

An Analytical Study on the Mechanism of Action in the Iraqi Tourism Authority: Now and in the Future

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The research draws attention to the importance of tourism development in Iraq and its impact on the tourism economy. Also, it shows the importance of competitive advantage strategies, in identifying strengths and weaknesses and their impact upon government development of the tourism sector. The first hypothesis is that the availability of basic ingredients to support competitive advantage strategies will help identify strengths and weaknesses in the Iraqi tourism sector. The second hypothesis is that supporting competitive advantage strategies can develop Iraqi tourism sector, compatibly with the business environment. A questionnaire was distributed to a group of university professors and researchers interested in the development of the Iraqi tourism sector, and to individuals working in Iraqi tourism. The most important results are: That the basic elements to support strategies for competitive advantage will help identify the strengths and weaknesses of the Iraqi tourism sector. Further, supporting competitive advantage strategies and their implementation can further develop the Iraqi tourism sector.

Key words: *Tourism, Iraq, Competitive Advantage, Government*

Introduction

Tourism has witnessed increasing interest recently. It has become one of the resources for comprehensive development and is a reliable contributor to economic growth. It represents an

important and essential resource for countries. Tourism is not a goal, but a way to contribute to comprehensive national development, and it is by nature a complex multi-industry. Parties are interrelated. Therefore, they are no longer seen as a secondary sector in the economies of countries, because of their importance in forming the gross domestic product. Presently they are considered the largest economic and social phenomena, but rather they are among the largest industries in the world, and one of the fastest growing economic sectors. This prompted many countries to attend to the tourism sector, because of its contribution to supporting and strengthening the national economy. Also, it works to improve the balance of payments, diversify sources of income and provide foreign exchange. Therefore, the importance of this research comes from the great weight of competitive advantage strategies, in determining strengths and weaknesses, and their effect in setting the mechanism of government action to develop the tourism sector. The sector contributes to integrated economic development, by creating a kind of harmony in the various productive and service sectors. Further, it preserves cultural and social structures, and natural resources, in a form that keeps them fit for future generations.

Research Problem

The research problem is determined by the efforts of tourism authorities. Their efforts are not ambitious, despite Iraq possessing a large base of tourism features that bear natural, archaeological, historical and religious ingredients. Had these features been exploited optimally, they would have become an Arab and global tourist destination. These features have distinguished economic and social effects on society, and the local economy in particular and the national economy in general.

Research objectives

The research directs attention to the importance of tourism development in Iraq and its impact on the tourism economy. In addition, it shows the importance of competitive advantage strategies, in identifying strengths and weaknesses, and their impact in determining the development of government action to develop the tourism sector. The third aspect of the research objective is to study and analyses research variables and explain their role in tourism's economic and social impact, on community and nation alike.

The Importance of the Study

The importance of the research lies in the predominance of competitive advantage strategies in identifying strengths and weaknesses, and their effect in determining the mechanism of government action to develop the tourism sector. Tourism contributes to achieving integrated economic development, by creating a kind of harmony and compatibility in the various

productive and service sectors. It also preserves the cultural, social and economic structure, and natural resources, in a way that retains them for future generations.

The Hypothesis of the Study

The research is based on two hypotheses:

- 1- Availability of the basic ingredients to support competitive advantage strategies, will help identify the strengths and weaknesses of the Iraqi tourism sector.
- 2- The support and application of competitive advantage strategies can develop the Iraqi tourism sector in a manner consistent with both the modern business environment and the accompanying rapid and successive changes.

Study Sample

The sample of the research was a group of university professors and researchers interested in developing the Iraqi tourism sector, and individuals working in Iraqi tourism during the period 2017-2018.

Theoretical Framework of the Study

The Concept and Importance of Tourism

The origin of the word tourism in European languages dates back to the Greek word (Torne's), which is the name of a god that looks like a caliper. It was inserted into Latin to denote a circular path. This path reflects the concept of the tourism movement that starts from a point you return to again, which means moving away from a place of residence temporarily (as opposed to permanent residence); the basis of the concept of tourism (Hosier, 2011: p. 1249).

Tourism was defined as a local, national and international industry that aims to develop better features for the country. Tourism involves individuals and organizations together bringing visitors to the region or the country, and providing educational or recreational products for them. Transportation, housing, tourism institutions and facilitators are the elements of these products. Tourism is also defined as a set of phenomena and activities that contribute to the movement of tourists, from their residential areas to tourist attractions, for a period of not less than 24 hours and not reaching permanent residence, and to various human motives aimed at recreating oneself and satisfying the needs and desires other than the motive for material gain (Lawson & Bond, 2010: 36).

The International Organization Responsible for Tourism and the World Tourism Organization (UN-WTO) also define it. It represents the activities carried out by people travelling in places outside their usual environment for one year, for recreation and other purposes that have

nothing to do with practicing a paid activity. The supreme purpose of tourism is to better identify people in places and other countries, and to deepen understanding and appreciation in order to build a better world for all. Global travel also requires the exchange of knowledge and ideas, and this represents another purpose for tourism worthy of consideration. Travel raises levels of human experience, awareness and achievements in several areas for learning, research and artistic activities (Wilson & Fred, 2007: 6).

Tourism aims for a continuous and balanced increase in tourism resources. The first axis in development is the person preparing its means. Therefore, the state should strive to provide everything needed to optimise the physical, mental and psychological capabilities of such developers. Tourism development begins with an appreciation that the human being is of importance, and of what benefits and refreshes people. Tourist goals can be divided as follows:

1. Economic goals: Tourism aims to improve the balance of payments situation, as tourism is a source of foreign currency, achieving regional development and creating new job opportunities in the regions, whether in tourism or in the sectors supporting tourism (Richards, et al., 2016: 104).
2. Social goals: Tourism provides leisure and recreational facilities for tourists and locals, helps to develop public places and services, works to protect and satisfy social desires, and increases opportunities for cultural exchange between both the host community and the visitor (Stephen, 2007: 56).
3. Environmental goals: Tourism works to preserve the environment, prevent its degradation and put in place strong protection measures for it (Gallardo & Fonder, 2015: 316).
4. Political and cultural goals: Tourism works to spread cultures, increase communication between peoples, and develop political relations between governments in tourist countries (Medlock, 2016: 128).

Consideration of tourism has become an industry that contributes to the economic development of the country, whether developing or developed. The term (tourism industry) was considered as relatively strange in the past, for those who believe in the classic definition of industry as belonging to processes that contribute to increasing wealth of means, capital, technology, and the human element. Certainly, it is an essential outcome of this process (Arkoma, 2007: 63).

The importance of planning for tourism development in order to support competitive advantage strategies in identifying strengths and weaknesses in the tourism sector:

Planning for tourism development pushes tourism variables in society to grow faster than the rate of natural growth; i.e. tourism development in this case, drives growth. Here, tourism planning interferes as a scientific method, one that is aimed at achieving the largest possible rate of tourism growth at the lowest possible cost and as soon as possible. Permission for automatic tourism activity in developing countries does not advance tourism growth, unless

resort is made to tourism planning, as it is considered a necessity of tourism development. Among the most important factors for successful planning for tourism development are the following (Brittany & Lorry, 2013: 88):

1. That the tourism development plan be integral to the national comprehensive national plan.
2. That it strike a balance between the various economic sectors.
3. That development of the tourism sector be considered one of the strategic options for national development.
4. That this industry be part of the productive sectors in the state's economic structure.

The researchers who specialize in tourism believe the above points to be factors for the success of tourism plans, and that they must be provided in comprehensive development plans (in the field of the tourism sector). Further, planning should not be general, but rather must focus on the details through which the tourism sector can be supported and developed in a manner compatible with various environmental changes and developments (Richards, et al., 2016: 105).

Speaking generally, the product is the starting point for classification, and may be an individual product or a group of products. Industrial products can take the form of services and not just goods, because they are one of the new life requirements that have developed the production field and diversified its activities (Richards, et al., 2016: 107). The meaning of industry must be reconsidered. It appears that any product that meets human needs must be considered an industrial product, a type of production that uses raw materials or a process that has its general function and position on economic life. Thus, tourism is unique as a new industry. Tourism is a complete industry for all four, known ingredients:

1. Raw Material: The region has unique and distinct attractions which form the original value of the tourism product; either natural ingredients such as mountains and rivers, or man-made, such as cities with cultural features (Humphreys et al., 2003: 95).
2. The work component: The work component is one of the elements of the success of the tourism industry. The availability of an efficient and qualified human component is to develop and advance tourism in all fields as a result of the important services that this element provides in the tourism field (Hosier, 2011: 1249).
3. Capital: Capital makes the tourism project meet the diverse and renewed needs of tourists, through the availability of all services related to public infrastructure and metadata with high tourism advantages (Gallardo & Fonder, 2015: 318).
4. Organization: Organization is an important element in any production or service activity, and therefore the tourism activity needs organizational skills able to reconcile the elements of production and mix them with proportions to achieve efficiency for the project (Stephen, 2007: 57).

Hence, tourism like any other industry is based on converting productive resources into other commodities or services in a different way, a way that results in a change in the nature of their uses for the purpose of satisfying certain needs. Those needs are essentially considered to be among the higher recreational needs. The tourism project is represented like any industrial investment unit, with a well-defined entity that seeks to create new production capacity or raise the efficiency of existing production capacity, or both (Parrot, 2008: 338).

Choose the Appropriate Strategy to Develop the Iraqi Tourism Sector

It is necessary to choose the tourism development style appropriate to the reality of Iraq, its energies and its various capabilities. It should contribute to overcoming economic, social, cultural and environmental challenges, at the level of the Iraqi economy in general and the level of the tourism sector in particular. Especially as Iraq possesses unique natural and cultural tourism riches that make it competitive with neighboring countries or at the level of the global market, if the development of tourism in Iraq is planned in a realistic and scientific manner (Richards, et al., 2016: 106-107).

It is agreed that there is no single strategy for tourism development that must be followed in different countries, but it must be chosen from them in a way that suits the economic, social, environmental and cultural conditions of each country (Stephen, 2007: 56). In order for the Iraqi tourism sector to be restructured, given all the changes and developments in a new administration for the Iraqi political and economic system, and in light of the current global system, decision-makers in the top management of tourism can adopt a strategy appropriate to both the conditions of Iraq and the tourism industry (Malik, 2014: 19). The researcher's proposals the development of the tourism sector as follows:

1. Merge development strategies (going inside or developing domestic tourism) with the strategy (going abroad or developing tourism exports). That is, develop incoming tourism according to the stages of tourism development in the current circumstances. In our belief, it is possible to adopt a long-term strategy in the form of five-year plans. Short-term development in the current stage depends on the priorities to go inward, through interest in developing internal religious, recreational and archeological tourism. Supporting for the full requirements that will be a minimum basis for promoting international tourism, by paying attention to the type of quality of tourist services introduced to local citizens including all governorates of Iraq (Salah, 2015: 192).
2. The policy of tourism development in developing countries depends on the theory of unbalanced growth, based on the launching of some sectors of the national economy. Efforts focus on a limited number of superior sectors, investing between a limited number of tourist areas in which the climate is available for economic, social and cultural growth

appropriate for various colour of tourism, without obstacles. This model can be applied in Iraq in religious tourism, in the next stages of development (Malik, 2014: 19).

In spite of the availability of many ingredients for tourism in Iraq, whether natural or human, these elements were not invested in a way that rises and promotes them to the required level. Perhaps this is due to several reasons, including the following: (Salah, 2015: 193- 194).

1. The security instability. After the fall of the regime in April 2003, exceptional security conditions were created that were not very encouraging for tourists to visit Iraq.
2. Inadequate and irregular road and air transport routes, and their poor link to tourist attractions.
3. Modest tourist promotion plans and the inadequate government allocations for marketing and research.
4. The low level of public hygiene in cities, religious shrines and recreational places, and the inefficiency of toilets and waste treatment systems in the context of low tourism awareness.
5. Traditional tourism programs already, which stand in the way of prolonging the stay of the tourists in Iraq.
6. The apparent neglect of the archaeological areas, with most of them turned into American military bases and barracks.
7. Insufficient laws and means to deter the smuggling of antiquities or retrieve them, which contributed to the exacerbation of the undermining of tourist attractions.
8. Weakness and low financial allocations necessary for the development of the tourism sector and ensuring its viability vitality, as this sector has only a few allocations compared to other development sectors.
9. The major shortage of qualified and trained cadres with a specialization in the field of tourism and hospitality.
10. Administrative and financial corruption, weak administrative reform, growing partisanship, and the misuse and waste of financial resources.

The government asserted in the last four years its interest in developing and strengthening the tourism sector. However, statistical indicators and practical results of these trends are still negative. They do not reflect substantial progress in this sector. Tourism revenue figures are still weak when compared to Iraq's tourism potential. The absence of proper tourism planning has led to a deterioration of tourism activity, would raise the profile of tourism. The preparation of any tourism plan requires that it be based on five elements (Malik, 2014: 20-21):

1. Prioritise the tourism sector and consider it an economic strategy that works to reform the Iraqi economy and absorb the workforce.
2. Follow up on competitive markets and work to raise the level of services provided to tourists.

3. Face all obstacles and difficulties that hinder the growth and prosperity of tourism in Iraq.
4. There is great diversity in the natural elements essential to the establishment of tourism in Iraq. That makes it necessary to have a set of procedures and plans that take into account the close link between the tourism elements, and the numbers of tourists and future expansions of existing tourist establishments that are to be built. Therefore planning for any component must be linked with the rest of the other elements, and not in isolation from them. For example, when developing a plan to develop the marshes in southern Iraq, this requires that the plan also includes what exists in archaeological areas in the same location, avoiding reliance on only one component (Hosier, 2011: 1249).
5. Religious tourism activity can be activated and given an appropriate space and location. However, it is necessary to establish a specialist company that works to create the appropriate conditions for the investment of all elements of religious tourism, nationally. It should address the rental of hotels, buses and cars, to serve visitors and contract with Iraqi and non-Iraqi authorities regarding receiving delegations and organizing tourist programs and ensuring their comfort, as well as the task of promoting tourism through various media inside and outside the country (Brittany & Lorry, 2013: 89).

Steps to Ensure the Success of a National Tourism Development Strategy in Iraq

The strategic plan plays a very important role in developing tourism. It is a scientific method for organising and managing tourism. With all its elements and patterns, it provides a common framework for decision-making in managing tourism resources, and provides responsible authorities with the methods and directions that should be followed. This facilitates their work and saves much effort, as planning helps to unite the efforts of all units responsible for developing the tourism sector and coordinates their work. This helps achieve the general and specific objectives of Iraqi tourism. Therefore, tourism planning is affected by political and social fluctuations. It is selling more than the factors of production of various economic forces (Chai & Wan, 2017: 12).

One paramount, potential advantage requiring the introduction of a national strategy for the development of the tourism sector, is that it would help to renew and maintain tourism resources, and benefit from them in a way that suits the present and future. It would also help to integrate and link tourism with other sectors, and achieve public policy goals for economic and social development at all levels (Michael (87: 2013). Further, it would provide a suitable platform for decision-making in developing tourism publicly and privately, through studying the current and future realities, taking into consideration political and economic matters (Gallardo & Fonder, 2015: 316).

Accordingly, setting up a long-term national tourism development strategy must be preceded by important steps, which guarantee the strategy's success as a support factor for the growth of the Iraqi tourism sector, as follows:

1. It provides detailed and accurate information on the economic and social reality of Iraq, through a realistic view of the tourism possibilities possessed by Iraq; the financial and technical aspects, the technical, administrative and scientific cadres and information on the targeted tourism markets (Resigned, 2009: 75).
2. The adoption of tourism as a productive sector that contributes to increasing gross domestic product, creates added value, increases investment opportunities, and develops national human capabilities (Hens, et.al., 2011: 44).
3. A dynamic vision in the case of changes that occur in all relationships in the second step, and how to benefit from information on each party that is closer to reality (Karan, et al., 2012: 4).
4. Take into account when adopting a national strategy for tourism development the need to achieve the appropriate and required compatibility between tourism development and environmental protection and tourism resources (Michael, 2013: 89).
5. To achieve the general objectives of the national strategy for tourism development, the legislative framework for the Iraqi tourism sector must be updated, which includes (the Basic Tourism Law) to lay out the overall legal rules and provisions regulating various aspects of tourism work (Salah, 2015: 195).
6. Developing societal and official tourism awareness of the importance of the role of tourism in achieving sustainable economic and social development at the national level (Salah, 2015: 196).
7. Restructuring the institutional building of the government apparatus overseeing the tourism sector in Iraq, where the reconstruction of senior management takes place before departments at executive levels (Resigned, 2009: 76).
8. Planning to raise tourism growth by an estimated rate ranging from (10-15-20%) according to the five-year plan stages, with the first term imposed by the national development plan until 2017 and then the second period of (2018-2023), and so on (Michael, 2013: 91-92).
9. Based on the foregoing, the researcher believes that developing a long-term national tourism development strategy must be preceded by previous steps, to ensure the success of the strategy followed, for the growth of the Iraqi tourism sector, and work to exploit strengths and address weaknesses as much as possible.

The Applied Side of the Study

Society and Study Sample

The researched community consists of university professors and researchers interested in developing the Iraqi tourism sector, and individuals working in Iraqi tourism units. The research sample was chosen from those individuals as 100 questionnaires were distributed and 94 forms were retrieved as valid for analysis. The researcher also relied on personal interviews with individuals for the research sample. The questionnaire was designed to include an introduction that showed the nature of the research and the general (demographic) questions of the research sample, in addition to the questions related to testing the hypotheses of research. The questions were also formulated in the questionnaire form. The answer was converted to quantitative values on the Five Point Likert Scale, which ranges from 1 to 5. The scale level and its degrees can be explained as follows:

I totally disagree	I do not agree	neutral	Agreed	Totally agree	Scale level
1	2	3	4	5	Degree

A set of statistical methods were used to prove or negate the research hypothesis. The arithmetic mean was used in relation to the maximum value of the Likert scale of five degrees. If the arithmetic mean exceeds three degrees of the scale, the study is acceptable, that is, if it obtains a ratio higher than 60% where hypotheses are accepted and confirmation of a relationship exists, between strategies of competitive advantage and the development of the Iraqi tourism sector. Percentages and standard deviation were also used, as was a T-Test (One Sample T-test). The study thereby aim to demonstrate that the relationships between the study variables are real relationships, and not by chance, through inference about the arithmetic mean of the statistical community and the indication of its statistical significance. The calculated T is compared with the tabular T. If its calculated value is greater than the tabular value, the study is accepted, i.e. acceptance of the study hypotheses. Therefore, the study results can be generalized to the statistical community.

Results of distributing the questionnaire and analyzing the demographic characteristics of the individuals in the research sample:

Table 1: Results of distributing the questionnaire lists to the members of the research sample

Statement	the number	Percentage
Distributed questionnaires	100	100 %
Recoverable and analysable questionnaires	94	94 %
Non-refundable questionnaires	6	6 %

Source: prepared by the researcher

It is noted from Table (1) that the distributed questionnaires are 100 questionnaires, 94 forms were statistically analysed. Therefore 94% were retrieved. The non-recoverable forms comprised six non-analysable forms, i.e. 6%. The demographic characteristics of the individuals of the research sample can be analysed through Table (2).

Table 2: Analyse the demographic characteristics of the individuals in the research sample

Variable	Category	The number	Percentage
Age	years old 40-30	20	% 21.2
	years old 50-41	58	% 61.7
	Over 50 years old	16	% 17.1
Sex	Male	68	% 72.3
	Female	26	% 27.7
Qualification	BA	65	% 69.2
	.MA	18	% 19.1
	.PhD	11	% 11.7
Years of Experience	10-5 years	18	% 19.2
	15-11 years	30	% 31.9
	Over 15 years old	46	% 48.9

Source: prepared by the researcher

It is evident from Table (2), that:

1. *There are* 21.2% of respondents that are between the ages of 30-40 years. Further, 61.7% of them are between the ages of 40-50 years. The rest are more than 50 years old.
2. The percentage of male individuals in the research sample reached 72.3%. The percentage of females reached 27.7%.
3. The percentage holding a bachelor's degree in the research sample was 69.2%, masters 19.1%, and PhD 11.7%. This means that they are qualified to understand the subject.
4. As to years of experience for the individuals in the research sample, the largest percentage for a category over 15 years was 48.9%.

Study Hypotheses Test

We review, in this paragraph, the research hypotheses test using both the arithmetic mean, percentage, and standard deviation, in addition to using (One Sample T-test), with the aim of proving or denying these hypotheses and ensuring that there is a relationship between the study variables.

First Hypothesis Test

The first hypothesis states the following: (The availability of the basic ingredients to support competitive advantage strategies will help in identifying the strengths and weaknesses of the Iraqi tourism sector). Table 3 shows the arithmetic mean, percentage, and standard deviation of the first hypothesis variables.

Table 3: Arithmetic mean, percentage, and standard deviation of the first hypothesis variables

Variables	Arithmetic Mean	Percentage	Standard Deviation
The tourism sector is one of the important priorities that can be considered a strategy for the reform and development of the Iraqi economy in general.	4.222	84.44%	0.347
The instability of the security situation can negatively affect the tourism sector and reduce the number of tourists coming to the country.	3.604	72.08%	0.433
Tourism promotion plans and increased government spending on the tourism sector help the development and prosperity of tourism and its growth.	4.445	88.90%	0.423
Attention to land and air routes and providing the required amenities help attract tourists and the development of the tourism sector.	4.001	80.02%	0.428
Attention to the tourism areas, their cleanliness and providing the required amenities for tourists will help in the country's tourism sector growth.	3.567	71.34%	0.442
The existence of deterrent laws to smuggle antiquities and sabotage archaeological areas can help preserve them and develop tourism.	2.617	52.34%	0.364
Overall average	3.743	74.86%	0.406

Source: prepared by the researcher

It is clear from Table (3) that the arithmetic mean for a variable (the tourism sector is one of the important priorities that can be considered a strategy for the reform and development of the Iraqi economy in general) reached (4.222) with a percentage (84.44%) and a standard deviation

(0.347). The arithmetic mean for a variable (The instability of the security situation can negatively affect the tourism sector and reduce the number of tourists coming to the country) reached (3.604) with a percentage (72.08%) and a standard deviation (0.433). The arithmetic mean of a variable (helps tourism promotion plans and increase government spending on the tourism sector in the development and prosperity and growth of tourism) reached (4,445) with an average of (88.90%). In standard (0.423), the mean of the variable (interest in road and air and providing the required amenities helps in attracting tourists and the development of the tourism sector) reached (4.001) with a percentage (80.02%) and a standard deviation (0.428), and the mean for a variable (Attention to the tourism areas, their cleanliness, and providing the required amenities for tourists will help in the growth of the country's tourism sector) reached (3.567) with a percentage (71.34%) and a standard deviation (0.442). Finally the arithmetic mean of a variable (the existence of deterrent laws for smuggling antiquities and sabotaging archaeological areas can help in preserving and developing tourism) reached (2.617) a percentage (0.364) and standard deviation (0.364). Thus, the general average for the first hypothesis variables was with an arithmetic mean (3.743) and standard deviation (0.406), which indicates acceptance of the first hypothesis.

To verify that the arithmetic mean shown by respondents from the sample individuals for the first hypothesis paragraphs, with respect to paragraphs 1 to 5, is significantly greater than the mean of the measuring instrument, and for the other paragraphs, significantly less than the mean of the measuring instrument, and that this difference is not due to chance, a test was used (One Sample T-test). Table (4) shows the results of (One Sample T-test) for the first hypothesis variables.

Table 4: One Sample T-test results for the first hypothesis

Variables	Computed T	Tabular T	Degree of Freedom	Significance Level
X11	9.664	1.960	93	0.05
X12	8.113	1.960	93	0.05
X13	9.452	1.960	93	0.05
X14	4.439	1.960	93	0.05
X15	7.674	1.960	93	0.05
X16	1.224	1.960	93	0.05
General average	6.761	1.960	93	0.05

Source: prepared by the researcher

Through Table (4), it is noted that the calculated value of T for paragraphs 1 to 5 is greater than its tabular value. It ranged between (9.664) and (4.439), as the tabular value of T was 1.960 with a degree of freedom 93 and a significance level of 0.05 The calculated value of T was less than the tabular value, the general average for all variables of the first hypothesis. The

calculated value of T was greater than the tabular value with a degree of freedom of 93 and a significance level of 0.05, which indicates the acceptance of this hypothesis, in terms of the availability of basic ingredients to support competitive advantage strategies in a way that helps determine the strengths and weaknesses of the Iraqi tourism sector.

Second Hypothesis Test

The second hypothesis states the following: (Supporting competitive advantage strategies and their application can develop the Iraqi tourism sector in a manner that is compatible with modern environment variables). Table (5) shows the arithmetic mean, percentage, and standard deviation of the variables of the second hypothesis.

Table 5: Arithmetic mean, percentage, and standard deviation of the second hypothesis variables

Variables	Arithmetic Mean	Percentage	Standard Deviation
The availability of detailed information on the reality of tourism and studying it well will help in addressing weaknesses in the tourism sector.	0.453	87.58%	0.453
Achieving the appropriate and required compatibility between tourism development and environmental protection can help in the development and prosperity of tourism.	0.446	67.14%	0.446
Societal and official tourism awareness helps protect and develop tourist areas and hence the growth and development of the tourism sector.	0.395	65.92%	0.395
Planning to raise the level of tourism growth and provide the necessary allocations can help implement the tourism reform strategy.	0.462	88.58%	0.462
The restructuring of institutional building in the tourism sector and human resource development will help in addressing existing problems.	0.428	83.50%	0.428
Keeping pace with environmental developments, the use of modern technology and electronic promotion can help in the development of the tourism sector.	0.344	50.50%	0.344
Overall average	0.422	73.88%	0.422

Source: prepared by the researcher

Table (5) shows that the arithmetic mean for a variable (providing detailed information about the tourism reality and studying it well will help in addressing weaknesses in the tourism sector) reached (4.379) with a percentage (87.58%) and a standard deviation (0.453). The mean for a variable (if achieving the appropriate and required compatibility between tourism development and environmental protection can help in the development of tourism) reached (3.357), a percentage (67.14%). The arithmetic mean of a variable (helps societal and official tourism awareness to protect and develop tourist areas) reached (3,296). With an arithmetic mean (65.92%) and a standard deviation (0.395), the mean for a variable (planning to raise the level of tourism and providing the necessary allocations can help in the tourist reform) reached (4,429) and a standard deviation (0.462), and the arithmetic mean of a variable (The restructuring of the institutional building in the tourism sector and the development of human resources will help in addressing existing problems) reached (4,175)) A standard deviation (0.428), and finally the arithmetic mean of the variable (keeping pace with environmental developments, the use of modern technology and electronic promotion can help in the development of the tourism sector) reached (2.530), and a standard deviation (0.344). Thus, the overall average of the second hypothesis variables was with an arithmetic mean (3,694) and standard deviation (0.422), which refers to the acceptance of the second hypothesis.

The researchers sought to verify several matters; namely that the arithmetic mean shown by respondents, from the sample individuals for the second hypothesis paragraphs, with respect to paragraphs 1 to 5, is significantly greater than the mean of the measuring instrument, and for the other paragraphs significantly less than the mean of the measuring instrument, and that this difference is not due to chance. A test was used (One Sample T-test). Table (6) shows the results of (One Sample T-test) for the second hypothesis variables.

Table 6: One Sample T-test results for the second hypothesis

Variables	Computed T	Tabular T	Degree of Freedom	Significance Level
X21	9.211	1.960	93	0.05
X22	7.665	1.960	93	0.05
X23	3.113	1.960	93	0.05
X24	9.887	1.960	93	0.05
X25	6.615	1.960	93	0.05
X26	1.345	1.960	93	0.05
Overall average	6.306	1.960	93	0.05

Source: prepared by the researcher

Through Table (6), it is noted that the calculated value of T for paragraphs 1 to 5 is greater than its tabular value. It ranged between (9.887) and (3.113) the calculated value of T was less than its tabular value, the general average for all variables of the first hypothesis. The calculated

value of T was greater than its tabular value, which indicates the acceptance of this hypothesis in support for competitive advantage strategies and their application can develop the Iraqi tourism sector in a manner compatible with modern environmental variables.

Conclusion and recommendations

Conclusion

During This Research, a Set of Conclusions Were Reached, As Follows

1. Tourism is the activity carried out by people travelling in places outside their usual environment for entertainment, and other purposes that have nothing to do with the practice of activity for a fee. The supreme purpose of tourism is to get to know people better, to deepen understanding and appreciation for building a better world for all.
2. One of the most important factors for the success of the tourism development strategy is that the tourism development plan be an integral part of the national comprehensive national plan. It must also balance the various economic sectors, and the development of the tourism sector must be considered as a strategic option for national development.
3. The development of long-term tourism plans and their promotion would raise the profile of tourism, and consider it an economic strategy that works to reform the economy as a whole.
4. The development of a long-term national tourism development strategy must be preceded by a well-thought-out plan, to ensure the success of the strategy followed by the growth of the Iraqi tourism sector, and work to exploit strengths and address weaknesses as much as possible.
5. From the field study, it was found that the availability of the basic elements to support the strategies of competitive advantage will help in identifying the strengths and weaknesses in the Iraqi tourism sector, and that supporting and applying competitive advantage strategies can develop the Iraqi tourism sector better.

Recommendations

Based on the Conclusions Reached, the Research Recommends the Following:

1. Preparing studies and research, and holding conferences and seminars concerned with both the definition of the positive effects of tourism, and the tourism potential owned by Iraq and supporting development paths in various fields.
2. Connecting Iraq and neighboring countries with modern and fast transport lines, railways and sea routes. Most tourists cannot afford to travel by air while using the required services.
3. Take the necessary measures to maintain archaeological and historical sites and protect them from theft and vandalism.



4. Diversify tourist patterns. Avoid reliance on a specific pattern, such as archaeological and religious tourism, for example, and even on one country as a market and source of tourists, as well as raising the slogan of clean tourism.
5. Mandate the local, Arab and international media to exchange tourist programs, to encourage tourists to visit Iraq and use modern technologies, advanced media and media, and the Internet.

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