

Therapeutic Tourism in Iraq as a path to achieve Sustainable Development – Examining the Hammam Al- Aleel Area

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There is no doubt that tourism with its various types is regarded as the pillar of economic and social development because of its impact on the various economic aspects. It largely contributes to the gross value. Besides, it boosts industrialisation of the tourism sector. In this context, medical tourism has become a destination for many tourists who wish to be acquainted with this recreational activity. From this perspective, the present study attempted to shed light on the reality of therapeutic tourism in Hamam Al- Aleel area, one of the tourist areas in Mosul, in order to identify the tourism product and its impact on stimulating sustainable development sides in the area. The aim is to identify the problems and challenges faced as well as the proposed solutions proposed to promote the sector and activate its developmental role. This study concluded that therapeutic tourism in Hamam Al- Aleel area is very important because of the availability of the natural components of tourism, it has gained great importance and may gain greater importance in the future through financial returns, capital hiring, as well as if investment, all available resources in the field of therapeutic tourism are well exploited.

Key words: *Therapeutic tourism, Hospital tourism, Tourism product, Sustainable development.*

Introduction

Tourism is one of the largest sectors that today constitute an important part of sustainable economic development, and source of foreign currency entry, attraction of foreign investments, reduction of the balance of payments and reduction of external debt through the provision of revenues in foreign currency as a sustainable component of diversification of the economy

through the segmental tangle between them and the main and secondary productive sectors, in addition to encouraging investment in tourist sites and their development in a balanced manner and providing many direct and indirect employment opportunities in tourism sector projects which leads to the rise in the level of economic and social welfare.

Despite the increasing importance of the tourism sector in many countries of the world, in Iraq it has not yet reached the level that ensures the achievement of the desired objectives. The interest remains weak in tourism, including medical tourism which has a major role in the tourism business market and its sustainability through the provision of economic, social, spiritual needs of the present and future generations and the preservation of the ecological pattern and biodiversity because their constituents, including the medical sulfuric in Hamam bath Al-Alil area are popular for their tourism value fountains and ecological richness. The entertainment dimension, in addition to what they provide of therapeutic benefits for various diseases. Hence the importance of research is to highlight the role of therapeutic tourism in being a path to achieve sustainable development in the area of Hamam Al-Alil.

Researcher

The First Topic: Methodology of Research

First: Research Problem

In order to highlight the role of therapeutic tourism in the achievement of sustainable development, the research focuses on remedying the delay in the field of medical tourism in Iraq in general and Hamam Al- Aleel area in Nineveh province in particular, and to emphasize the rehabilitation of the tourist area in light of the available qualifications and natural ingredients not exploited economically despite it encouraging tourism flows and especially therapeutic. The problem of research is to answer the following question: To what extent can therapeutic tourism contribute to sustainable development in the area Hamam Al-Aleel?

Second: The Importance of Research

The importance of the current research is in highlighting the role of medical tourism in being to achieve sustainable development in the area of Hamam Al- Aleel. The tourism sector has become an important economic alternative that would contribute to the growth of national income through the provision of revenues in foreign currency, as well as the provision of many direct and indirect employment opportunities in tourism sector projects. The medical sulphuric founded is very popular for its characteristic of the value of tourism and ecological

richness and entertaining dimension in addition to the therapeutic benefits of various diseases.

Third: Research Objectives

The research aims to achieve the following:

Reflection of the role of therapeutic tourism in terms of economic and social.

Find out the attractions in Hamam Al- Aleel area and ways to promote them.

To highlight the economic status of therapeutic tourism in the area of Hamam Al- Aleel and the role it plays in the process of sustainable development.

Fourth: The Hypothesis of Research

As the area of Hamam Al- Aleel owns elements of therapeutic tourism, but its role is weak, which is reflected negatively on the path of achieving sustainable tourism development.

Fifth: Research Methodology

We have adopted quantitative descriptive analysis method with numbers and data from published and unpublished sources related to the subject of research, namely books, messages and appropriate sites on the Internet.

The Second Topic: Theoretical Framework

First: Medical Tourism Therapeutic Tourism

Therapeutic tourism is a very old phenomenon due to the discovery gradual human and experience that some diseases such as rheumatism, skin and joints are cured by moving to certain areas characterised by its mineral water and purity of climate and moderation such as the Mesopotamia, the Nile basin, India and southern China, in addition to the various categories of tourists who want to recover their vitality and physical and mental fitness.

1. The concept of Therapeutic Tourism

Therapeutic tourism is known by the International Federation of Tourism as "all the facilities and health services that can be used by the tourist in the investment of all natural resources such as mineral water, sand and climate for treatment and health (Al-Qaidi, 2003). It is defined as "areas with natural attractions that have mineral hot or cold with the ability to heal some skin diseases and joint pains, or a pure climate that has the ability to treat depression and relieve nerves from stress and the difficulties of life." (Bluntly, 2010)

2. Objectives of Therapeutic Tourism

Travel for the purpose of treatment or hospitalisation is one of the main objectives of travel and tourism. Medical and hospital tourism is not limited to patients suffering from certain diseases, but it includes multiple groups who wish to renew vitality and mental and physical activity in places characterised by a healthy and pure atmosphere, both in the forests or seaside for the purpose of physical therapy and bathing in hot or cold mineral water or drinking to benefit patients suffering from stomach diseases (Kanani, 1990). After it has been proved that minerals waters has the ability to heal many diseases such as rheumatism, psoriasis, chronic skin, joints and respiratory infections, or with the aim of moving away from the cold atmosphere and moving to warm places or vice versa and travel for treatment and relaxation after the cure of a particular disease (Ahmed, 2007). The aim of medical tourism is to renew and rehabilitate physically, intellectually and spiritually. Tourism and health are closely linked and becomes an important requirement within civilized societies, and travel is motivated by the improvement of health and mental and physical stimulation through rest and change of the environment from life pressures and labour difficulties or after cure from illness or psychological crisis, and the availability of clinics for physical and health therapy under the supervision of specialists doctors and cooks to provide health and food for patients, each according to his condition (Abdul, 1997).

3. Types of Therapeutic Tourism

Medical tourism can be divided into the following types:

- A. Hospital Tourism: The visit and residence in resorts and tourist resorts that have natural healing properties in the treatment of patients such as mineral springs, sulphur baths, mud baths, sand baths or hot water fountains and the sun to heal dermatological, rheumatic, psychological, neurological diseases respiratory system, asthma (Ahmed, 2000), iodine baths, gas and salt, in addition to providing various recreational means under medical supervision. (Sugar, 1994)
- B. Medical Tourism: It is a visit to areas famous for treatment of certain diseases or surgery in hospitals under the supervision of a medical socialist staff may continue for several weeks after which the patient needs to recuperate in a resort according to his condition (Ahmed, 2000).
- C. Preventive Tourism: Tourism trips that aim to carry out activities that lead to the prevention of the disease and renewal of human vitality and raise the level of physical performance and improve the psychology and development of his ideas and increase his culture, by visiting places that have the elements of physical therapy such as mud and clay and mineral sulphur (Abdulmuti, 2011).

4. Ingredients of Therapeutic Tourism

The therapeutic tourism depends on the availability of characteristics and components including:

- Mineral springs and fountains.
- Warm natural sand containing radioactive elements.
- Exposure to sun and seawater with high salinity (Al - Shaimi, 2006)
- Pure healthy atmosphere.
- Hospitals and clinics with good medical staff.
- Cleanliness and calm reassurance.
- Good chefs to serve food special for the sick.
- Tourist assistance services such as translators and communication means (Makabla, 2007).

1) The concept of Sustainable Development

Sustainable development is defined as "the preservation of opportunities for future generations with the general idea that justice is intertwined between generations (Al-Rimawi, 2007)." It is also "development when the needs of present generations are met without any impact on the ability or capacity to equip future generations" (Al-Quraishi, 2010).

2) Objectives of Sustainable Development

- A. Increase the national income: This is the important objective that drives countries to achieve sustainable development, which requires increasing real national income by increasing the goods and services produced by various economic resources, but increasing the income depends on the possibilities of the state whenever the capital and large competencies are available the higher the rate of increase in national income will be achieved.
- B. The standard of living: It is one of the objectives pursued by sustainable development in order to achieve it because the national income does not necessarily improve the standard of living. The increase of the population more than the increase in national income makes it difficult to achieve an increase in the level of the individual share of the income (Kafri, 2003).
- C. Reducing the gap between the distribution of income and wealth: It is one of the important objectives that sustainable development seeks to achieve and falls within the social dimensions of the sustainable development process.
- D. Rationalising the use of natural resources: Sustainable development improves the quality of life, but not at the expense of the environment, by conserving natural and rational use of natural resources. The use should not exceed the rates of natural regeneration capacity and the search for alternatives to these resources to remain for a long period of time and not to leave wastes in quantities that the environment cannot absorb (Adams, 1990)
- E. Expanding the reliance on renewable clean energy such as solar, water and wind energy, and the disposal of toxic pesticides harmful to the environment.

- F. Linking human, economic and social development by working to maintain and sustain the biodiversity of natural resources within the long-term sustainable development strategy.
- G. Alerting the world to the need of thinking about the future of next generations and to provide them with sufficient natural resources to meet their living needs. (Dabbagh and Al-Samarrai, 2011)

3) The Characteristics of Sustainable Development

There are characteristics of sustainable development, the most prominent ones are:

- A. Continuity: It requires high income generation through which part of it can be invested for the replacement, renovation and maintenance of resources.
- B. Achieving ecological balance: through the preservation of the environment to ensure a normal healthy and ensure the production of renewable resources and non-depletion of non-renewable wealth to ensure the interest of future generations
- C. Long-term development: It takes time dimension as its basis. It represents a phenomenon that is transmitted from one generation to the next. It must occur over a period of time not less than two generations (Ghunaim, 2006). A process of multiple and interrelated dimensions: It is based on coordination between economic, social and environmental development plans (Bazazo, 2009).

4) The Dimensions of Sustainable Development

- A. The economic dimension: It means the continuity and maximisation of economic well-being within a period of time by providing the best quality of human welfare such as food, housing, transport, health, education, services, income and employment.
- B. Environmental dimension: This dimension sustainable development focuses on respecting the environmental boundaries so that each ecosystem has certain limits that can not be exceeded by consumption, depletion and equal distribution of resources. In the event of exceeding these limits, it leads to deterioration of the ecosystem (Ghunaim, 2006).
- C. The social dimension: The social dimension of sustainable development focuses on human beings who forms the essence, of sustainable development and its final aim and through attention to social justice, the fight against poverty and the provision of social services to all those in need and ensure democracy through the participation of people in decision making. (Ghoneim and Abu, 2008)

The following table illustrates the dimensions and elements of sustainable development.

Table 1: The basic dimensions of sustainable development

Economic dimension	Social dimension	Environmental dimension
Sustainable economic growth	Equal distribution	Ecosystems
Capital efficiency	Social mobility	Energy
Satisfying basic needs	Popular participation	Biodiversity
Economic justice	Cultural diversity	Biological productivity
	Sustainability of institutions	Adaptability

Source: Ghoneim, Othman Mahmoud and Abu Zant, Magda, The Problem of Sustainable Development in the Context of the Economic Culture, Journal of Scientific Research, University of Jordan, Volume 35, No. 1, Amman, 2008, p. 177

The Third Topic: The Developmental Role of Therapeutic Tourism in the Area of Hamam Al-Aleel

The planning process for tourism services is the main pillar of the sustainability of tourist attractions in most seasons, hence the importance of building and developing services and setting up tourism facilities in a way that suits the specificity of the tourist area and the attractions that are available in it and because of its active role in achieving economic development. For example, attention to the therapeutic tourism areas, including the area of Hamam Al- Aleel, which includes the elements of physical therapy and the properties possessed by mineral water and wells and mud and the other, where treatment is one of the most important factors affecting the use of physical therapy and after the region has undergone difficult security conditions with the presence of terrorist gangs. It is necessary to prepare studies that will develop the entire region and not only the establishment of a therapeutic clinic and the development of public and tourist services and not limited to the establishment of accommodation services and food without regard to services, which are an important part of the need and desire of the tourist.

First: The Elements of Therapeutic Tourism in the Area of Hamam Al- Aleel

Hamam Al- Aleel area is a mountainous region with abundant plains and valleys with wavy terrain covered with deposits of rocks and stones. It is located south of the city of Mosul (24 km) and on the west bank of the Tigris River, and is 376 km² from the capital Baghdad and an area of (839) km² (Al-Qaidi, 2003). The area is considered a resort for the people of Mosul Governorate because of its pleasant atmosphere and mineral springs for healing of skin diseases and joints (Al-Obeidi, 1989) due to its privacy in healing diseases and sterilize the body of harmful bacteria and spring sites turned into tourist sites including hotels, restaurants and concerts. Many ruins have been discovered round these springs, which indicate the old exposure to economic and commercial activity, so tourists and visitors often

come to see the beautiful and beautiful scenery and treatment and inhalation of steam and drinking water to treat diseases.

Table 2: Components of sulfuric water in the bath area

Name of eye	A flower eye	Eye lobes	Yellow eye	Jariba eye
Water Components				
Temperature Temp	46	40	24	24
Electrical conductivity EC	2500	2300	2350	2400
Soluble Solids T.D.S (Mg / I)	600	1300	3400	1250
Acid function PH	6.6	6.8	6.4	6.8
Dissolved hydrogen sulphide H ₂ S (Mg / I)	28.5	29	30	11.5
Calcium Ca + 2 (Mg / I)	89	86	80	131
Magnesium Mg + 2 (Mg / I)	26.5	28	30.5	2.5
Potassium K + (Mg / I)	6.5	7	5.5	8
Sodium Na + (Mg / I)	16.5	15.5	17.5	22.5
Iron Fe (Mg / I)	2	3	3	2
Arsenic As (Mg / I)	-	-	-	-
Bicarbonate HCO ₃ (Mg / I)	550	600	450	800
Sulfates SO ₄ (Mg / I)	0.288	0.085	1290	0.207

Note:

- All ions measured in Part Per Million (PPM) (part per million parts) divided into:
- Positive ions, such as calcium, magnesium, potassium and sodium.
- Negative ions are represented by sulfates, phosphates and bicarbonates.
- (Mg / I) (mg / L)

Source: Kanah, Abdel-Moneim Mohamed Ali, The study of the quality of sulfuric groundwater in Ninawa Governorate, Master Thesis, Department of Life Sciences / Faculty of Science / University of Mosul, Iraq, 2001, pp. 53-55.

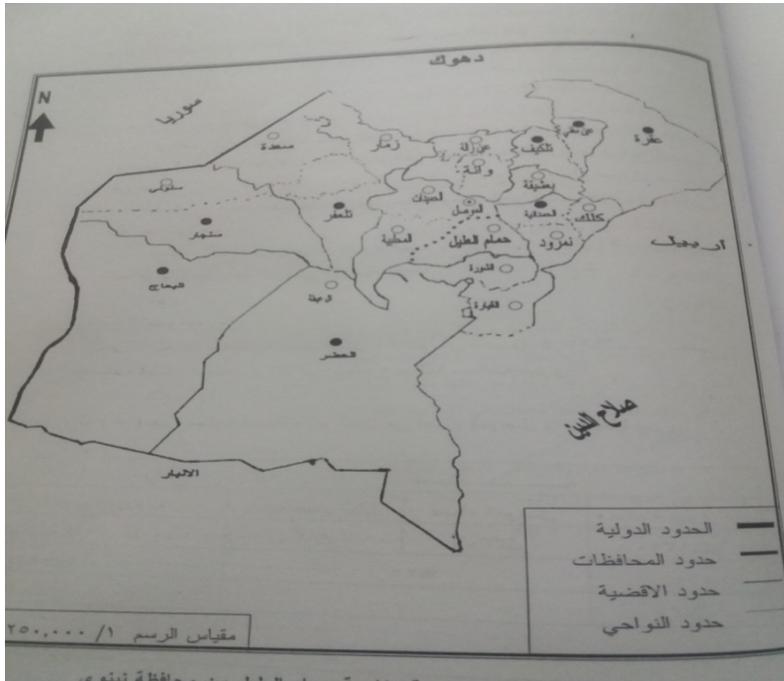
Table 3: Components of clay sediments in sulphate eyes in Al - Alil area

Name of eye Sediment components	A flower eye	Eye lobes	Yellow eye	Eye Jariba
Acid function PH	6.9	6.8	6.7	7.1
Dissolved hydrogen sulphide H ₂ S (Mg / I)	13	15 th	17	5
Calcium Ca + 2 (Mg / I)	300	330	400	three hundred fifty
Magnesium Mg + 2 (Mg / I)	40	48	60	55
Potassium K + (Mg / I)	20	16	22	18
Sodium Na + (Mg / I)	13	9	12	15 th
Iron Fe (Mg / I)	3	3.5	2.5	2
Arsenic As (Mg / I)	-	-	-	-
Electrical conductivity EC	1300	1250	1000	1250

Source: Al-Qaidi, Dawood Sulaiman Shamoo, Therapeutic Tourism in Nineveh Governorate - Field Study of Hammam Al-Alil Area, Master Thesis, Faculty of Management and Economics, Mustansiriya University, Baghdad, 2003, p.

The following map shows the site of Hamam Al- Aleel for Nineveh Governorate.

Map 1. Site of Bath Al-Aalil from Nineveh Governora



Source: Al-Qaidi, Dawood Sulaiman Shamoo, Medical Tourism in Ninawa Governorate, Master Thesis, Mustansiriya University, Faculty of Management and Economics, Baghdad, 2003, p. 78.

Second: Building and Developing of Hamam Al- Aleel Region

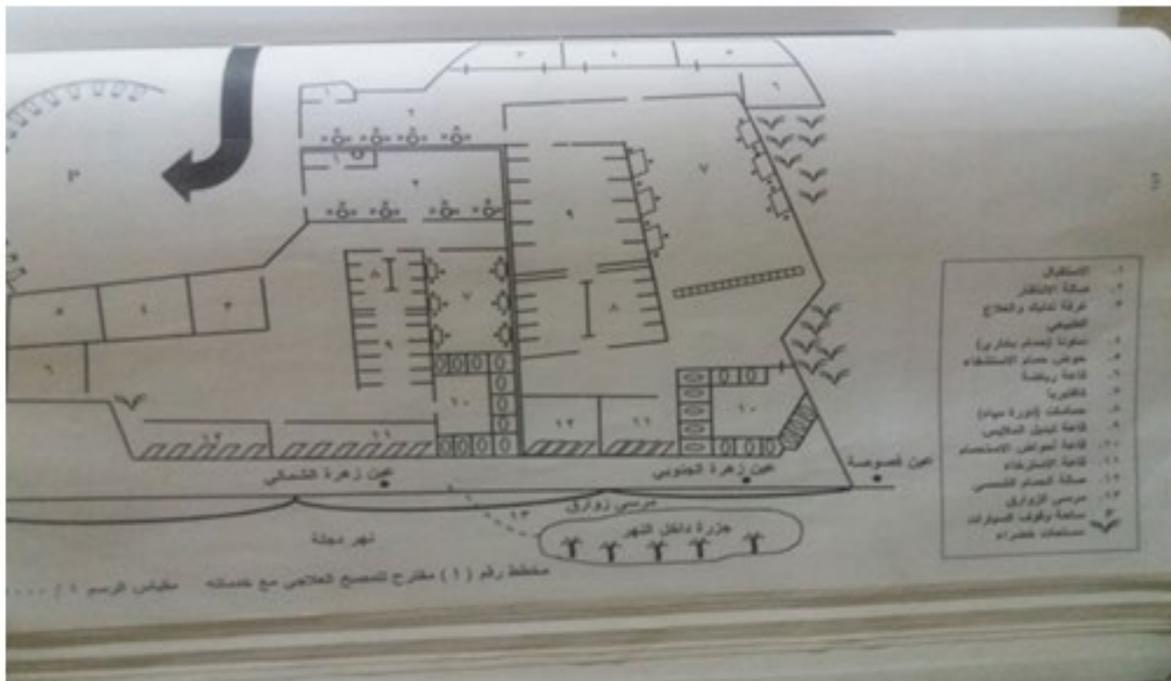
A proposed design study for the construction and development of a therapeutic clinic in Hamam Al- Aleel area in 2003 on the banks of the Tigris River and what help in the success of this clinic is it's location near the hot mineral springs. It includes:

- 1) General Services: Includes drinking water, electricity, transportation, transportation and communication.
- 2) Tourist services: includes accommodation such as hotels, houses, apartments, food and drink services such as restaurants, cafes and recreation areas such as parks, casinos and entertainment venues.

The clinic is divided into two parts: a men's clinic and a women's health centre, which consist of: reception, waiting room, massage rooms, physiotherapy, sauna, bath for recovery, sports hall, cafeteria and toilets, shower rooms, break rooms and sun bathing halls.

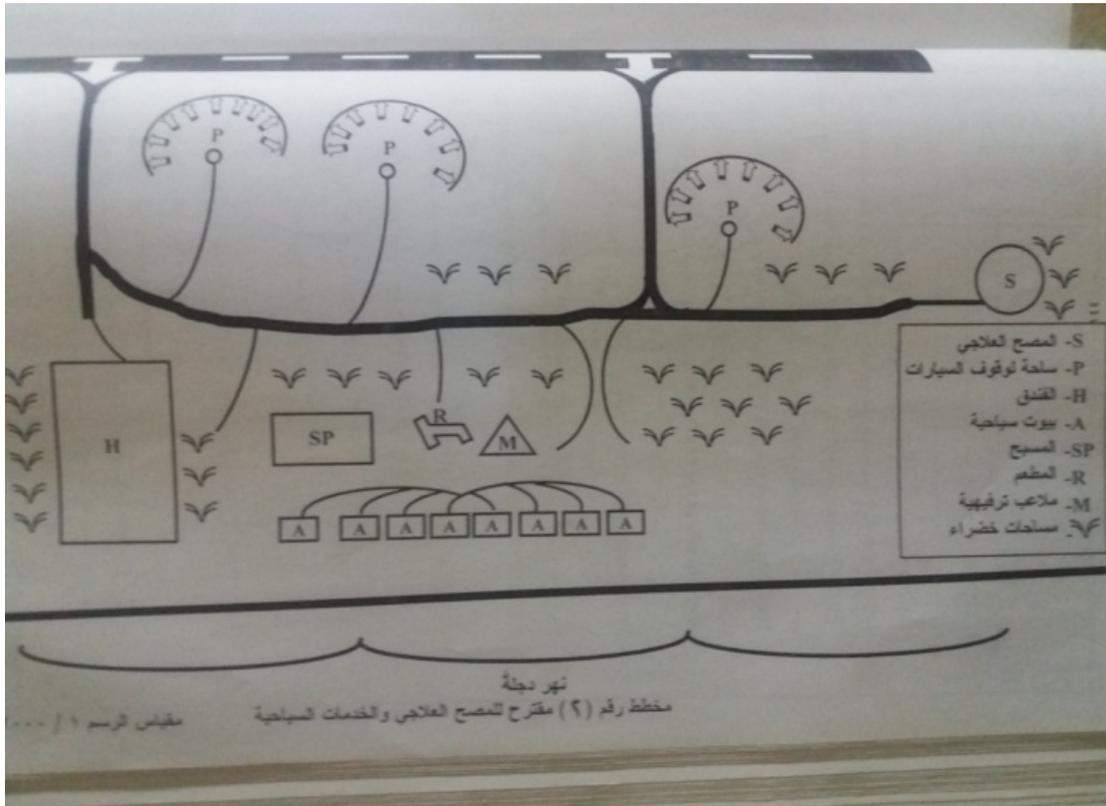
Large areas were set up for the establishment of the clinic, which provided all services to tourists, visitors and patients, such as accommodation services such as building ten houses and two hotels with a capacity of 60-80 beds per hotel, catering services such as building stalls for food, refreshments, recreation, green spaces and other services that would make the clinic is perfect from the service side and as described in planners (1) and (2): (Al-Qaidi, 2003)

Chart No. 1. Suggested outline of the therapeutic pathology with its services in the site of Hammam Al-Aalil



Source: Al-Qaidi, Dawood Sulaiman Shamoo, Medical Tourism in Nineveh Governorate, Master Thesis, Mustansiriya University, Faculty of Management and Economics, Baghdad, 2003, p. 142.

Chart No. 2. A proposed plan for the therapeutic medicine with its tourism services



Source: Al-Qaidi, Dawood Sulaiman Shamoo, Medical Tourism in Nineveh Province, Master Thesis, Mustansiriyah University, Faculty of Management and Economics, Baghdad, 2003, p.

Third: The Developmental Role of Therapeutic Tourism in the Area of Hamam Al-Aleel

Tourism plays an important role in activating the economies of the tourist countries because it has become the industry of the era because of its fundamental contribution and economic impact and the ability to launch a series of productive and investment operations in the national economy because of the extensions of the demand for tourism complex demand of many goods and services, which confirms the economic effectiveness that characterises the tourist activity, which makes it play an important role in achieving economic development. Below we clarify the developmental role of therapeutic tourism in the province of Nineveh, which the region of Hamam Al- Aleel belongs to according to the available data of Planning / Central Bureau of Statistics data on this province because of the presence of terrorist gangs and Daesh as follows:

- 1) The role of tourism in generating employment:** The tourism industry belongs to the services sector, which is one of the most economic sectors in providing jobs without acute to large investments compared to other sectors, thus eliminating the problem of unemployment of educated youth (Allam, 2008). According to the World Travel and Tourism Board, it accounts for 11.8% of the total global employment in 2014, which

confirms that the level of operation in tourism activities is high. Most studies have confirmed that building a new hotel room provides three direct and indirect job opportunities (Makabla, 2007). Table (4) shows the number of employees in hotels:

Table 4. Number of employees in Iraqi hotels and rates of change for the years 2009-2017 (in thousands)

the year	Number of employees	Annual rate of change%
2009	6065	-
2010	6071	0.1
2011	7109	17.1
2012	7491	5.4
2013	8830	17.9
2015	8182	3.7
2016	9132	11.6
2017	10167	11.3

Source: Ministry of Planning / Central Bureau of Statistics / Directorate of Trade Statistics / Survey of hotels and tourist accommodation complexes for the year 2009-2017.

Table (4) shows the number of employees in hotels and tourist accommodation complexes. The years 2009-2013 include the number of employees in all of Iraq's governorates in 2010 (6071) thousand workers, an increase of (0.1%), which rose significantly to (17.1%) in 2011, where the number of workers (7109) thousand workers, and then decreased the percentage change to (5.4%) in 2012, where the number of employees increased by (382) workers. The number of employees in 2013 was (8830) thousand workers and a growth rate of (17.9%) for the year 2015 as a result of the activity of hotels across all governorates of Iraq. The years 2015-2017 do not include a number of provinces, including Nineveh due to the security situation in Iraq, so the rate of change between the years 2016 and 2017, has been rounded.

As for the years 2010-2013, which was the province of Nineveh within the statistics of the Ministry of Planning, and compared the operating rate of the province of Nineveh to the total country, ranged between (6.6%) in 2011 to (9.6%) in 2010, a significant proportion of those working from the owners of hotels without pay and paid employees of the administrators and service workers and operation as shown in Table (5).

Table 5: The number of employees in Iraqi hotels and the percentage of work in Nineveh governorate for the years 2010-2013 (in thousands)

The year		Number of employees	Hotel owners without pay	Paid workers	
				Administrators	Workers services and operation
2010	Total hotels	5459	665	1858	2936
	Governorate level	523	32	180	311
	The ratio %	906	4.8	907	10.6
2011	Total hotels	7109	1147	2153	3809
	Governorate level	474	26	131	257
	The ratio %	606	2.26	808	6.7
2012	Total hotels	7491	1274	2086	4131
	Governorate level	559	27	131	401
	The ratio %	704	2.1	602	9.7
2013	Total hotels	8830	1545	1865	5420
	Governorate level	551	51	78	422
	The ratio %	6024	665	402	0.07

Source: Prepared by the researcher depending on: Ministry of Planning / Central Bureau of Statistics / Directorate of Trade Statistics / Survey of hotels and tourist accommodation complexes for the year 2010-2013.

The diversity of hotel services provided by the human element is attractive to tourists. The more hotels are equipped with all the accommodation, the greater attractiveness and role of creating job opportunities due to the intertwined sectors between tourism and other sectors. Tourism provides many economic activities because the tourist product is a mixture Of the services provided by the transport sectors, hotels, food and beverage establishments, cultural and entertainment institutions, banks, and means of communication, which help create many new jobs. This will lead to the consequent rise in the level of economic and social luxury of the workers in this sector. Table (6) shows the total hotels and tourist accommodation complexes by type of service for the years 2010-2017.

Table 6: Preparation of hotels and accommodation complexes by type of service for the years 2010-2017

Service type	2010	2011	2012	2013	2015	2016	2017
Food services	160	113	100	111	114	132	20
Spiritual Beverage Services	2	4	1	1	2	1	3
Washing and ironing services	296	165	286	90	57	50	21
Swimming pool	9	6	16	12	15	17	19
Forum services	15	15	15	1	15	2	10
Tourism trips	5	1	3	3	2	-	-
Car Forums	41	49	34	25	35	2	15
Banking Services	6	6	4	8	7	1	6
ATM services	11	20	49	-	-	-	-
Internet Services	1533	1304	1161	302	138	1	-
Hall games	4	7	5	6	2	-	-
Gyms	9	10	5	155	108	-	-
Internal switch services	690	389	354	-	-	-	-
Other services	10	14	62	1	6	-	1
Total	1549	1323	1196	714	501	206	95
Hotels that do not provide service	69	161	100	553	583	723	495
Total total hotels	1618	1484	1296	1267	1084	929	590

Source: Ministry of Planning / Central Bureau of Statistics / Directorate of Trade Statistics / Survey of hotels and tourist accommodation complexes for the years 2015-2016-2017

The table shows the limited number of hotels that provide services. The hotels that do not provide the hotel services are the largest number especially in the years 2010-2013, and this is reflected in all the governorates of Iraq, including Nineveh province, which has few hotels that provide service to tourists compared to the number of hotels in them, as below :

Table 7: Preparing hotels in Nineveh Governorate for the years 2010-2017

Number of hotels	2010	2011	2012	2013
Hotels that offer service	13	7	19	21
Hotels that do not provide service	25	32	15	12
Total	38	39	34	33

Therefore, as tourism has a great ability to find good job opportunities within the boundaries of the tourism sector and outside it in various specializations because tourism activity is a leader sector in terms of its front and back links and its wide sectoral cross-section, and generating current and future employment opportunities in the sectors that equip tourism with production inputs. There must be an expansion of the establishment of tourism projects of all kinds, including therapeutic in areas where there are elements for the establishment of such activity, including sulphur eyes in the area of Hamam Al- Aleel.

2) The role of revenues Tourism in national income: The income generated by tourism, is the amount spent by tourists for services during their trips to visit archaeological and historical sites and holy cities, which is from another angle, revenue for service units operating in the field of tourism. In a study conducted by the World Travel and Tourism Council on the extent of the contribution of the tourism industry in the world gross domestic product amounted to about (9.1%) of the total world gross product, or \$ 6.3 trillion in 2011.

The table also shows the percentage of tourism revenues from total revenues which have been stable despite the high growth rates, but they remain weak compared to the tourism resources and resources possessed by Iraq, including our research on sulphur eyes and the attractions of therapeutic tourism.

Table 8: The contribution of tourism revenues in the national income for the years 2009-2016 (ID million)

The year	Revenue	Growth rate	Income / National Income
2009	119.035	36.6	0.9
2010	144.854	21.7	0.9
2011	176.273	21.7	0.9
2012	211.492	20.0	0.9
2013	261.392	23.6	1.07
2015	417.199	59.6	0.2
2016	356.557	14.5	1.9

Source: Ministry of Planning / Central Bureau of Statistics / Directorate of Trade Statistics / Survey of hotels and tourist accommodation complexes for the year 2009-2016.

Table 9: Total hotel revenues and Nineveh governorate percentage for the years 2010-2013

the year	Total revenue	Nineveh Revenue	The ratio %
2010	144.854	36.730	25.4
2011	176.273	22.472	12.7
2012	211.492	12.695	6
2013	261.392	46.170	17.7

Table (9) shows the size of hotel revenues in Iraq and the percentage of Nineveh province of the total annual sales for the period 2010-2013, which ranged between (6-25.4%), as the hotel revenues in Nineveh in 2012 (12.695) million dinars, while (25.4%) of the total hotel revenues for the year, which is about a quarter of revenues, which confirms the need to pay attention to tourist sites of all kinds, including therapeutic to increase its role in total hotel revenues by working to increase:

- Number of tourists coming to the region.
- Number of hotel accommodation facilities and equipped with all means of comfort.
- Number of guests in hotels.
- Increase the overnight stays for the tourist by providing all the supplies he needs during his stay.

Table (10) shows the number of hotels in Iraq and Ninewa governorate according to their classification for the years 2010-2013

Table 10: The total indicators of hotels in Iraq and Ninewa governorate according to their classification for the years 2010-2013

Year	Level	Hotel ratings						
		Excellent	first	Second	Third	Fourth	Fifth	Total
2010	Total	7	43	155	114	87	184	590
	Nineveh	1	3	9	5	14	6	38
	The ratio							604
2011	Total	9	33	205	203	175	304	929
	Nineveh	1	2	6	8	6	18	39
	The ratio							402
2012	Total	8	50	232	204	283	407	1084
	Nineveh	1	2	6	5	6	14	34
	The ratio							3013
2013	Total	8	67	271	259	195	467	1267
	Nineveh	1	3	6	3	4	16	33
	The ratio							206

From the table (10) shows that the number of hotels in Iraq for the period 2010-2013 has increased from (590) hotels in 2010 to (1267) hotels in 2013, which registered an increase of (677) hotels, while the level of Nineveh, Between (33) hotels in 2013 and (39) hotels in 2011 and by a percentage of. (2.6%) in 2013 and (6.4%) in 2010. Therefore, it is necessary to pay attention to the increase in the number of hotels in the study area and the diversity of tourism degrees in hotels to help the tourism boom in the region and increase the number of guests and nights to benefit from the therapeutic properties of the properties possessed by the sulphate fountains Hamam Al- Aleel . Table (11) shows the development of the number of huests and nights at the level of Iraqi hotels for the period (2009-2017) as follows:

Table 11: Total indicators for the preparation of guests and overnight stays for the years 2009-2017

The year	Preparing the guests (In thousands)	Number of nights (in thousands)
2009	2270	6276
2010	3050	8943
2011	3874	10526
2012	4474	12176
2013	6321	14059
2015	4922	14494
2016	7749	16736
2017	6125	11918

Source: Ministry of Planning / Central Bureau of Statistics / Directorate of Trade Statistics / Survey of hotels and tourist accommodation complexes for the year 2009-2017.

The number of guests increased from 2270 thousand guests in 2009 to 6125 thousand guests in 2017, an increase of (3855) thousand guests, due to the increase in the number of tourists from Islamic countries to visit the holy sites. The number of nights recorded by tourists in Iraq increased by 5642 thousand nights, the number of nights increased from (6276) thousand nights in 2009 to 11918 thousand nights in 2017 due to the relative security stability of some areas and the reconstruction of hotels (37%) of the total number of hotels in 2013 (see Table 10).

As for the table (12), when measuring the percentage of the number of guests and overnight nights in Ninewa governorate to the total of Iraq, it ranged between (1.04%) in 2013 and (4.03%) in 2010 because the number of guests reached (66) and (123) respectively. and there was a decrease in the number of guests during the period (2010-2013). As for nights, they reached (385) thousand nights in 2010 and by (4.3%) of the total nights, and then decreased

in 2011 to (174) thousand nights and by (1.65%) of the total (10526) on the level of Iraqi hotels then the percentage rise to become (3.4%) in 2012 to restore the old hotels in that period despite the low level of services. The decline continued in 2013 to become the number of nights (405) thousand nights and by 2.9% of the total number of nights.

Table 12: Total number of inmates and overnight stays in Iraq and Ninewa Governorate for the years 2010-2013 (in thousands)

The year		Number of guests (in thousands)	Number of nights (in thousands)
2010	Total	3050	8943
	Nineveh	123	385
	The ratio %	4.03	4.3
2011	Total	3874	10526
	Nineveh	117.5	174
	The ratio %	3.02	1.65
2012	Total	4474	12176
	Nineveh	111	421
	The ratio %	2.5	3.4
2013	Total	6321	14059
	Nineveh	66	405
	The ratio %	1.04	2.9

Source: Prepared by the researcher depending on: Ministry of Planning / Central Bureau of Statistics / Directorate of Trade Statistics / Survey of hotels and tourist accommodation complexes for the year 2010-2013.

In this regard, it is necessary to pay attention to the construction of hotel accommodation institutions with high rating as the best and the first in the region with high quality services that attract tourists for the purpose of medical tourism from patients and the elderly to ensure their stay in comfort throughout the residence and study the possibility of increasing their stay to provide all the required facilities not at the level of Iraqi tourists, but Arab tourists and foreigners to the reputation of therapeutic ingredients in the region and to increase tourism revenues. Table (13) shows the total number of Iraqi, Arab and foreign guests and Ninewa governorate share for the years 2010-2013.

Table 13: Total number of inmates in Iraqi hotels and Nineveh governorate for the years 2010-2013 Distributors by Nationality (in thousands)

The year		Iraqis	Arab	Foreigners	Total number of guests
2010	Total	1747701	37818	1264735	3050254
	Nineveh	123400	-	-	123400
	The ratio %	7.06	0	0	4.03
2011	Total	1825467	83613	1965385	3874465
	Nineveh	117531	21	26	117578
	The ratio %	6.4	0.02	0.001	3.02
2012	Total	2684628	152863	1636609	4474100
	Nineveh	110721	46	302	111069
	The ratio %	4.12	0.03	0.01	2.5
2013	Total	3662086	171960	2487059	6321105
	Nineveh	66202	66	189	66457
	The ratio %	1.8	0.04	0.007	1.04

Source: Prepared by the researcher depending on: Ministry of Planning / Central Bureau of Statistics / Directorate of Trade Statistics / Survey of hotels and tourist accommodation complexes for the year 2010-2013.

Table 14: Tourism Balance in Iraq for 2004-2013 (Million Dinars)

the year	Tourism Balance
2004	32776
2005	21175
2006	38226
2007	52024
2009	95589
2010	114682
2011	122802
2012	146549
2013	192002

Source: Nashour, Alham Khazal, Indicators of the performance of the tourism sector in Iraq and ways to develop it, Journal of Administration and Economics, Year (40), No. (113), University of Mustansiriyah, 2017, p395.

3) The role of tourism in the achievement and development of the economic balance geographically: Development projects are often implemented, mainly, in large cities and dense population, at the expense of small cities and rural areas and remote places. While

urban dwellers enjoy all the necessities of modern life, the populations of small towns and rural areas are severely underdeveloped, resulting in inequitable distribution of development and income (Hourii and Dabbagh, 2001).

The role of tourism in the investment of tourist sites in all areas, including the area of Hamam Al- Aleel , has the elements of attraction that makes it the focus of the world's attention in medical tourism, such as markets, hotels, restaurants, tourist facilities. This leads to the development of the region in a balanced manner, thus creating new job opportunities, improving the standard of living, exploiting the available natural resources, developing and creating new urban communities and redistributing incomes among all members of society.

- 4) The role of tourism in the transfer of modern technology:** The tourism sector is the first nucleus of the introduction of technology, as countries wishing to increase their resources of tourism, following a tourism policy based on the use of modern developed technology in all facilities and tourism services whenever possible (Samurai, 2015) that encourage local and foreign investments and increases the attention to the planning of tourism and the formulation of a proper tourist policy, which works on the development of the tourism sector in various activities, especially in areas that have the elements make it an attraction for tourists, including medical tourism in Hamam Al- Aleel.

Conclusions

- 1) The interest in therapeutic tourism as a catalyst for sustainable development is an important economic demand to stimulate investment in natural and environmental places and to raise awareness of the importance of their development and efficient management.
- 2) Iraq has many types of tourism, including mineral springs, which constitute an important economic resource, but it has not been exploited the optimal exploitation also failure to provide any services to the region and it's incoming tourists.
- 3) The diversity of therapeutic tourism in Iraq in general and specially the area of Hamam Al- Aleel, As mineral water, clay deposits and sand, which is widely recognised at the local and regional levels, which can give Iraq a large amount of hard currency in the case of construction and development, especially as the treatment is long And achieve nights hotel more than other types of tourism.
- 4) The lack of studies that deal with the development of Hamam Al- Aleel area. The study of Al-Qaidi was an attempt to develop a planning design for a therapeutic clinic that has all the necessary requirements to provide services to tourists and highlights the importance of medical tourism in the region through the close relationship between the mineral springs and the recovery of chronic diseases and regain activity.
- 5) The area of Hamam Al- Aleel suffers after a year when the gangs of the terrorist IsIs that entered in 2014 led to the destruction of the entire area, including the demolition of

buildings, hotels and infrastructure. Statistics show that there is a shortage of hotels (which were maintained and operated in a simple manner) and the number of hotels that do not provide service were the largest number of hotels compared to hotels in the province.

- 6) Tourism has a great ability to generate employment and increase the per capita income of the worker as tourism is a leading sector in creating sectoral linkages between it and other productive sectors, which leads to increase social and economic luxury.
- 7) The percentage of tourism revenues from the total revenues for the period 2009-2016 achieved high growth rates, but it remains weak compared to the possibilities and resources possessed by Iraq
- 8) The balance of tourism has been a surplus for the period 2004-2013, which in turn could serve as a support factor for the Iraqi balance of payments and reduce the deficit it suffers due to the economic conditions of the country.
- 9) Tourism has the ability to achieve and develop the economic balance geographically and the use of modern developed technology in various tourism activities and services, which lead to increase tourism revenues, which have a positive role in support of the balance of payments.

Recommendations

- 1) Considering that Iraq has a natural and human tourist attractions that can turn into large tourism investment opportunities that have the ability to raise the level of economic performance of the tourism sector, it must be taken care of by the official agencies related to the tourism sector and the potential of therapeutic tourism and the introduction of legal reforms and legislative on policies concerning the structural and procedural aspects of tourism activity.
- 2) To secure the requirements of tourist attractions and the establishment of a therapeutic clinic in the area of the Hamam Al- Aleel and provide all the means of success in the future, especially the construction and development of hotel accommodation with high ratings as excellent and the first equipped with high quality services attract tourists from the elderly Iraqis and non-Iraqis such as massage baths and paraffin for joints thermal effect, thermotherapy and ultrasound treatment and outpatient clinics for clinical examination.
- 3) Attention to the development of the tourism sector and the development of its sustainable development policies and considered a continuous process and need to be supervised and managed efficiently managed by specialised tourism cadres, including the field medical tourism, which constitute a sustainable economic artery.
- 4) To develop plans to implement a range of means that can lead to steady growth in treatment services in the region and have a strong impact on the development of sustainable tourism and increase the number of tourists such as:

- Expanding the construction of tourism projects and associated projects such as the construction of the economic city of Hamam Al-Aleel, which contributes to attract many qualified job opportunities and eliminate unemployment, which leads to a high level of economic prosperity.
 - The development of the road network and linking the region to the various provinces especially to the north, which affects the increase of tourist trips and tourists, and making it easier for them to reach the area.
 - Setting up an integrated tourism program that includes the most important tourist places that attract visitors and to do economic activities adjacent and link programs with festivals and celebrations.
- 5) Creating new uses of natural resources in Iraq that can be achieved as a result of the creation of economic relations between tourism and other sectors.
 - 6) The development of a tourism investment law, which aims to develop the areas that are characterised by the natural elements of therapeutic tourism and to create the conditions that suit tourism investments and encourage them.
 - 7) To develop a good system of information and tourism statistics in order to accelerate the exchange of information for tourism policy makers and tourism scientific research.
 - 8) To reconcile tourism and the natural environment, and adopt modern trends that provide environmentally friendly tourism activities such as: Green Tourism Certificate - Green Hotels - The idea of an environmental hotel.

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