed 1.5 million tourists in 2010, mostly pilgrims, who contributed \$1 billion to the economy, accounting for barely 1.2 percent of the country's \$81 billion GDP. Tourism accounts for around 15% of GDP in Jordan, which is a neighboring country (Rasaiah, 2016).

A highly developed tourist sector in Iraq would help to diversify the country's economy and provide additional private-sector jobs in key cities and beyond. The creation of hotels, museums, restaurants, and other attractions, as well as other infrastructure, will boost Iraq's construction sector directly.

Iraq has 60,000 undiscovered archaeological sites, according to the Ministry of Tourism, in addition to the excavated remnants of famous ancient cities such as Ur, Uruk, Babylon, Ctesiphon, and Nineveh, as well as sites from Iraq's Islamic past. Tourists have begun to visit in Iraq in small numbers to explore these sites and learn about Mesopotamia's legacy. Religious tourism is the major contributor to the tourism industry at the moment. Shia pilgrims from Iran and others have made up the majority of visitors to Iraq in recent years, and the number of pilgrims has continuously increased (Nazrul, S.M., 2009).

Iraq, as the Islamic world's hub for many centuries, has several important attractions for Muslims and people interested in Islamic history. The bustling southern cities of Najaf – where Ali, the fourth Sunni Caliph and first Shi'a Imam, is buried – and Karbala, where Hussein, Ali's son and the third Shi'a Imam, was martyred and buried – are the most important. Millions of pilgrims visit the two cities each year, mainly from Iraq, to take part in a calendar of religious observances. The Islamic Educational, Scientific, and Cultural Organization named Najaf the Capital of Islamic Culture in 2012, indicating the city's importance to religious tourism throughout the Muslim world (Ibid).



In the previous four years, the government has made it clear that it is committed to growing and improving the tourist industry. Statistical indications and actual outcomes of these trends, however, remain unfavorable. They don't show significant growth in this area. When compared to Iraq's tourism potential, tourism revenue remains low. The lack of appropriate tourism planning has resulted in a decline in tourism activities, which would otherwise boost tourism's profile (Chai & Wan, 2017: 12).

### **3.2 Tourism in Turkey**

Tourism is usually seen as a significant potential contributor to Third World economic and social development. In locations with significant landscape and cultural value, tourism is also crucial to initiatives for sustainable development and environmental rehabilitation (Mazurski, 2000).

Tourism has continued to expand and diversify over the last six decades, becoming one of the world's largest and fastest-growing economic sectors. Many new destinations have developed, posing a threat to the conventional European and North American attractions (UNWTO, 2012).

Development moved westward into Spain and eastward to the Italian Adriatic beaches in the early 1960s. By the early 1970s, the former Yugoslavian coast had established itself as a popular vacation destination, and tourism to the Greek islands had grown significantly. Turkey saw the emergence of package-based coastal tourism in the 1980s (Williams, 1998).

Turkey has a long history of tourism related to pilgrimages, spa tourism, and summer resorts. Despite this, the country was slower to reach the international mass tourism industry than other Mediterranean countries. Because it was only in the 1970s that the Turkish government began to consider international tourism as a source of economic development. It began to build tourism facilities and, more importantly, enhanced incentives for private investment in the sector. Turkey's tourism industry has grown into a multibillion-dollar industry centered on the country's southwestern and western coasts (Seckelmann, 2002).

Tourism is seen as a key source of foreign cash, a draw for foreign investment, and a substantial source of revenue and jobs. Furthermore, it is an activity in which

thousands of people can take involved in business projects ranging from letting a spare room to conducting guided tours with little or no training. Tourism is seen by some, too, as aiding economic change through the promotion of foreign links and contact with 'western' standards (Al-Houri, 1982, 101).

In terms of the start of tourism in Turkey, the third phase's political decisions are crucial. One of the economic decisions made by the Turkish government on January 24, 1980 was the Tourism Encouragement Law (law number 2634) of 1982. It signaled the start of a new liberal period by attempting to address difficulties such as a lack of coordination among many tourism-related entities, difficulty getting sufficient property for investments, and lengthy formalities.

The new rule called for tourism investments to be directed to "priority zones" in order to maximise scarce resources. Formalities and procedures for allocating state-owned land were reduced, resulting in a reduction in the number of bodies involved (Göymen, 2000).

After 1983, a new civilian government was founded, and a market economy was constructed, prioritizing private enterprise and trying to limit the state's economic operations. This meant that an inward-looking import substitution strategy was replaced with an outward-oriented export promotion model, with tourism as one of the new "growth sectors" (Ibid).

During the intended time, the tourism sector experienced significant growth. There are two sub-periods in the intended period. The state set the circumstances for tourism development in the first era, from 1963 to 1983. The liberalization phase is the second period, which runs from 1983 to the present. The fundamental goal of tourist strategy from 1963 to 1983 was to contribute to the balance of payments, raise foreign exchange, and create new job possibilities through tourism income. Many methods, including as organisations, legal and financial structures, and specific projects, will be employed to attain these goals (DPT, 2007).

Transportation systems are among the other developments. Antalya and Dalaman (Mula), two significant tourist destinations, both have airports. As a result, two key tourist locations have improved accessibility. Despite the industry's numerous challenges, there are prospects for the two cities' tourist potential to be further

developed, allowing them to rise in the world league of tourism earners (Johnsons, 1995).

In the previous three decades, there has been a significant growth in the number of visitors visiting Turkey. Despite a drop in 1960, there has been a steady increasing trend since around 1970. Turkey has a wealth of tourism assets that rival those of competing countries in the Mediterranean region and elsewhere. Its natural attractions include a vast, varied, and unspoiled landscape with forests, rivers, and mountains, as well as an extensive selection along its 8333 km of coastline (vs 2753 km of landline) extending on three sides.

Turkey's geographical location serves as a link between Europe and Asia, allowing it to serve as a cultural bridge between East and West. Turkey is located on the most important main development axis of worldwide tourism activities due to her position as a Mediterranean, Middle Eastern, and Balkan country. Turkey is located at the crossroads of three continents: Asia, Europe, and Africa. It is a prime location for substantial international tourism growth due to its geographic location (Alipour, 1996).

According to statistics from the Ministry of Culture and Tourism, the average length of stay was 2.70 in 1990 and 3.30 in 2010. MCT (2011) (MCT, 2011b). This is because the number of beds and lodging establishments has increased. The tourism industry in Turkey is currently focused on the Mediterranean and Aegean Sea coasts (Tosun, Timothy, and Öztürk, 2003).

As a result, this area now attracts a large number of tourists and tourism investments. Although there have been changes in origins, Turkey has done well in luring foreign visitors in recent years. The dependent variable in 2010 was the total number of tourists from the ten European nations and bordering states: Germany, Russia, England, Iran, Bulgaria, Georgia, the Netherlands, France, Syria, and Italy.

Their main reason for travelling was for fun (relaxation, entertainment, health, congresses and conventions, and sports). The Turkish Republic has traditionally attracted a great number of visitors and tourists from surrounding countries. Many Turkish laborers were employed in European countries such as Germany, France, and Belgium, in addition to adjacent states such as Germany, France, and Belgium. Visitors from Russia and 'Other' places, namely non-contiguous states, have seen

significant increases in both absolute and percentage terms. Other countries' data are easier to interpret than Germany's. The increasing number of people from Germany is causing noticeable growth in absolute terms (Ibid).

Germany has likewise ranked first among Turkey's tourist-sending countries for nearly all of the last thirty years. Tourism demand has surged in the last decade from Russia to Turkey. Russian tourists visit for holiday and recreation, with the Mediterranean coasts being particularly popular. In recent years, tourism demand in neighboring countries such as Iran, Georgia, Bulgaria, and Syria has surged. This rise is also linked to business relationships.

### **3.3 Tourism Problems in Turkey**

Despite the fact that tourism is one of Turkey's most important growing industries, there are a number of issues related to the environment and the country's transition to a market economy. The main issues in tourism are seasonality and the effects of environmental concerns. Tourism activities that are seasonal cause issues in terms of economic and environmental sustainability.

Seasonality can have a severe impact on business profitability, jobs, the environment, natural resources, and even local residents. With the growth of tourism in Turkey over the last three decades, the necessity of protecting natural and cultural assets has increased, particularly in tourist areas.

However, in recent years, the rapid rise of tourism has been highlighted, posing a threat to natural and cultural heritage applications. Conservation of resources is critical to the tourism industry's success. Over structuring in coastal tourist towns results from the extreme concentration of tourism regions. As a result, major tourist destinations such as Alanya and Kusadasi began to be shunned by the major tour operators. As a result, density should be addressed while creating new tourism zones. Second homes are Turkey's most important environmental issue. Second houses must be kept to a minimum (TÜSAD, 2012).

### **3.4 Tourism Development**

Tourism Development concept, a modern and contemporary concept that began to be taken care of when many countries in the world found that the tourism industry

contributed significantly to increasing the income of individuals and increasing national income, especially if tourist assets were available from attractive natural geographic features or historical archaeological sites that make the place attractive to tourism (Rawi, 2013, 33-52).

As a result, it is an issue of integration that requires the inclusion and development of tourism, a complex process of a number of interrelated components. With the aim of making the best use of tourism resources, whether natural or man-made, which will help to make tourism development successful and achieve positive impact: The procedural definition of tourism development is to increase the effectiveness of the tourism sector so that it can play an effective role in the development of the country's national economy, through a series of activities and measures to drive the factors of production in the tourism sector to grow at a faster rate than it is, through the natural and human ingredients and its impact on the various sectors of that country (Muhammad, 2001, 320).

One of the most important types of tourism in Iraq and Turkey is ecotourism

### **3.5 Elements and Components of Tourism in Iraq**

#### **3.5.1 The ecotourism**

The beauty of nature in clean and elegant scenery, picturesque pieces, and beautiful views are fun and useful in the tourist activity, without being harmful or destructive in the environment, and the social, and the activity that combines authenticity in the cultural heritage and combines the old and the new, are all elements that attract tourists ( Dryol, 2002, 26).

The levels of biodiversity in ecotourism are the demographics and biotopes environment according to a precise system that does not lose its balance. The beautiful natural life is an important pillar in the world of tourism. Scenery viewing, ecology, study of natural life, tourism of national parks, enjoyment of wild fishing result in the process of attractions, the mass influx of tourists to tourist attractions, and the interest of swimmers in the diversity of the ancient world (Jasani, 2004, 340).

### **3.5.2 Carrying capacity**

Capacity is the maximum number of visitors that a tourist area can raise awareness of without shortening the sights of this area. Carrying capacity is defined as the ability of an ecosystem to support plants and animals with their basic needs of water, air, soil, and food in order to survive in production and regeneration.

At the maximum of any tourism without any events, we will refine its serious mission in other words, to allow an adequate number of tourists to reach the tourist destination without affecting the intended destination and its structure (Walters, 1991).

Natural ability, physical ability, environmental ability, economic ability, cognitive ability This classification helps to accommodate many aspects of the energy load that individually define a society, the fruits of the available resources, and these abilities are sometimes an unusual combination, unrelated to medical and environmental aspects for the tourist site. Nature Source One aspect of the offering is that when planning to invest in expansion sites, natural capacity represents the upper limit of the people the site supports for a given activity (Dryol, 2002, 26).

Iraq is a possibility. The Iraqi tourist ministry is trying hard to entice people back to the ancient kingdom, which isn't on everyone's ecotourism "must-see" list. In addition to promoting traditional tourist attractions, a significant effort is being made to enhance and nurture the surrounding natural environment in order to attract eco-tourists. While the traditional religious sites and shrines of Najaf and Karbala attract a considerable number of visitors from neighboring Iran and other countries with Shia minority, the tourist ministry believes that there is a lot more potential to be discovered at the many other natural and historical locations (Al-Tai, 2001, 36-42).

The marshlands in the south of the country are expected to be restored to their former grandeur in the future, and eco-tourists will throng to witness this unique natural setting. The marshlands were destroyed by Saddam Hussein in order to punish opposing villagers. They once had great animals and beauty, but Hussein converted them to desert and ruins. It is believed that the regeneration would reintroduce the water buffalo, birds, and otters that once roamed the area, which many believe to be the location of the Garden of Eden (Wajeez, 2005, 40).

### **3.5.3 The city of Zawraa**

Al-Zawraa Park in Baghdad is a cultural and touristic face, as the interest in providing the green areas inside Baghdad was not limited to its esthetic function affecting the general view of the city or its main design, but it increased to include the tourist function, and the establishment of Al-Zawraa Park was a big gain for the internal tourism movement. It has strengthened the capital's tourist attractions and has created a distinctive product of cultural, historical, and religious products.

The park was built in 1971 on the ruins of the Lushash wicker after the decision to move the wicker to another site and was gradually developed by the capital's secretariat, and at present, the entire park was fenced with an iron fence with large access gates (Sahaf, 1976, 57).

The park area was at the Anesh (98) dunums, in 1981 part was cut off to create the Anonymous soldier's monument and the Grand Ballroom and was isolated by an iron fence, and in 22 other parts of the area, the eastern part behind the highway was cut off. The park is open for visitors from 8:00 am to 10:00 pm on normal days and on holidays and events (Qader, 2009, 34-42).

Tourism is one of the essential economic fields for many countries, whether developed or developing and where society plays the biggest role through its continuous awareness of a tourist culture, based mainly on the necessity of attracting tourists continuously. The country's tourism heritage, potential, and tourist sites are the keys to attracting more tourists. The interest in this strategic sector makes the State the first and effective framework in developing appropriate mechanisms for investment in this sector.

All of this is part of the sustainable development of society through the rational use of the resources obtained by the various bodies in the implementation of many development projects whose capital is the return of the funds obtained through the tourism sector. Tourism has become a leading income-generating industry and has been relied upon in many countries such as Iraq, Tunisia, Morocco, Italy, and Turkey. Etc. It has increased its resources and described tourism as the new economic giant Industry is the most developed owing to its role Important for the country's economic development, because it is a source of Income sources in hard

currency and job creation as well as their role To stimulate investment and develop tourist areas (Ashouli, 2010, 50-60).

Tourism is closely linked to the geographical environment, whether natural or man-made, and therefore has a significant impact on the development and development of tourism in any region or place. The natural geographic features include geographic location, surface features, climate, natural plants, water resources, and wild animal birds. Human ingredients are religious shrines, archaeological sites, and cultural monuments such as historical monuments, popular heritage, handicrafts, architectural art, exhibition cities, events, stadium cities, sports cities, etc. (Ahmad, 2009, 45)

#### **3.5.4 Natural Geographic elements:**

These phenomena occur on Earth's surface without human interference, so tourism planning requires a deep understanding of and a complete briefing on them and their characteristics as the container that involves, influences, and affects people. These include:

##### **a. Geographical location:**

The importance of geographical location in terms of tourism is highlighted in that it defines the relationship between the Territory intended for tourism development and the international tourism movement in other Territories. Also highlighted in the creation of so-called intermediate sites are not only the tourist area in a region that is not the beneficiary of tourists but also the benefit includes the areas between the tourist attractions.

Iraq is located between two exhibition chambers (5-29-37 in the north) and two longitudes (48-538) in the east. It is located in the northeast, on the eastern border of the Arab country, and occupies the western corner of Asia. In this sense, the location of Iraq is a central location between the Arabian Gulf countries and the Mediterranean countries, on the other hand, and it is the link between the continents The three are Asia, Europe, and Africa (the Old World), and Iraq is a group of four Arab countries (Jordan, Syria, Saudi Arabia, and Kuwait), and two non-Arab countries, Iran and Turkey, which have historical, cultural and economic relations and have different transport routes (land, sea, and air) (Hussein, 2015, 69).



These relations have been strengthened throughout the times, and these countries have been a major and important source of tourists, especially the Gulf Arab countries, as they cross Iraq and are visited annually by hundreds of thousands of Arab citizens back and forth.

In addition to the international tourism markets, which are by geographical location (Europe, United States, Japan) and Arab and regional (Gulf Arab countries) (India, Pakistan, and Iran) the group of European tourists visiting Italy, former Yugoslavia, Greece, Turkey, Syria, and Lebanon are important to Iraq if it continues these waves over time and its route to India and Pakistan is extended as Iraq can attract them to visit it, and Iraq can attract a portion of these waves to Tunisia and Egypt Jordan, in this case, has only to coordinate with Jordan. In the case of waves of tourists coming from North America and Japan, Iraq may attract a portion of it to visit archaeological sites that tourists from Gulf and Islamic countries are interested in, but the waves of tourists from the Gulf and Islamic countries are actually the subject of Iraq's interest in visiting sacred shrines in Najaf, Karbala, and Kazimiyah or for purposes of quotes in the north of the country.

These locational factors create an important role for Iraq to compete with the countries of the region with its tourist attractions and to coordinate cooperation with neighboring countries so that tourism and tourism groups can exchange with them in the regional and international tourism framework. (El-Din, 2004, 55-63)

Land terrain has an impact on land utilization patterns and available land resources, and in geospatial surveys, attention is paid to the advantages and attractiveness of these elements and their potential for investment in tourism development. Land topography includes the highlands, lowlands, and plains on the surface of the globe. Iraq has a range of topography:

#### **b. Mountain region**

The area is characterized by its diversity of landscape, its scenic beauty, and the great contrast in the landscape of its landscape, that this area, which is estimated at 65% (of the total area of Iraq or approximately 2,327 km), represents the smallest topographic unit in the country. Despite its small size, this area, in terms of landscape features many advantages over other topographic units that make up Iraq's territory, the most important of which are:

This region is characterized by a rise in its territory compared to the rest of Iraq. The height is more than (3m) at some peaks. Mountain, like the Hellkard peak in Mount Siege, which is higher. A mountainous summit in Iraq (367m), and this attribute is important as it is. A feature of contemporary tourism that affects the geographical distribution of tourists. It directs tourists to an environment of varying surface features. About their native environment.

The features of the earth's natural surface within the mountain region itself. With its diversity, beside the high mountains, plains, and plains of varying height. Tourists, prefer to change in terrain, places, and services, so we see them prefer Mountain regions (Salem, 2012).

The mountainous region of Iraq is generally characterized as having views. Beautiful, quiet, and unblinking. Many waters, rivers, and many waterfalls such as a kidney-Ali waterfall, In the same way, there are other events in Erbil and Shallal Ahmadiyah in Sulaymaniyah. An attractive geomorphology and a number of caves such as the Ka Ba Cave and Qizqan.

The diversity of the beautiful landscape in the region and the presence of waterfalls have helped to focus the tourist resorts in the region, as many places in the mountainous region are qualified by location, moderation in climate, and natural beauty to become beautiful resorts, some of which have been used as tourist and others waiting to be exploited. Many European countries' experiences indicate that the operating degree of tourist hotels in mountain regions is about twice the operating degree of those in beaches and seashore, because of the use of these tourist facilities in mountain regions in summer and winter, which is used in summer as being beautiful summer resorts in this season and used in a season. Winter snowboarding and winter scenery (Sultan, 2003).

### **c. Western region of Al-Hdabdat**

This region occupies an estimated area (6%) of the total area of Iraq. The desert region is home to a number of lakes such as Raza Lake, Habbaniyah, Tharthar, and a group of archaeological sites such as Al-Qasr. One of the most prominent features of this area is that it includes desert lands, and the event is suitable for equestrian activities and hunting animals and it is one of the elements that some tourists revolve

around, which leads to spending more than one night of rest in these spacious lands, it is large and is well taken care of at night (Ibid).

#### **d. Climate**

The climate is a natural geographic component and an important factor in the evolution and development of tourism, and the importance of this factor is that it determines the possibility of making use of tourism resources, whether natural or man-made, and in the appropriate weather conditions only natural and artificial sources can be exploited by tourists (Mountains, lakes, seas, beach, landscapes, forests, archaeological, cultural and urban sites), on the one hand, and the same weather and climate from the sunshine, fresh air, and temperate temperatures are among the favored factors for tourism development.

The mountainous region is the first place in Iraq for winter tourism, which is represented in snowfall events, and these events represent in their appearance the unique state of Iraq's climate, as such appearance and activity in Europe, America, and Russia, for example, is typical of their country's sites in high shows that allow snow to fall for a long period of time Winter is a factor of climate distress and decline in human activity, and equally important in the summer, with the region as a whole as a global, if not a global, and a regional, resort-oriented, if not a global, local, and this fact is of great importance in that development will focus on a site that offers two mutually complementary contraband conditions For one industry, this is also important in the calculations of time and cost (Muhammad, 2001, 320)

In the center and south of Iraq, the high temperature that reached more than 45 degrees in July, prevented the tourism activity in this chapter. In winter, southern Iraq is an ideal region, especially if tourism aims to enjoy the warmth, and generally, the tourism calendar should not be considered from a European-Swedish point of view, for example, as Swedish tourists do not bear July and August temperatures.

Nor, from an American or Russian point of view, did they expect not only that the person living in New York or Moscow is thinking of spending the summer vacation in Iraq, but rather that the success of tourism is first in its domestic market, Iraq, and to the extent that local potential provides the level accepted universality (Ibid).

#### **e. Water resources:**

The study of water resources is of great importance in tourism. These resources are important for tourism development. Water resources include all forms of water sources such as rain, snow, groundwater, and then surface water. Rivers and lakes (rainfall is the primary source of water in the northern region of Iraq during the winter, groundwater is the main source of people in the northern region in summer and desert parts in summer and winter, while surface water is the primary resource of most of the land and population of the sedimentary plain.<sup>13</sup> surface water sources in Iraq are mainly made up of Tigris and Euphrates rivers, and water resources in Iraq can be classified as (Mashhadani, 2002, 128).

#### **f. Birds and Wild Animals:**

Iraq contains different types of birds and wild animals, but notes the lack of studies regarding their number, classification, location or grouping in special reserves that could be good. Not only that, but many of these animals have become extinct. There is an exhibition section of extinct animals, as indicated by many recent studies.

Birds in Iraq can be classified as follows:

Perennial birds, the most important of which are al-Adiri, water chickens, Iraqi bananas, and Naj waters that spread in the marshes of southern Iraq<sup>18</sup> as well as fajaj, clouds, pigeons, and Sousak. It is spread in the mountainous region of northern Iraq (Rawi, 1991, 215).

Iraq also contains migratory birds such as cats, starlings, falcons and others, and the most important wild animals are bears, wild goats, foxes, wolves and rabbits. The wild boar, tiger, water dog, squirrel, frog and others show, from this brief review of birds and wild animals, that Iraq possesses a good wealth, which, if properly exploited and regulated through laws that limit and regulate poaching, has become an important tourist attraction for Iraq (Ghalib, 1992, 499).

#### **g. Natural plant**

The natural plant affects tourism activity in two directions:

A. A beautiful landscape that attracts tourists' attention, humans tend to be toward green areas, and at trade, choose areas of natural beauty, bird and animal abundance,

move away from arid regions, and if we look at the world's tourist spots, many tourists head for green earth (Sousse, 1979, 35).

B. It is a natural park for tourists to enjoy the natural esthetics of the environment. This can be seen in northern Iraq, where forests and fruit trees are largely scattered, which is an important tourist attraction. It can also be made up of palm groves and forests in southern Iraq, especially those on the banks of Shatt al Arab, one of the most beautiful regions in the world, serving the tourist side as much as the agricultural side, most tourists are looking for something new to see and visit, and coastal areas and seas have become familiar and never again can offer tourists, while Shatt al Arab palm regions are unique. The creation of tourist villages in the middle of these orchards will bring a lot of Tourists to live this unique experience (Ghalib, 1992, 499)

### **3.5.5 Human Geographic elements**

#### **1. Religious attractions:**

It includes the religious shrines, religious places, the shrines of the righteous and anything related to the religious heritage of a country, monasteries and churches, places to satisfy the psychological, spiritual, and social needs of the tourists, and practices religious tourism as a form of tourism, which is practiced in addition to the practice of religious activities and rituals, and this pattern is unique and not affected by climatic symptoms or weather conditions The standard of living is very high, but the intensity of demand is concentrated on important religious events, i.e. The disparity in the volume of demand with the fact that it continues throughout the year, and its scope for all segments of society

Religious tourism in Iraq is one of the most important tourist styles for both internal and external tourism, because of the many important visit centers for all religions and sects, perhaps the most important of the religious tourism sites in Iraq are the Islamic religious centers, the most important of which are:

A. Al-Rawda Al-Husseinya and Al-Abbasiya in Karbala.

B. Al-Rawda Al-Kazimiyah, Al-Qadriya, Imam Al-Azam Mosque and Shrine in Baghdad.

C. Al-Rawda military in Samarra, Sayed Mohammad's shrine in Balad, and others  
The centers all over Iraq

In addition to some ancient Christian religious sites, such as the Virgin Mary Church in Baghdad, the Marmati Monastery in Ninawa Governorate.

The Islamic countries are one of the most important sources of foreign religious tourism, including (India, Pakistan, Iran, and Turkey), and the Turkish visit during the pilgrimage season to Iraq is focused on the road transport line between Turkey and Saudi Arabia (Sahhaf, 1976. 57).

### **1. Archeological and historical areas**

Are the remains and ruins of previous civilizations that were found by excavation, these monuments are the heritage of civilizations for development and human knowledge, Iraq is rich in such monuments as it has a great cultural heritage dating back to different historical times, archaeological evidence indicates the presence of nearly thousands Of the archaeological sites spread throughout the country, and perhaps the most prominent of them are the Babylonian, Sumerian and Assyrian monuments in Babylon, Navir, Ur, Eridu, Watrabo, and Al-Nimrud. Marjan and Marjan University School along with Al-Mustansiriya School and Abbasid School (Al-Tai, 2001, 36-42).

### **2. Handcraft Industry**

Iraq is famous for its many popular industries that attract tourists, including:

- a. Pottery and clay industry
- b. Manufacture of hand-made textiles and sewing, such as carpets, rugs, pillows, and various inscriptions and ornaments.
- c. Palm making, including ladles, horseshoes, hand fans, sticks, beds, chairs, and cages.

There is a set of complementary elements to tourism in Iraq, including (Al-Sahhaf, 57, 1976).

Including the National Theatre, which offers theater, concerts, and films, and other artistic and service facilities.

- The museum, which includes the remnants of Mesopotamia from ancient times to the Arab and Islamic eras, was organized in the museum halls according to the chronology of these civilizations, and it had a library full of ancient history and different civilizations as well as knowledge arts and different languages
- Other museums, including the Museum of Fashion and Folk Museums, the Al-Baghdadi Museum, the Military Museum, the National Museum of Modern Art, the Museum of Eminent Iraqi Artists, the Museum of Natural History, in addition to the Museum of Natural History.
- Stadiums, sports halls, and swimming pools: There is a wide range of sports clubs and swimming pools in Iraq, most of which are concentrated in the capital, Baghdad, and perhaps the most prominent of them are the International Ummah Stadium, the Scout Stadium, and the Iraqi Hunting and Equestrian Club (Sahaf, 1976, 57).

### **3.6 Obstacles to Tourism Development in Iraq**

Although there are many tourism components in Iraq, whether natural or human, these components have not been invested in a way that reaches the required level, perhaps for several reasons:

A - security instability

The instability of the security situation, after the fall of the regime on April 23, has created exceptional security conditions that do not encourage tourists at all to visit Iraq. It is known that the demand for tourism is very sensitive to the political and security conditions, and the more political and security stability can be achieved in both the countries exporting and receiving tourism, the greater the demand for tourism.

The greater the personal security of the tourists and the security situation in general is of great importance with the availability of tourist attractions in the event of the lack of security stability, it will provoke the resentment of the tourists from these areas and the search for new, safer and more stable areas.

#### B- Adequacy and regularity of transportation methods

The inadequacy and regularity of land, air and sea transport routes, the poor linking of these roads to the tourist areas, and the backwardness of the means of transport, most of which are old and not air-conditioned and do not contain amenities for tourists, are among the obstacles to the fence attraction (Ibid).

#### C - Lack of tourist programs

Tourism programs and their absence in the first place, which prevents the extension of the long stay of tourists in Iraq, tourism cannot succeed without certain tourism programs. Such programs include, for example, pre-booking of tourists in hotels or upon their arrival in the country in question, as well as guide services, visits to the area, archaeological and historical sites, entertainment, spa treatments, shops, markets and parks.

#### D- Neglecting the archaeological areas

The apparent neglect of archaeological sites has turned most of them into American military bases and barracks, especially the ruins of Babylon. There is a lack of maintenance, restoration and reconstruction and the postponement of many excavations indefinitely, as well as the absence of a program system for visiting these sites and attracting tourists to them (Al-Sha'bi, 1971, 65).

In addition, insufficient laws to curb antiquities smuggling and failure to recover smuggled artifacts, exacerbated the problem and undermined tourist attractions.

#### E - the high cost of air transport

The cost of air transportation to Iraq on foreign airlines, which charges 25% of the additional ticket price as insurance fees for aircraft from countries of the world in anticipation of a potential danger to aircraft in Iraq, is high, and it should be noted that the price of a flight ticket from Baghdad to Amman back and forth as determined by the airlines Jordanian \$ 822 for the trip.

- In addition to the previous obstacles, most of the tourist and recreational facilities are concentrated in the capital, Baghdad, such as the city of games, the tourism island, the animal park, restaurants and tourist hotels, and this concentration increases the burden of land use in Baghdad and what is produced. It puts pressure



on the basic facilities and exacerbates the traffic problems on the roads, as well as the negative effects of pollution and noise.

-The tourism sector is not an important economic and social development sector due to its priority, interest and support, despite the presence of the Ministry of Tourism and Antiquities, but its role is ineffective and does not undertake planning, coordination and supervision of tourist groups.

-The lack of local, regional and international investment in all tourism fields, whether in the field of tourist accommodation, hotels, and tourist role, or in the development of religious sites, or in the field of reviving the marshes in southern Iraq, or the exploitation of areas to attract these investments to a large extent, the process of promoting and attracting tourism investment opportunities that are feasible economically and commercially for the purpose of encouraging and implementing private investors, companies and institutions (Naeem, 2007, 44-53)

- Weak and low financial allocations to develop the tourism sector and ensure its continuity, and

- Weak the air capacity, as there is only one hotel in Iraq of premium class, this hotel still has old and desperate facilities compared to hotels in other countries. They were looted and some of them became the exclusive preserve of the occupation forces. (Mohsen, 2010)

- Lack of qualified, trained and specialized cadres in the fields of tourism and hospitality. For example, there is a shortage of people serving in hotels, places and shops visited and tourists, as well as tour guides accompanying tourists on their tours and destinations.

- The poor performance of the tourism media and the process of tourism education among citizens is still lagging behind. This is due to the absence of tourist media and its loss of communication, attraction and persuasion, such as posters, books, publications, programs and tourism advertising campaigns, and the lack of specialized and targeted tourism programs negatively affected the education process and the lack of coordination. Unified media programs in the ministries concerned with tourism do not give the required effectiveness of the tourism media. (Collective, 2001, 75)

Administrative and financial corruption, weak administrative reform and the growing partisan phenomenon narrow, misused and wasted financial resources were key factors in marginalize tourism development and thwart any tourism development project

### **3.7 Tourism Development Planning**

Despite the government's focus in the past four years on developing and strengthening the tourism sector, the statistical indicators and practical results of these trends are still negative and do not reflect fundamental progress in this sector. At the same time, the country has not yet implemented sound and advanced programs and concepts for marketing, advertising and recreation for Iraqi tourist areas.

The absence of proper tourism planning has led to the deterioration of tourism activity, so the development of long-term tourism plans will raise the status of tourism. The preparation of any tourism plan requires three elements: (Lubiana, 1982, 40- 42).

1. Giving priority to the tourism sector and considering it an economic strategy that works on reforming the Iraqi economy and absorbing the working manpower.
2. The pursuit of competitive markets, taking into account the issue of preserving the environment and upgrading services.
3. Facing all obstacles and difficulties that hinder the growth and prosperity of tourism in Iraq.

#### **3.7.1 Exploitation of natural elements in tourism activity**

The presence of the great diversity of the natural elements necessary for the development of tourism in Iraq makes it necessary to have a set of procedures and plans that take into account the close link between the tourist elements and the numbers of tourists and the future expansions of the existing and planned tourist facilities for that before planning any element that must be linked to the rest of the other elements, for example , When a plan is drawn up for the development of the Southern Marshal of Iraq, the plan also requires including what is located in the

archaeological areas and religious centers in the same site, avoiding dependence on only one clause (Abdelkader, 2009, 56-62)

Also among the most important means of tourism development in Iraq: -

a. Establishing a group of modern international airports in Baghdad and the governorates and developing them so that they can receive all types of aircraft equipped with all services such as lounges, restaurants, casinos and others.

B- The state establishing air transport companies and subsidizing ticket prices to be suitable for the financial capabilities of a wide range of tourists

C- Developing Iraq's sea ports such as the port of Al-Faw, Basra and Al-Khor, establishing new ports capable of receiving cruise and commercial ships, and establishing a number of tourist hotels, restaurants and halls (Ruby, 1987, 143)

D - Infrastructure development by building roads and tunnels inside the mountains. The region has been linked to local railways and with neighboring countries such as Iran and Turkey, and the establishment of a number of international airports in Mosul and Sulaymaniyah, for example, and the establishment of premium tourist-class hotels, shops, commercial and entertainment complexes

E - Providing many tourist facilities, especially for Gulf tourists, because they are known for their length of stay, high spending, and the least affected by rumors and exceptional circumstances (Al-Rawi, 1976, 26-32).

Iraq is a major tourist destination for many tourists and it has grown in recent years, in 2019, to one million tourists, and then (3) million tourists in 2022. It is expected that the number will reach more than 5 million in the coming period.

P - Encouraging afforestation and forestry projects, declaring land areas as nature reserves for animal breeding and artificial lakes, especially in the Haran region, and reviving folkloric activities, which include folk industries and handicrafts.

O - Organizing visits to tourist centers and facilities for delegations and guests, and using scientific means to promote modern tourism, such as the use of the Internet, advertising and the media. Develop a future policy that will attract investment in that region and what Provides basic services and social capital projects in general (electricity, water, sewage, Health, security, education) (Sahaf, 1976, 57).

### **3.7.2 The exploitation of human elements in tourism activity**

#### **1. Developing religious tourism:**

The main Islamic religious shrines in Karbala, Najaf, Samra, and Kadhimiya are among the most attractive religious places for tourists. The development of these landmarks must adapt to the traditional urban fabric, and many developments have taken place, but they have been limited to the maintenance and restoration of some of their facilities without further construction or development and without taking into account the increasing demand for tourism debt (Ruby, 1987, 143).

#### **2. Development of archaeological areas:**

In view of the deliberate vandalism of Iraqi monuments today aimed at obliterating Iraq's 7,000-year civilization, today it is in dire need of a law that protects it from continuing robberies and the restoration of what has been removed from Iraq by illegal means, including the Antiquities and Heritage Act No. 55 of 22 CE In the early days of the fall of the former regime, the suspension of the maintenance of the monuments has largely led to the demise of many of its landmark features, one study suggested that most historic cities in the Arab world have lost more than (7%) of their historical fabric during the last five decades of The last century, and certainly the reconstruction of the destroyed monuments according to their original plans and the use of the same building materials previously used will play a role in the revival of their life and their ability to attract tourist attractions (Jamea, 2001, 75)

Tourism projects in these locations are in need To link them to paved transport methods that can reach further A point, most of them are located in remote areas and far from the centers Urban, city, and transportation routes, as well as afforestation by various types of trees A historic museum is set up at important historical cities such as Babylon Ashur and Nefer, and the establishment of shops to sell antiques, Souvenirs, and festivals And periodic celebrations such as the festivals that were held previously and from there Babel International Festival and other new development such as the Nafar U Festival Partners and others (Lubiana, 1982, 40-42)

### **3. Manual industry development:**

It represents an important tributary of the national economy, since it represents the nation's heritage and stages of its intellectual and physical development, and for the purpose of its development and development, it needs:

A, The promotion of these industries by the State, the private sector and the provision of materials The initial and industrial workshops were inclusive of tax cuts or exemptions.

B. Holding artistic and folkloric festivals to inform the world of Iraq's ancient history annually.

C. Marketing campaigns for these products to be conducted inside and outside Iraq. (Halim, 2009, 40-42)

### **3.8 Global Competitiveness Indicators and Their Impact on Tourism**

#### **Management**

As a fresh source of growth, mature tourism economies must reclaim their competitiveness. Active policies necessitate a thorough understanding of the factors that influence competitiveness. This measurement framework contains a brief list of core and supplemental indicators to assist governments in analysing tourist competitiveness and developing tourism policies. Countries are encouraged to use this framework as a toolkit and guide. The work will be pushed ahead by pilot testing the indicators (OECD, 2010).

Tourism is widely recognised as one of the most important areas for development in all countries, as well as a significant source of revenue, employment, and wealth creation. It also has a broader function in outwardly promoting a country's image and worldwide perception, as well as influencing related domestic policies. Measuring tourism competitiveness is difficult due to the wide spectrum of influence and relevance. Understanding a country's tourism competitiveness is a major concern for policymakers and a significant task for professionals in producing evidence to support decision-making (Ibid).

The factors that drive competitiveness can shift quickly, posing new difficulties and necessitating ongoing study and development on indicators. Changes in market

patterns and travel behaviours, the influence of social media, and new sources of demand and growth are all part of the global economic and tourist trends.

In both Iraq and Turkey, competitiveness indicators can be quantified using three types of indicators: basic, complementary, and future development. The following are the 11 key indicators: (Go, Govers, 2000).

1. Travel and tourism Direct GDP - The direct effects and consumption of domestic and domestic tourists are the emphasis. The future issue will be to quantify indirect and induced effects. Perhaps the single most quotable figure about tourism competitiveness is the shift in direct GDP over time.

2 - Inbound tourism revenues per visitor by source market - An indicator of visitors' economic activity that indicates the percentage increase or decrease in incoming tourist revenues per visitor by source market on a yearly basis. The concentration is on incoming tourism consumption. The problem is that there is a lack of standardized data and processes.

3 - A measure of tourism flows in lodging, which records the percentage increase or reduction in nightly occupancy in all types of lodging or, if none are available, in hotels and similar establishments, year over year. The domestic tourism economy is the focus. The task at hand is to assess private and unregistered lodgings.

4- Tourism services exports - a measure of tourism services exports and their relative performance compared to other sectors, including year-on-year increase or decline in value and percentage. Inbound tourism consumption is the focus. Collecting detailed data for sub-segments is a difficulty. The measure will show a change in performance reflecting competition in terms of brand, value awareness and international appeal.

5- Labor productivity in tourism services - a measure of the level and development of productivity of persons employed in the tourism industry, as well as the tourism economy's productive potential, as represented in a table of productivity metrics and growth rates by country. The most important aspect of competitiveness is productivity. The difficulty stems from measuring challenges, particularly when dealing with quality issues, as well as the uniqueness of the tourism sector, which includes small firms.

6. Purchasing Power Parity (PPPs) and tourism prices - a measure of tourism price level differences across countries expressed as indices with a basis (real or artificial) chosen by country or country group. Changing costs are among the most important competitiveness factors. The challenge is to develop detailed tourism sector-specific item groups and prices for individual items.

7- Entry visa requirements by country - a measure of entry visa requirements that includes visa issuance procedures, the number of visas issued each year, and the share of inbound tourism arrivals. Traveler mobility is a critical element and visa issues are part of the competitiveness environment. The challenge is to find a suitable format for policy analysis given that visa policies vary considerably across countries.

8- Natural resources and biodiversity - a measure of a country's natural assets, expressed in terms of the number of designated natural heritage sites and protected areas. This should be weighed against data on biodiversity and ecosystems, as well as population density and geographic location. Natural resources are key drivers of attractiveness and offer countries a competitive advantage. The challenge is to identify a consolidated measure.

9- Cultural and creative resources are a composite measure of the quantity of different types of recognised cultural and creative attractions. Attractiveness is mostly determined by cultural and creative resources. Developing a plan that takes advantage of cultural and creative resources might provide you a competitive edge. The task at hand is to come up with a unified metric.

10- Visitor satisfaction - a measure of demand-side attractiveness value based on a comparable measure of visitor satisfaction and return visit intent. From the demand side, visitor satisfaction is an important qualitative measure. The problem is to collect data that can be compared over time and is based on sound statistical procedures.

National Tourism Action Plan - a competitiveness eligibility indicator that recognizes the existence and quality of a National Tourism Action Plan's implementation, effectiveness, and evaluation in order to increase a country's tourism competitiveness. The challenge is to figure out how to best capture the value of an action plan to boost a destination's competitiveness.

A fact sheet for each indicator outlines the policy context, implementation issues, the measure and interpretation, data sources and methodology, and next steps. To be realistic, controllable, and relevant to countries' urgent requirements, the final set of indicators was kept short and focused. The first four basic indicators are designed to measure tourism's actual contribution to performance and economic market results. Depending on the viewpoint of competitiveness for policymakers, this can then be evaluated in terms of relative performance with other industries and countries (Wilde, Cox, 2008).

Turkey and Iraq have recognised the importance of competitiveness to policymakers and businesspeople in the tourism industry. The goal of this study is to close a knowledge vacuum by providing a systematic framework for analysing not just a destination's or market's tourism competitiveness, but also policy actions and their final impact on tourist competitiveness.

The outputs should offer policymakers with the information they need on tourism competitiveness so that they may better formulate policy responses that help their economies compete in the global tourism industry. This work provides a mechanism for governments and national agencies to assess tourist competitiveness and establish a set of metrics that are suited for their specific circumstances.

It also allows for benchmarking with other countries and collaborative effort around a set of agreed-upon measurements. The core indicators serve as a guide for all nations in measuring tourism competitiveness indicators in a consistent manner. To provide a more detailed analysis, other non-core indicators can be included, which may necessitate more study and development (Kozak, 1999).



## **4. THE PRACTICAL SIDE**

### **4.1 Introduction**

This part explains the procedures taken by the researcher in conducting the applied study in order to reach the results of the study. , data analysis, factor analysis, calculating the correlation coefficient to study the relationship between the two dimensions of the study to arrive at the answer to the study's hypotheses and its main question.

### **4.2 Method**

The researcher took the questionnaire as a tool for collecting data in preparation for organizing it and conducting statistical analysis on it using the SPSS program, based on the Deckert Scale, with the distribution of the degrees of the research sample responses according to the following table:

**Table 4.1:** The degree of the research sample response

| <b>Answer</b> | <b>Strongly disagree</b> | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b> | <b>Strongly agree</b> |
|---------------|--------------------------|-----------------|----------------|--------------|-----------------------|
| Degree        | 1                        | 2               | 3              | 4            | 5                     |

### **4.3 The Study Sample**

The study population represents those working in the field of travel in both Iraq and Turkey, and due to the large size of the study population, the researcher chose a random sample of workers in travel organizations and agencies in Iraq and Turkey by distributing 150 questionnaires and retrieving 125 valid forms for statistical analysis at a rate of 83.3 %

#### 4.4 Validity and Reliability of the Study Tool

To calculate the validity and reliability of the study tool, 20 questionnaires were distributed to some workers from outside the research sample, and the correlation and Cronbach's alpha coefficient were calculated, and the results were as follows:

##### The first dimension: competitive indicators

**Table 4.2:** Correlation coefficients of the first dimension

| N. | Paragraphs   | Correlation coefficient |
|----|--|-------------------------|
| 1  | There is a safe work environment for workers in tourism money  | 0.736**                 |
| 2  | Security and safety elements are available for workers in the tourism field  | 0.614**                 |
| 3  | Safety and security elements for tourists are available  | 0.723**                 |
| 4  | Tourism establishments take into account the hygiene factor  | 0.742**                 |
| 5  | Tourism facilities take into account health factors  | 0.739**                 |
| 6  | The human cadres working in the field of tourism are efficient   | 0.815**                 |
| 7  | The human cadres working in the field of tourism receive the necessary training programs to raise their efficiency | 0.739**                 |
| 8  | The human cadres working in the tourism field deal with visitors professionally                                    | 0.615**                 |
| 9  | Advanced technology is available in the tourist facilities   | 0.762**                 |
| 10 | Tourist attraction prices are suitable for visitors  | 0.753**                 |
| 11 | Accommodation prices in tourist hotels are suitable for visitors   | 0.728**                 |
| 12 | Prices for tourist transportation are suitable for visitors  | 0.733**                 |
| 13 | The general price level of the country suits the visitors  | 0.782**                 |
| 14 | Tourism companies protect the safety of the environment and natural reserves                                       | 0.746**                 |
| 15 | Visitors keep their attractions clean  | 0.717**                 |
| 16 | The government is interested in modernizing the tourism infrastructure   | 0.655**                 |
| 17 | The government is interested in developing airports and ports  | 0.639**                 |

**Table 4.2:** (Cont.)

| <b>N.</b> | <b>Paragraphs</b>  | <b>Correlation coefficient</b> |
|-----------|--|--------------------------------|
| 18        | The government is interested in the land transport infrastructure                            | 0.716**                        |
| 19        | The government is developing the infrastructure for tourism services                         | 0.774**                        |
| 20        | The country has the natural ingredients that attract visitors                                | 0.693**                        |
| 21        | The country has the cultural and artistic elements that attract visitors                     | 0.642**                        |
| 22        | The number of tourist facilities is sufficient to accommodate the current number of visitors | 0.705**                        |
| 23        | The number of tourist rooms is suitable for the number of current visitors                   | 0.741**                        |

\*\*Statistically significant at the level of significance ( $\alpha = 0.01$ )

We note from the previous table that the correlation coefficients of the first dimension paragraphs have a strong positive relationship, at the level of significance ( $\alpha = 0.01$ ), and therefore it is possible to rely on these paragraphs in conducting the study, as the values of the correlation coefficient ranged between 0.815 as a maximum value and 0.614 as a minimum value, which are strong coefficients.

**Table 4.3:** Cronbach's alpha coefficients of the first dimension

| <b>First dimension</b> | <b>Cronbach's alpha</b> | <b>number of paragraphs</b> |
|------------------------|-------------------------|-----------------------------|
| competitive indicators | 0.833                   | 23                          |

After calculating Cronbach's alpha coefficient for the paragraphs of the first dimension to measure internal consistency, we find that it reached 0.833. This coefficient shows the stability of the study tool for the first dimension as it is greater than 70%, which indicates the stability of the study tool and its appropriateness to achieve the purposes of the study.

**The second dimension: the tourism sector**

**Table 4.4:** Correlation coefficients of the second dimension

| N. | Paragraphs   | Correlation coefficient |
|----|--|-------------------------|
| 1  | Competitive indicators have increased the country's interest in the field of tourism   | 0.692**                 |
| 2  | Competitive indicators led to the development of infrastructure and public utilities   | 0.756**                 |
| 3  | Air transport infrastructure has been developed to compete between countries in the field of tourism                           | 0.679**                 |
| 4  | Competitive indicators have led to an increased interest of workers in the tourism field in training to raise their efficiency | 0.717**                 |
| 5  | Competitive indicators have increased the number of tourist establishments   | 0.745**                 |
| 6  | Competitive indicators have increased the number of tourist rooms  | 0.879**                 |
| 7  | Competitive indicators have increased citizens' awareness of the importance of tourism to the national economy                 | 0.843**                 |
| 8  | Competitive indicators led to the development of airports and ports  | 0.821**                 |
| 9  | Competitive indicators have lowered hotel prices   | 0.795**                 |
| 10 | Competitive indicators have lowered airfare prices   | 0.742**                 |
| 11 | Competitive indicators have generally lowered prices for visitors  | 0.627**                 |
| 12 | Competitive indicators have led to an increase in advertisements of natural and cultural assets                                | 0.746**                 |

\*\*Statistically significant at the level of significance ( $\alpha = 0.01$ )

We note from the previous table that the correlation coefficients of the second dimension paragraphs have a strong positive relationship, at the level of significance ( $\alpha = 0.01$ ), and therefore it is possible to rely on these paragraphs in conducting the study, as the values of the correlation coefficient ranged between 0.879 as a maximum value and 0.627 as a minimum value, which are strong coefficients.

**Table 4.5:** Cronbach's alpha coefficients of the second dimension

| Second dimension   | Cronbach's alpha | number of paragraphs |
|--------------------|------------------|----------------------|
| the tourism sector | 0.849            | 12                   |

After calculating Cronbach's alpha coefficient for the paragraphs of the second dimension to measure internal consistency, we find that it reached 0.849. This coefficient shows the stability of the study tool for the second dimension as it is

greater than 70%, which indicates the stability of the study tool and its appropriateness to achieve the purposes of the study.

#### 4.5 The Results of the Study Analyze It and Discuss It

##### 4.5.1 Data analysis

###### First: Personal data

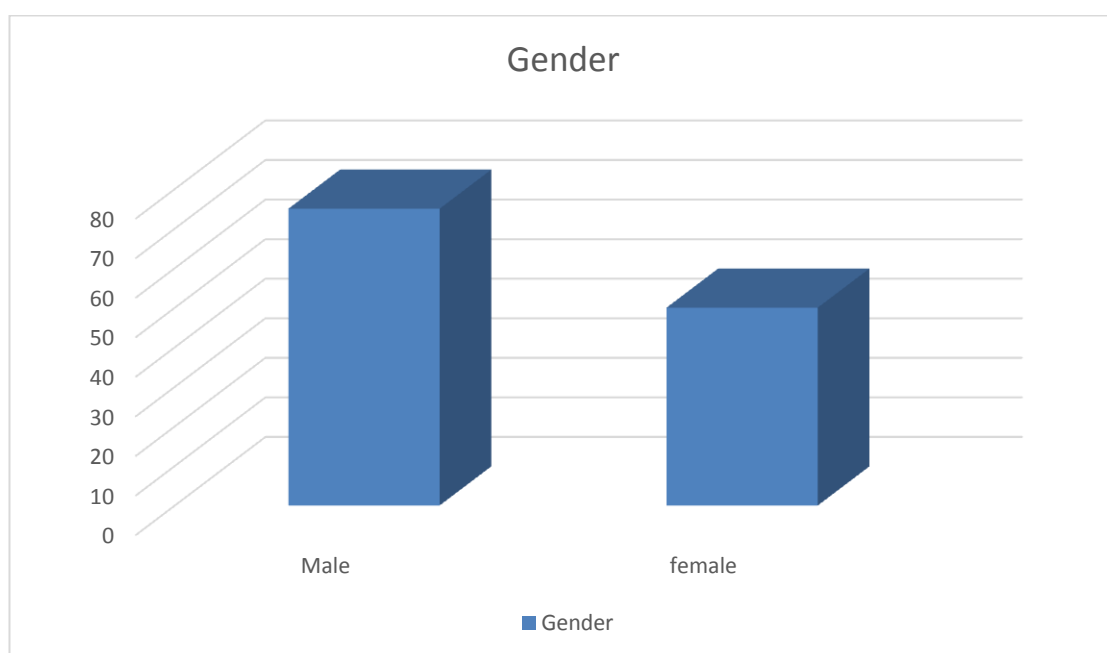
By analyzing the personal data statistically to calculate the percentage of recurrences, we obtained the following results:

- **Gender**

The study sample reached 75 male individuals, 60 % while 50 female members reached 40 %.

**Table 4.6:** Distribution of the study sample according to gender

| Gender | N   | %   |
|--------|-----|-----|
| Male   | 75  | 60  |
| female | 50  | 40  |
| Total  | 125 | 100 |



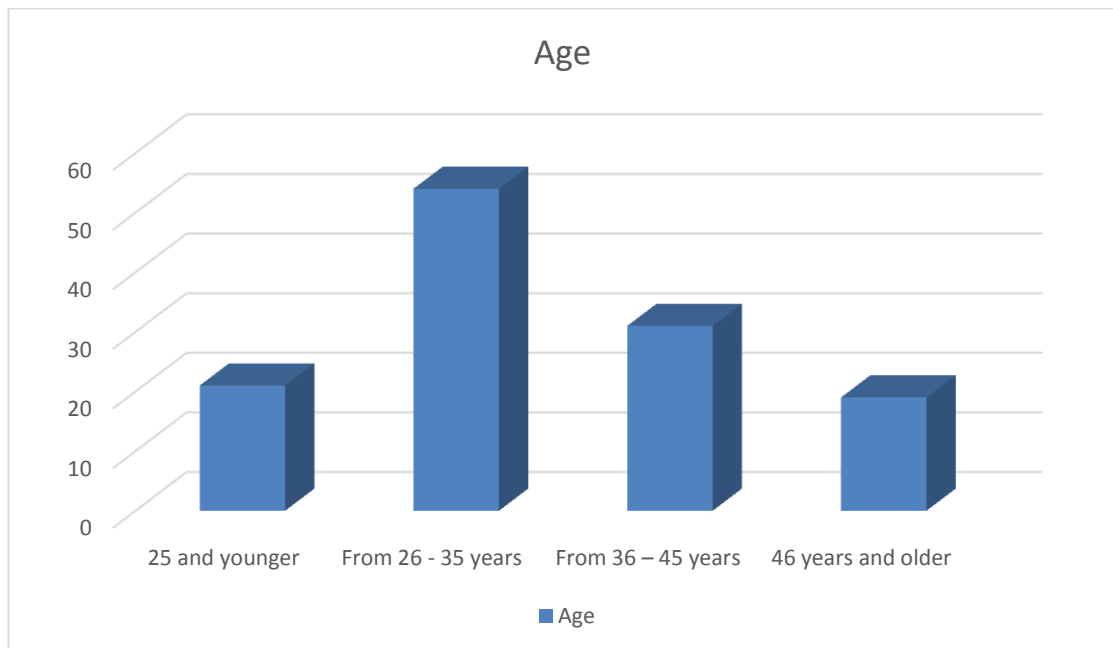
**Figure 4.1:** Distribution of the study sample according to gender

- **Age:**

The examination test was isolated by the age into 4 classifications. The level of the examination test people 25 years and more youthful was 16.8% of the investigation test, while the level of the investigation test people matured between 26 - 35 years was 43.2 % of the investigation test, while the level of the investigation test people whose ages were From a day and a half 45 years old 24.8% of the investigation test, and the level of study test people who are 19 years of age and more than is 15.2% of the investigation test.

**Table 4.7:** Distribution of the study sample according to age

| Age                | N   | %    |
|--------------------|-----|------|
| 25 and younger     | 21  | 16.8 |
| From 26 - 35 years | 54  | 43.2 |
| From 36 – 45 years | 31  | 24.8 |
| 46 years and older | 19  | 15.2 |
| Total              | 125 | 100  |



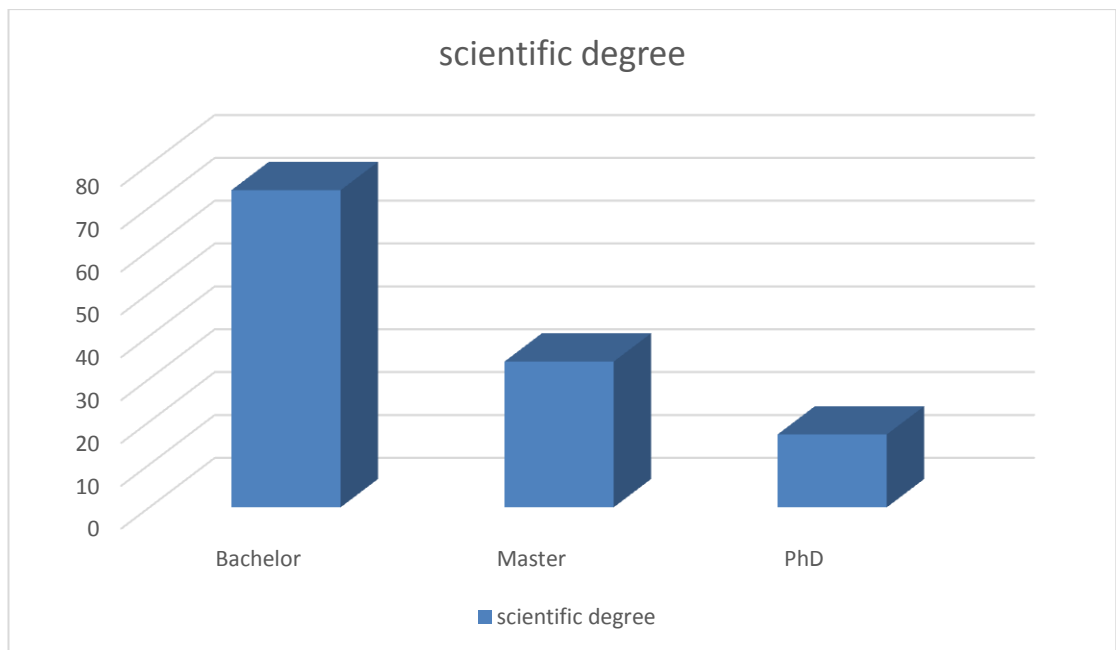
**Figure 4.2:** Distribution of the study sample according to age

- **Scientific degree:**

The investigation test was isolated by Scientific degree into 3 classifications, and the quantity of the examination test who got a Bachelor's certificate was 74 people, at a pace of 59.2 % of the examination test, while the quantity of the investigation test who acquired a Master's certificate contacted 34 people, addressing 27.2 % of the investigation test, while the quantity of the investigation test who got PhD, 17 people, 13.6 % of the investigation test.

**Table 4.8:** Distribution of the study sample according to scientific degree

| Scientific degree | N   | %    |
|-------------------|-----|------|
| Bachelor          | 74  | 59.2 |
| Master            | 34  | 27.2 |
| PhD               | 17  | 13.6 |
| Total             | 125 | 100  |



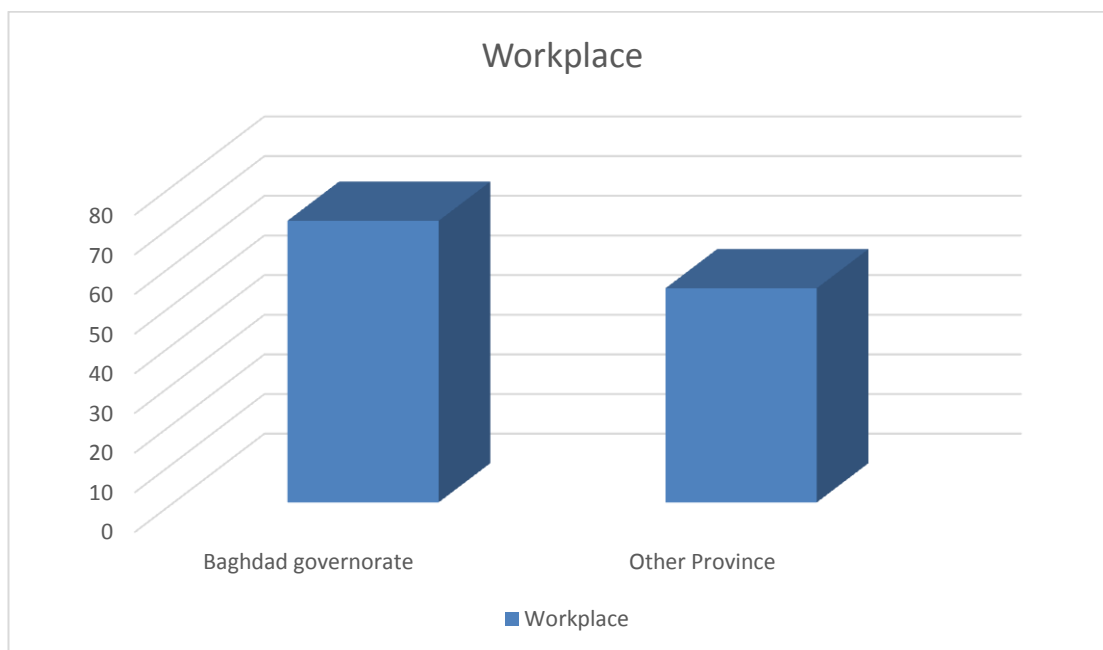
**Figure 4.3:** Distribution of the study sample according to scientific degree

- **Workplace**

The study sample reached 71 individuals in Baghdad governorate, 56.8 % while 54 individuals in Other Province 43.2 %.

**Table 4.9:** Distribution of the study sample according workplace

| Workplace           | N   | %    |
|---------------------|-----|------|
| Baghdad governorate | 71  | 56.8 |
| Other Province      | 54  | 43.2 |
| Total               | 125 | 100  |



**Figure 4.4:** Distribution of the study sample according to workplace

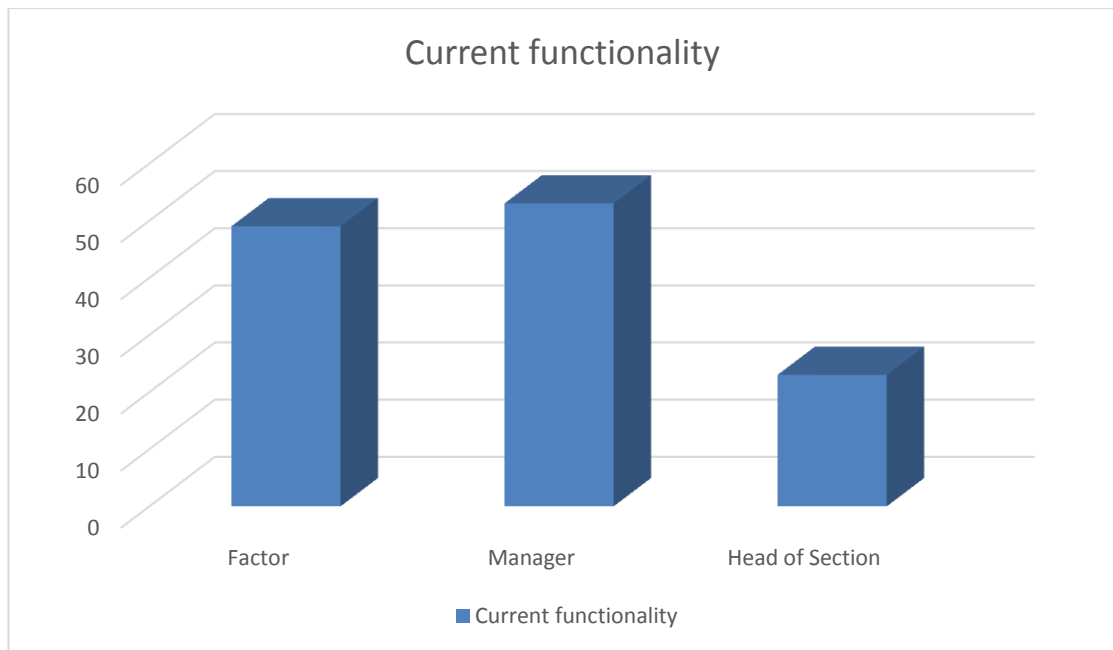
- **Current functionality**

The investigation test was partitioned by Current usefulness into 3 classes, and the quantity of the examination test who a Factor was 49 people, at a pace of 39.2 % of the investigation test, while the quantity of the investigation test who Manager contacted 53 people, addressing 42.4 % of the examination test, while the quantity of the investigation test who Head of Section 23 people, 18.4 % of the examination test.

**Figure 4.5:** Distribution of the study sample according to current functionality

| Current functionality | N   | %    |
|-----------------------|-----|------|
| Factor                | 49  | 39.2 |
| Manager               | 53  | 42.4 |
| Head of Section       | 23  | 18.4 |
| Total                 | 125 | 100  |





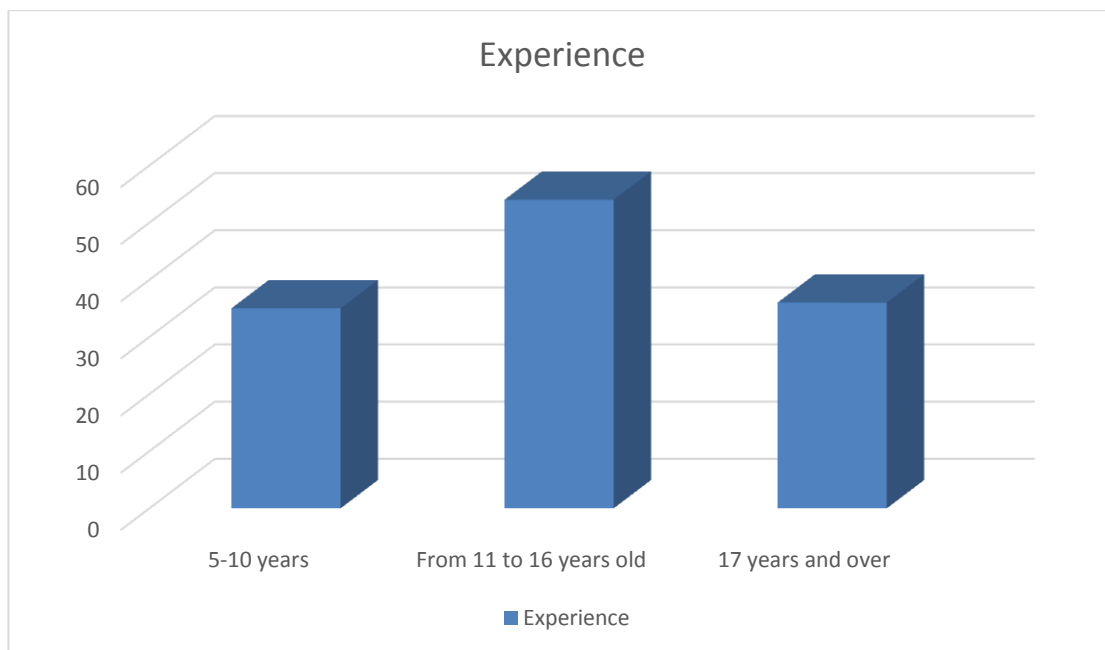
**Figure 4.6:** Distribution of the study sample according to current functionality

- **Years of experience:**

The examination test was isolated by the quantity of long stretches of involvement into 3 classes. The level of study test people who have experience of 5 - 10 years is 28 %, while the level of people The examination test whose experience reach at 11-16 years is 43.2 % of the investigation test, while the level of the investigation test people whose experience arrives at 17 years or more is 28.8 % of the examination test

**Table 4.10:** Distribution of the study sample according to years of experience

| Experience          | N   | %    |
|---------------------|-----|------|
| 5-10 years          | 35  | 28   |
| From 11 to 16 years | 54  | 43.2 |
| 17 years and over   | 36  | 28.8 |
| Total               | 125 | 100  |



**Figure 4.7:** Distribution of the study sample according to years of experience:

**Second: the responses of the research sample**

The percentages of the responses of the research sample to the paragraphs of each of the two dimensions of the study were as follows:

**The first dimension (Competitive indicators)**

**Table 4.11:** Paragraphs of the first dimension

| N. | Paragraphs   | Strongly agree % | Agree % | Neutral % | Disagree % | Strongly disagree % |
|----|--|------------------|---------|-----------|------------|---------------------|
| 1  | There is a safe work environment for workers in tourism money  | 24               | 44      | 20        | 4          | 8                   |
| 2  | Security and safety elements are available for workers in the tourism field  | 32               | 48      | 4         | 12         | 4                   |
| 3  | Safety and security elements for tourists are available  | 20               | 32      | 36        | 12         | 0                   |
| 4  | Tourism establishments take into account the hygiene factor  | 40               | 48      | 4         | 8          | 0                   |
| 5  | Tourism facilities take into account health factors  | 36               | 56      | 8         | 0          | 0                   |
| 6  | The human cadres working in the field of tourism are efficient   | 48               | 32      | 8         | 12         | 0                   |
| 7  | The human cadres working in the field of tourism receive the necessary training programs to raise their efficiency | 36               | 48      | 12        | 4          | 0                   |

**Table 4.11: (Cont.)**

| <b>N.</b> | <b>Paragraphs</b>  | <b>Strongly agree %</b> | <b>Agree %</b> | <b>Neutral %</b> | <b>Disagree %</b> | <b>Strongly disagree %</b> |
|-----------|--|-------------------------|----------------|------------------|-------------------|----------------------------|
| 8         | The human cadres working in the tourism field deal with visitors professionally              | 36                      | 52             | 8                | 4                 | 0                          |
| 9         | Advanced technology is available in the tourist facilities                                   | 44                      | 44             | 4                | 8                 | 0                          |
| 10        | Tourist attraction prices are suitable for visitors  | 40                      | 32             | 12               | 16                | 0                          |
| 11        | Accommodation prices in tourist hotels are suitable for visitors                             | 40                      | 48             | 8                | 4                 | 0                          |
| 12        | Prices for tourist transportation are suitable for visitors                                  | 24                      | 48             | 20               | 8                 | 0                          |
| 13        | The general price level of the country suits the visitors                                    | 36                      | 56             | 4                | 4                 | 0                          |
| 14        | Tourism companies protect the safety of the environment and natural reserves                 | 36                      | 52             | 4                | 8                 | 0                          |
| 15        | Visitors keep their attractions clean  | 32                      | 48             | 4                | 12                | 4                          |
| 16        | The government is interested in modernizing the tourism infrastructure                       | 20                      | 32             | 36               | 12                | 0                          |
| 17        | The government is interested in developing airports and ports                                | 40                      | 48             | 4                | 8                 | 0                          |
| 18        | The government is interested in the land transport infrastructure                            | 36                      | 56             | 8                | 0                 | 0                          |
| 19        | The government is developing the infrastructure for tourism services                         | 48                      | 32             | 8                | 12                | 0                          |
| 20        | The country has the natural ingredients that attract visitors                                | 36                      | 48             | 12               | 4                 | 0                          |
| 21        | The country has the cultural and artistic elements that attract visitors                     | 36                      | 52             | 8                | 4                 | 0                          |
| 22        | The number of tourist facilities is sufficient to accommodate the current number of visitors | 44                      | 44             | 4                | 8                 | 0                          |
| 23        | The number of tourist rooms is suitable for the number of current visitors                   | 40                      | 32             | 12               | 16                | 0                          |

## The second dimension (Tourism sector)

**Table 4.12:** Paragraphs of the second axis

| N. | paragraphs   | Strongly agree % | Agree % | Neutral % | Disagree % | Strongly disagree % |
|----|--|------------------|---------|-----------|------------|---------------------|
| 1  | Competitive indicators have increased the country's interest in the field of tourism   | 32               | 52      | 12        | 4          | 0                   |
| 2  | Competitive indicators led to the development of infrastructure and public utilities   | 32               | 56      | 8         | 4          | 0                   |
| 3  | Air transport infrastructure has been developed to compete between countries in the field of tourism                           | 28               | 36      | 28        | 8          | 0                   |
| 4  | Competitive indicators have led to an increased interest of workers in the tourism field in training to raise their efficiency | 44               | 36      | 12        | 8          | 0                   |
| 5  | Competitive indicators have increased the number of tourist establishments   | 40               | 52      | 4         | 4          | 0                   |
| 6  | Competitive indicators have increased the number of tourist rooms  | 28               | 52      | 12        | 8          | 0                   |
| 7  | Competitive indicators have increased citizens' awareness of the importance of tourism to the national economy                 | 20               | 52      | 16        | 12         | 0                   |
| 8  | Competitive indicators led to the development of airports and ports  | 20               | 60      | 8         | 12         | 0                   |
| 9  | Competitive indicators have lowered hotel prices   | 32               | 56      | 8         | 4          | 0                   |
| 10 | Competitive indicators have lowered airfare prices   | 24               | 40      | 20        | 16         | 0                   |
| 11 | Competitive indicators have generally lowered prices for visitors  | 28               | 60      | 0         | 12         | 0                   |
| 12 | Competitive indicators have led to an increase in advertisements of natural and cultural assets                                | 32               | 52      | 12        | 4          | 0                   |

### Third: Means and standard deviation

The arithmetic means, standard deviations, and the general mean for each of the two dimensions of the study were as follows:

### The first dimension (Competitive indicators)

**Table 4.13:** Means and Std. of the first dimension

| <b>N.</b> | <b>Paragraphs</b>  | <b>Mean</b> | <b>S.D</b> |
|-----------|--|-------------|------------|
| 1         | There is a safe work environment for workers in tourism money  | 3.720       | 0.715      |
| 2         | Security and safety elements are available for workers in the tourism field  | 3.920       | 0.702      |
| 3         | Safety and security elements for tourists are available  | 3.600       | 0.698      |
| 4         | Tourism establishments take into account the hygiene factor  | 4.200       | 0.656      |
| 5         | Tourism facilities take into account health factors  | 4.280       | 0.650      |
| 6         | The human cadres working in the field of tourism are efficient   | 4.160       | 0.669      |
| 7         | The human cadres working in the field of tourism receive the necessary training programs to raise their efficiency | 4.160       | 0.707      |
| 8         | The human cadres working in the tourism field deal with visitors professionally                                    | 4.200       | 0.677      |
| 9         | Advanced technology is available in the tourist facilities   | 4.240       | 0.553      |
| 10        | Tourist attraction prices are suitable for visitors  | 3.960       | 0.598      |
| 11        | Accommodation prices in tourist hotels are suitable for visitors   | 4.240       | 0.697      |
| 12        | Prices for tourist transportation are suitable for visitors  | 3.880       | 0.721      |
| 13        | The general price level of the country suits the visitors  | 4.240       | 0.667      |
| 14        | Tourism companies protect the safety of the environment and natural reserves                                       | 4.160       | 0.698      |
| 15        | Visitors keep their attractions clean  | 3.920       | 0.661      |
| 16        | The government is interested in modernizing the tourism infrastructure   | 3.600       | 0.703      |
| 17        | The government is interested in developing airports and ports  | 4.200       | 0.687      |
| 18        | The government is interested in the land transport infrastructure  | 4.280       | 0.693      |
| 19        | The government is developing the infrastructure for tourism services   | 4.160       | 0.598      |
| 20        | The country has the natural ingredients that attract visitors  | 4.160       | 0.697      |
| 21        | The country has the cultural and artistic elements that attract visitors   | 4.200       | 0.667      |
| 22        | The number of tourist facilities is sufficient to accommodate the current number of visitors                       | 4.240       | 0.698      |
| 23        | The number of tourist rooms is suitable for the number of current visitors   | 3.960       | 0.661      |
|           | General average  | 4.073043    | 0.672739   |

We note from the previous table that the first dimension of the two dimensions of the study includes 23 paragraphs, and the general arithmetic mean of these items was 4.073, where the minimum arithmetic mean was 3.6 and the maximum was 4.28, while the general average of standard deviations was 2.5, the minimum was 0.553 and the maximum was 0.673.

**The second dimension (Tourism sector)**

**Table 4.14:** Means and Std. of the first dimension

| <b>N.</b> | <b>Paragraphs</b>  | <b>Mean</b> | <b>S.D</b> |
|-----------|--|-------------|------------|
| 1         | Competitive indicators have increased the country's interest in the field of tourism   | 4.120       | 0.598      |
| 2         | Competitive indicators led to the development of infrastructure and public utilities   | 4.160       | 0.697      |
| 3         | Air transport infrastructure has been developed to compete between countries in the field of tourism                           | 3.840       | 0.667      |
| 4         | Competitive indicators have led to an increased interest of workers in the tourism field in training to raise their efficiency | 4.160       | 0.698      |
| 5         | Competitive indicators have increased the number of tourist establishments   | 4.280       | 0.661      |
| 6         | Competitive indicators have increased the number of tourist rooms  | 4.000       | 0.721      |
| 7         | Competitive indicators have increased citizens' awareness of the importance of tourism to the national economy                 | 3.800       | 0.667      |
| 8         | Competitive indicators led to the development of airports and ports  | 3.880       | 0.698      |
| 9         | Competitive indicators have lowered hotel prices   | 4.160       | 0.661      |
| 10        | Competitive indicators have lowered airfare prices   | 3.720       | 0.703      |
| 11        | Competitive indicators have generally lowered prices for visitors  | 4.040       | 0.687      |
| 12        | Competitive indicators have led to an increase in advertisements of natural and cultural assets                                | 4.120       | 0.672      |
|           | General average  | 4.023333    | 0.6775     |

We note from the previous table that the second dimension of the two dimensions of the study includes 12 paragraphs, and the general arithmetic mean of these items was 4.023, where the minimum arithmetic mean was 3.72 and the maximum was 4.28, while the general average of standard deviations was 0.678, the minimum was 0.598 and the maximum was 0.721.

#### 4.5.2. Factor analysis

The researcher conducted a factorial analysis of the paragraphs of each dimension of the study to ensure the quality of the information and the extent of the interpretation of the paragraphs of the two dimensions of the study to the results of the study, and the results were as follows:

##### The first dimension

Factor analysis for the first dimension shows the reduction of the twenty-three variables of the first dimension to four variables that explain 46.16%, 14.15%, 9.22% and 5.475 of the variance in the result of the analysis, and the result can be clarified in the following table:

**Table 4.15:** Factor analysis of the first dimension

| Component | Initial Eigenvalues |               |        | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings <sup>a</sup> |
|-----------|---------------------|---------------|--------|-------------------------------------|---------------|--------------|--|
|           | Total               | % of Variance | Total  | Total                               | % of Variance | Cumulative % | Total  |
| 1         | 10.617              | 46.160        | 46.160 | 10.617                              | 46.160        | 46.160       | 8.233  |
| 2         | 3.255               | 14.150        | 60.311 | 3.255                               | 14.150        | 60.311       | 8.039  |
| 3         | 2.121               | 9.221         | 69.531 | 2.121                               | 9.221         | 69.531       | 6.064  |
| 4         | 1.258               | 5.470         | 75.002 | 1.258                               | 5.470         | 75.002       | 5.330  |
| 5         | 0.934               | 4.060         | 79.062 |                                     |               |              |  |
| 6         | 0.718               | 3.123         | 82.185 |                                     |               |              |  |
| 7         | 0.571               | 2.483         | 84.668 |                                     |               |              |  |
| 8         | 0.491               | 2.134         | 86.802 |                                     |               |              |  |
| 9         | 0.442               | 1.923         | 88.725 |                                     |               |              |  |
| 10        | 0.412               | 1.793         | 90.518 |                                     |               |              |  |
| 11        | 0.344               | 1.494         | 92.012 |                                     |               |              |  |
| 12        | 0.283               | 1.229         | 93.240 |                                     |               |              |  |
| 13        | 0.263               | 1.142         | 94.382 |                                     |               |              |  |
| 14        | 0.237               | 1.029         | 95.411 |                                     |               |              |  |
| 15        | 0.194               | 0.841         | 96.252 |                                     |               |              |  |
| 16        | 0.179               | 0.779         | 97.031 |                                     |               |              |  |
| 17        | 0.147               | 0.639         | 97.671 |                                     |               |              |  |
| 18        | 0.138               | 0.599         | 98.269 |                                     |               |              |  |

**Table 4.15:** (Cont.)

| Component  | Initial Eigenvalues |               |         | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings <sup>a</sup> |
|--|---------------------|---------------|---------|-------------------------------------|---------------|--------------|--|
|  | Total               | % of Variance | Total   | Total                               | % of Variance | Cumulative % | Total  |
| 19   | 0.108               | 0.469         | 98.738  |                                     |               |              |  |
| 20   | 0.100               | 0.436         | 99.174  |                                     |               |              |  |
| 21   | 0.086               | 0.375         | 99.548  |                                     |               |              |  |
| 22   | 0.065               | 0.284         | 99.832  |                                     |               |              |  |
| 23   | 0.039               | 0.168         | 100.000 |                                     |               |              |  |
| Extraction Method: Principal Component Analysis. |                     |               |         |                                     |               |              |  |

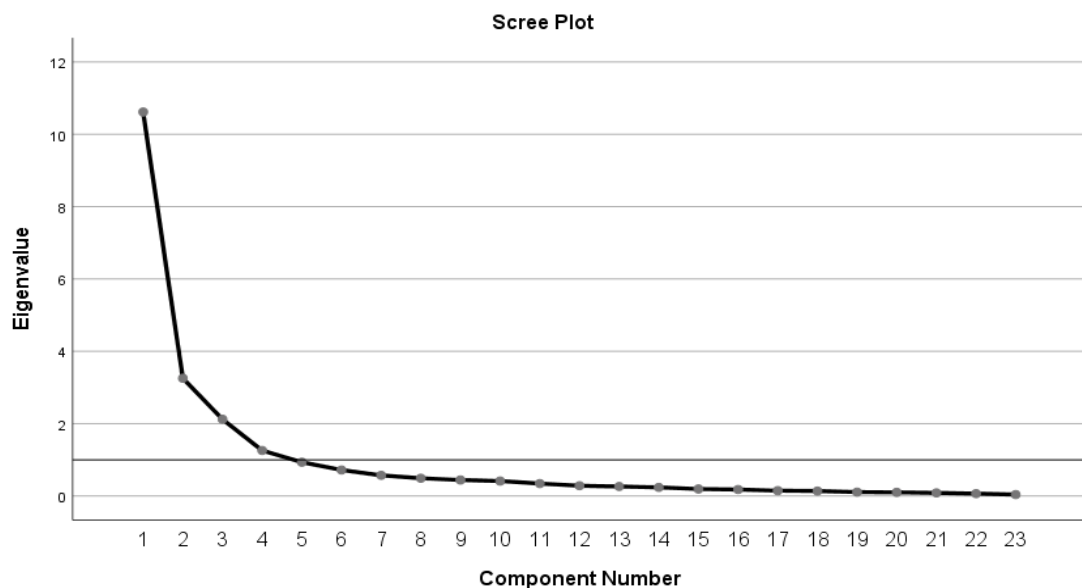
KMO value of the first dimension is 0.876, this value is greater than 70%, so we can be sure of the quality of the information, and this can be explained as shown in the following table:

**Table 4.16:** KMO and Bartlett's Test for the first dimension

|  |                    |          |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | 0.876    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 2768.850 |
|  | df                 | 253      |
|  | Sig.               | 0.000    |

\*p < 0.01

The following constructor shows these four variables above the number 1 and the rest of the variables below it.



**Figure 4.8:** Factor analysis of the first dimension



## The second dimension

Factor analysis for the second dimension shows the reduction of the twelve variables of the second dimension to two variables that explain 68.72% and 9.32%, of the variance in the result of the analysis, and the result can be clarified in the following table:

**Table 4.17:** Factor analysis of the second dimension

| Component  | Initial Eigenvalues |               |         | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings <sup>a</sup> |
|--|---------------------|---------------|---------|-------------------------------------|---------------|--------------|--|
|  | Total               | % of Variance | Total   | Total                               | % of Variance | Cumulative % | Total  |
|  | 1                   | 8.247         | 68.725  | 68.725                              | 8.247         | 68.725       | 68.725   |
| 2  | 1.108               | 9.235         | 77.960  | 1.108                               | 9.235         | 77.960       | 6.689  |
| 3  | 0.681               | 5.673         | 83.633  |                                     |               |              |  |
| 4  | 0.608               | 5.064         | 88.698  |                                     |               |              |  |
| 5  | 0.369               | 3.076         | 91.773  |                                     |               |              |  |
| 6  | 0.211               | 1.759         | 93.532  |                                     |               |              |  |
| 7  | 0.175               | 1.456         | 94.988  |                                     |               |              |  |
| 8  | 0.169               | 1.409         | 96.397  |                                     |               |              |  |
| 9  | 0.141               | 1.175         | 97.572  |                                     |               |              |  |
| 10   | 0.127               | 1.056         | 98.628  |                                     |               |              |  |
| 11   | 0.088               | 0.732         | 99.360  |                                     |               |              |  |
| 12   | 0.077               | 0.640         | 100.000 |                                     |               |              |  |
| Extraction Method: Principal Component Analysis. |                     |               |         |                                     |               |              |  |

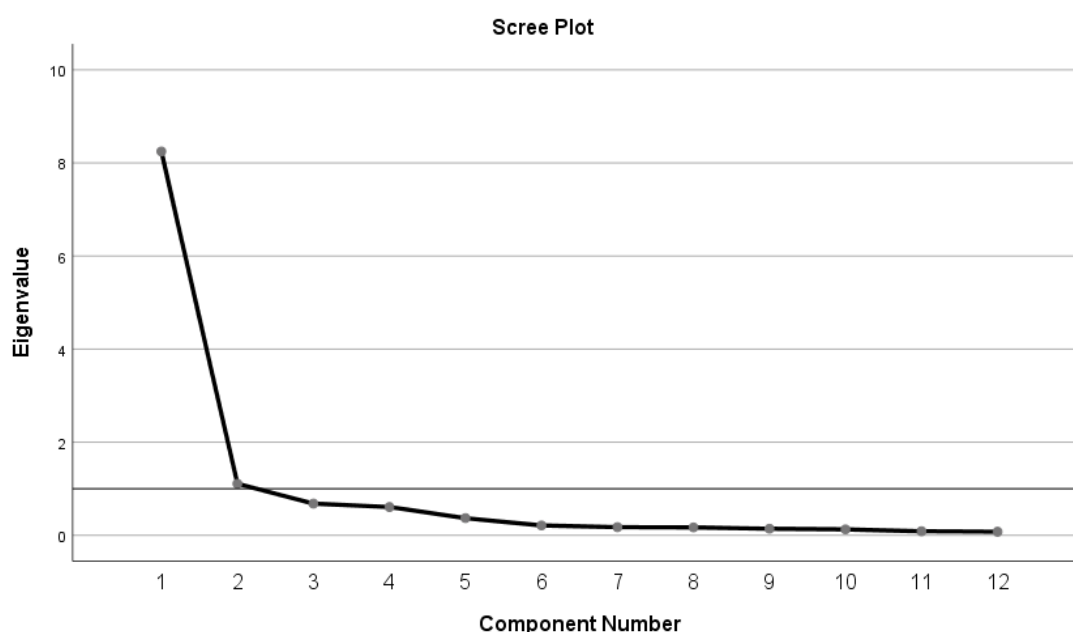
KMO value of the second dimension is 0.912, this value is greater than 70%, so we can be sure of the quality of the information, and this can be explained as shown in the following table:

**Table 4.18:** KMO and Bartlett's Test for the second dimension

|  |                    |          |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | 0.912    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 1640.700 |
|  | df                 | 66       |
|  | Sig.               | 0.000    |

\*p < 0.01

The following constructor shows these four variables above the number 1 and the rest of the variables below it.



**Figure 4.9:** Factor analysis of the second dimension

### 4.5.3 Regression analysis

We note from the following discussion that the regression coefficient between the competitive indicators and emotional intelligence reached 96.8 %, which means that there is a correlation between the competitive indicators and emotional intelligence which increases with the increase of t the competitive indicators.

**Table 4.19:** Regression between the competitive indicators and emotional intelligence

| Model |                            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|-------|----------------------------|-----------------------------|------------|---------------------------|--------|-------|
|       |                            | B                           | Std. Error | Beta                      |        |       |
| 1     | (Constant)                 | 0.089                       | 0.245      |                           | 0.364  | 0.716 |
|       | the_competitive_indicators | 0.968                       | 0.060      | 0.825                     | 16.216 | 0.000 |

a. Dependent Variable: emotional\_intelligence

#### 4.5.4 Test hypotheses of the study

The Main hypothesis of the study was: (There are no statistically significant differences between the global competitive advantage and the economic and tourism sectors in Iraq).

In order to reach the answer to this hypothesis, the researcher hypothesized the following two sub-hypotheses:

##### **The first sub-hypotheses**

There are no statistically significant differences between the global competitive advantage and the impact it has on the tourism sector in Iraq. By calculating the correlation between each of the competitive indicators and the tourism sector, the results were as follows:

**Table 4.20:** The correlation between competitive indicators and te tourism sector

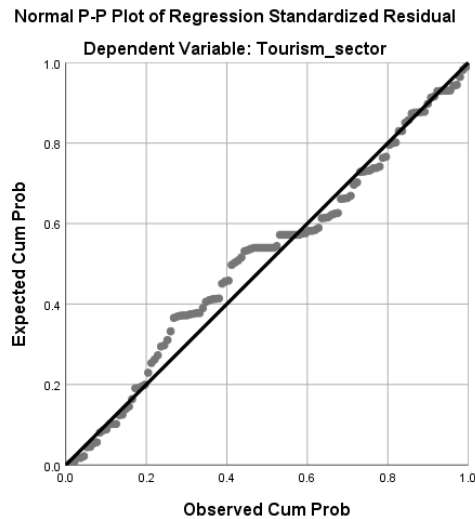
| Variable                                       | Level of development of the tourism sector |
|--|--|
| Level of application of competitive indicators | 0.825**                                    |

\*\*Statistically significant at the level of significance ( $\alpha = 0.01$ )

We note from the previous table that the relationship is statistically significant and there is a strong direct relationship between the competitive indicators and the tourism sector at the level of significance ( $\alpha = 0.01$ ), Thus we can say that There are no statistically significant differences between the global competitive advantage and the impact it has on the tourism sector in Iraq

##### **The second sub-hypotheses**

There are no statistically significant differences between the global competitive advantage and the impact it has on Iraq's economic sector. It is known the extent of the impact of the tourism sector on the economic sector and therefore we can say that there are no statistically significant differences between the global competitive advantage and the impact it has on Iraq's economic sector,



**Figure 4.10:** The relation between competitive indicators and the tourism sector

We note from the previous graph that all values gather around the straight line and follow the normal distribution, and that there is a strong relationship between the competitive advantage and the tourism sector, which in turn affects the economic sector in Iraq, which leads us to the answer to the second sub-hypothesis.

#### 4.5.5 Answering the main question of the study

The main question of the study states that (What are the implications of global competitiveness indicators and their impact on tourism and the economy in Iraq?)

Through our study of the subject of global competitive indicators, we can answer this question that global competitive indicators have a great impact on tourism and the economy in Iraq in terms of developing the tourism infrastructure in Iraq and moving towards providing a distinguished tourism service for visitors that enables Iraq to compete for attracting tourists.

#### 4.5.6 Conclusions of the study

- The tool has structural validity and is valid for the purposes of the study. Correlation coefficients ranged between (0.879) in its higher limit and (0.614) in its lower limit.
- The Cronbach's alpha coefficient was calculated for the elements of the axes of the questionnaire, and these results show that the value of the Cronbach's alpha coefficient for the first dimension of the questionnaire was 0.833 and for the

second dimension was 0.849, these results are greater than 70 % which is a strong stability factor that confirms the validity and correlation of the elements of the dimensions of the questionnaire.

- The study sample reached 75 male individuals, 60 % while 50 female members reached 40 %.
- The study sample was divided according to the age into 4 categories. The percentage of the study sample individuals 25 years and younger was 16.8 % of the study sample, while the percentage of the study sample individuals aged between 26-35 years was 43.2 % of the study sample, while the percentage of the study sample individuals whose ages were From 36 - 45 years of age representing 24.8 % of the study sample, and the percentage of study sample who are 46 years old and older is 15.2% of the study sample.
- The study sample was divided according to Scientific degree into 3 categories, and the number of the study sample who obtained a Bachelor's degree was 74, at a rate of 59.2 % of the study sample, while the number of the study sample who obtained a Master's degree reached 34, representing 27.2 % of the study sample, while the number of the study sample who obtained PhD is 17, representing 13.6 % of the study sample.
- The study sample reached 71 are working in Baghdad governorate at a rate of 56.8 % of the study sample, while 54 are working in Other Province representing 43.2 % of the study sample.
- The study sample was divided according to Current functionality into 3 categories, and the number of the study sample who a Factor was 49 individuals, at a rate of 39.2 % of the study sample, while the number of the study sample who Manager reached 53 individuals, representing 42.4 % of the study sample, while the number of the study sample who Head of Section 23 individuals, 18.4 % of the study sample.
- The study sample was divided according to the number of years of experience into 3 categories. The percentage of study sample individuals who have experience of 5 - 10 years is 28 % of the study sample, while the percentage of individuals The study sample whose experience reaches 11-16 years is 43.2 % of

the study sample, while the percentage of the study sample individuals whose experience reaches 17 years or more is 28.8 % of the study sample.

- The general arithmetic mean of the first dimension of the study was 4.073, where the minimum arithmetic mean was 3.6 and the maximum was 4.28, while the general average of standard deviations was 2.5, the minimum was 0.553 and the maximum was 0.673.
- The general arithmetic mean of the second dimension of the study was 4.023, where the minimum arithmetic mean was 3.72 and the maximum was 4.28, while the general average of standard deviations was 0.678, the minimum was 0.598 and the maximum was 0.721.
- Factor analysis of the first dimension shows that four variables explain 46.16%, 14.15%, 9.22% and 5.475 of the variance in the result of the analysis.
- Factor analysis of the second dimension shows that two variables explain 68.72% and 9.32%, of the variance in the result of the analysis
- Regression analysis shows a strong correlation that explains the ability of the competitive indicators to influence emotional intelligence.

## **5. CONCLUSIONS REGARDING THE STUDY HYPOTHESES**

- the incorrectness of the Hypotheses of the first study and shows the existence of a direct effect of the level of application of competitive indicators on the level of the development of the tourism sector, that is, the more The level of application of competitive indicators The level of development of the tourism sector has increased
- The existence of differences in the level of application of competitive indicators in the Iraq tourism sector and the Turkey tourism sector, The benefit of the Turkey tourism sector, which indicates that the level of application of competitive indicators in the Turkey tourism sector is higher than the level of application of competitive indicators in the Iraq tourism sector.
- The existence of differences in the level of development of the Iraq tourism sector and the level of development of the Turkey tourism sector and the differences were in favor of the sector Turkey tourism, which indicates that the level of development of the Turkey tourism sector is higher than the level of development of the Iraq tourism sector.

### **5.1 Recommendations**

- The need to work to provide a safe environment for workers and to increase the level of security and safety elements for workers in the tourism field as well as for tourists in Iraq
- Work to provide all courses and training programs that contribute to increasing the level of efficiency of human cadres working in the field of tourism in Iraq
- Paying attention to the tourism facilities taking into account the hygiene factor as well as health factors with the use of advanced technology in tourism facilities in Iraq

- Providing suitable prices in tourist areas, places of residence, and means of transportation, which contribute to attracting tourists to Iraq
- Paying attention to the application of global competitiveness indicators in all areas of the tourism sector in Iraq in order to contribute to raising its level of efficiency



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# RESUME

## EDUCATION

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### karbala UNIVERSITY

2012-2015  
[I studied at the karbala University BUSINESS ADMINISTRATION department]

### GEDIK UNIVERSITY

2019 – 2021  
[Study Master in Business Administration]

## WORK EXPERIENCE

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### [AUKIA]-[Accountant]

2016–2018  
[I was working as an accountant in an air conditioner company (AUKIA) for a year and gained experience in this field]

### [Experience ]

- I have the acumen and ability to learn new skills in a short time by collaborating with colleagues by work, and work.
- Ambitious, I have high self-confidence.

## SKILLS

