

Tourism Communication and its Impact on the Behaviour of Tourists in Recreational Places: A Practical Study of a Number of Recreational Places in the City of Baghdad

Zuhier Abbas Azeez^a, ^aCollege of Tourism Sciences, Al-Mustansiriya University, Iraq, Email: zuhier.abbas1976@uomustansiriyah.edu.iq

This research assessed the impact of tourism communication and its various elements on the behaviour of tourists in a number of recreational places within the city of Baghdad. The research started from a problem expressed by a number of intellectual and applied questions. The aim of this study is to clarify the theoretical philosophy and the intellectual implications of these variables on the sectors in general and the tourism sector in particular. The research community comprises of the visitors of the places of entertainment in the city of Baghdad, and is used to examine the impact of tourism on them and their behaviour. 300 questionnaire forms were distributed to these people as they were the best to represent the community study. 100 forms were distributed in each of the recreation areas that were dealt with, namely the tourism island of Baghdad, Wedding Island, and Al-Zawraa Park. The importance of the research is that it will highlight the tourist communication and, in doing so, reveal how to influence the tourist and his behaviour, and how to motivate him to visit the entertainment places in Baghdad. It was tested by a set of non-scientific statistical tools and used the questionnaire as a tool to collect data and information from the research community. In order to achieve the goal of research and answer the questions and test the validity of his hypotheses, the research adopted the questionnaire, which is the main tool for collecting data and information. Other methods were used such as personal interviews. The researcher reached a set of theoretical and applied conclusions that identified the reality in the application environment, the most prominent of which is that tourist behaviour is characterised by a multi-behaviour that is shown in multiple images so that it can be compatible with the situations he is facing. This is characterised by the personality of the tourist and vary from person to person.

Key words: *Tourism Communication, Tourist Behaviour.*

Introduction

Based on the importance of the subject of tourist communication and the behaviour of tourists, and its impact on the parties of the process of exchange (which ranges from the individual tourist to the family, the institutions, organisations and tourism projects and even the Governments themselves) and in connection with previous research efforts to increase intellectual enrichment of these topics, the research came to emphasise the need to activate the role of tourist communication in the behaviour of tourists. The purpose of this is to address the problem of research, which has yet to be properly examined in relation to the impact of tourism communication and its elements, as well as how it affects the behaviour of the tourist in terms of identifying tourist destinations and making a decision to visit tourist places of entertainment in the city of Baghdad. As a result, the aim of the research was to focus on the importance of tourist communication and its impact on the nature of tourism behaviour, the factors influencing it, and how to make tourism decisions.

To achieve the objectives of the research and to contain its specific questions, several main and subsidiary hypotheses were formulated to find effective solutions to its problem: The impact of tourist communication in the development of tourist behaviour. The questionnaire was adopted as a main tool for collecting data related to the practical aspect, which was conducted in a number of recreational places in Baghdad. Based on the above, the research included three topics, the first topic introduced the intellectual approaches to tourism communication, while the second topic dealt with the intellectual framework for the conduct of the tourist, while the third section included inspection and testing of the measuring search tool. A set of conclusions and recommendations are ultimately reached by the researcher.

Methodological Framework for Research

Search Problem

The problem of the search stems from the lack of knowledge of the impact of the tourist connection with its elements, and how it affects the behaviour of the tourist in terms of determining tourist destinations and making the decision to visit the tourist attractions in the city of Baghdad and frequently visit these places.

The Importance of the Research

This study sheds light on tourist communication and how it affects the tourist and his behaviour in recreational places. The study focused on addressing the importance of tourist

communication and its role in delivering the messages to the tourist community in order to introduce the locations of tourism attraction and the capacity of available tourism services and facilities by using different forms of communication that affect the behaviour of the tourist. The tourist uses this in order to satisfy his tourism needs and desires and underlies his decision to travel. The factors that affect this behaviour can be psychological, personal or social.

Research Objectives

- Highlight the importance of tourism communication
- Explain the nature of the tourist behaviour and the factors influencing tourism decisions
- Identify the most prominent tourist attractions in the city of Baghdad
- Highlight the services and tourist facilities that attract tourists in recreational areas

Research Hypotheses

The first hypothesis is that there is a significant statistical correlation between the tourist communication and the behaviour of the tourist. This is followed by the following sub-assumptions:

- There is a significant correlation between direct communication and the behaviour of the tourist.
- There is a significant correlation between statistical communication and tourist behaviour.
- There is a significant correlation between indirect communication and the behaviour of the tourist.

The second main hypothesis is that there is a significant effect of statistical significance of the variable of tourist communication on the behaviour of tourists. This generated the following sub-assumptions:

- There is a significant correlation between direct communication and the behaviour of the tourist.
- There is a significant correlation between statistical communication and tourist behaviour.
- There is a significant correlation between the indirect communication and the behaviour of the tourist.

Research Community

The research dealt with recreational places in the city of Baghdad. Therefore, the visitors of these places were asked in order to know the impact of tourist communication on them and their behaviour. The questionnaire was distributed to 300 persons as they represent the study

society in the best way. 100 questionnaires were distributed in each of the entertainment places that were addressed, namely, the tourism islands of Baghdad, Wedding Island and Al-Zawra Park.

Research Methodology

The analytical descriptive approach has been followed for gaining data and information about the views and attitudes of people, whether written or verbal. It is also suitable for studies that aspire to reach the relationship between the variables and the effects of that relationship. In addition to the adoption of the experimental method, evidence is taken into account regarding the cause and effect. Hypotheses will be verified in the field and this is an experimental approach in itself.

The Intellectual Principles of Tourism Communication

The Concept of Tourism Communication

Human society is by its very nature a communicative society, since the individual is not created to live alone on this earth, but is created to live and interact with the group of people around him and who live with him in his environment. This interaction is through the individual's contact with others in his daily life. Communication is one of the oldest aspects of human activity and is part of the life of the individual (Al-Abed 2006). Since communication is human behaviour and is the oldest activity known to mankind, there are many concepts in the literature that deal with the topic of communication. Psychology considers the science of communication as closely related to it, and is based on the exchange of symbols according to stimuli within the human psyche. On the other hand, sociology refers to communication as a product of social interaction through which some individuals try to control the behaviour of each other or influence them, and tourist communication is known as that process aimed to transfer the info. Ideas and tourism are facts between the two sides of the communication process (Hijab, 2002). Another scholar defined it as the exchange of ideas, information, or opinions between the tourist guide and the tourist, that is, "between the sender and the receiver" through the means of "language" in order to influence and persuade (Al-Faouri, 2006).

The Importance of Tourism Communication

The rapid technological developments in communication and media have led to qualitative leaps in the possibilities and speed of communication. Communication has a big role in the economies of some countries and helped in the rapid progress of spreading info, and the social and economic development of these countries (Najem, 1998). Tourism communication also contributes extensively to highlighting the positive aspects of the tourism experience and the

definition of tourism attraction elements in order to motivate individuals to move towards tourism and attract them and develop their tourism awareness (Bakri, 2001). In light of these rapid and significant developments, most countries and tourism organisations resorted to communication to benefit from it and its positive effects on the tourism industry, because tourism connection provides the opportunity for tourism organisations to offer their tourism services through various means of communication, which ensures the widest and fastest spread of such offers to the prospective audience or potential tourists. The process of tourism communication is a complicated process because the tourist, having completed his journey and returned to his original place of residence, is often filled with gifts and commemorative goods from the traditional folk industries known for their host country, reflecting the culture of that country as well as talking to friends about the host country and its characteristics and what he saw and enjoyed in it. Through this, he becomes a sender of the tourist message in his native country and the receiver of the message are potential tourists in that country before they choose the tourist destination (Badrin 2001).

Tourism Contact Forms

Direct Tourist Contact (Face Contact)

This mode of communication enables the interaction between two or more people on a common subject. As a result of this communication, friendships and relationships between individuals are formed. This allows for immediate and direct recognition of the impact of the message and thus the opportunity for the communicator to modify and direct his message. Thus, it is a process of exchanging information, opinions, thoughts and attitudes between people directly and face to face without the use of any means of communication or channels. The sender meets the receiver in one place and the sender sends his message to the receiver but the answer is quickly received by the receiver and receives his reaction of the message immediately and directly. The interaction in this form of communication is from both sides (the sender and the receiver) and is not one-sided (AL-Abd 2007). Its importance is that it provides the process of feedback. This will allow us to overcome the risks of misunderstanding that may occur in the future, as well as continuous modifications of the message according to the receiver, either through repetition or with a different approach to the method used previously (Essani, 2008).

Tourist organisations directly contact the tourist face to face and without a mediator. Perhaps the most prominent of the process of direct contact in the organisation of tourism is the tour guide during the tourist trip where he provides explanations to tourists, which is face to face and without any intermediate channels.

The Central Tourist Connection

This form of communication is called "media communication" because it is located between two forms of communication, namely direct contact (face contact), which is face to face and indirect communication which is carried out but means of different communication. The medium communication is a point-to-point telecommunications connection such as the telephone. Tourist organisations use this form of communication in a limited range, unlike the other forms used by tourism organisations. This use is most likely a telephone call through the contact of a tourist provided by tourist organisations. The organisation may contact the public by telephone, promoting the products and services provided by it by sending text messages to the public in cooperation with mobile phone companies operating within the scope of the work of the tourism organisation. The most important characteristics are that the recipients of the message a few. Often, the recipient is one person, as well as the sender, and the message is of a special nature (Mazahra 2013).

Indirect Tourism (Communication with Media)

It refers to the process by which information, ideas and trends are transferred to a relatively large number of individuals using one or more means of communication. This form of communication is indirect and often involves unilateral contact (Fahmy 1990). Indirect communication or media communication represents the process carried out by the mass media such as newspapers, magazines, television and radio, and has the ability to deliver messages to a wide audience of different directions and levels and unknown individuals to the communicator (Abu Asbah 1995). The means of mass communication or indirect means are able to deliver the communication message to a large number of people and are represented by their ability to use communication technology equipment - like radio, television and newspapers (Alian 1999).

The Intellectual Framework of the Behaviour of Tourists

The Concept of Tourist Behaviour

Tourist behaviour refers to the way tourists behave according to their positions before, during and after tourist travel. Knowing the behaviour of a tourist can increase the number of visitors to tourist resorts. The behaviour of tourists is part of general human behaviour, As an integrated set of actions, attitudes and decisions regarding the selection, purchase and consumption of tourism products and services, as well as reactions after consumption (Vuuren and Slabbert 2011). Tourist behaviour is also defined as the actions taken by a person towards the purchase and use of tourism products and services, including the decision-making process that precedes and determines these procedures (Kasapi and Koc, 2011).

Tourist behaviour is also defined as the conduct of a domestic or foreign tourist as a result of exposure to an internal or external stimuli, or both to tourist services or tourist attractions such as natural resources and tourist attractions in the country located in the tourist market or places or tourist areas frequented by tourists, to satisfy his needs and desires and according to his purchasing potential (Al-Taei Al-Aalak 2013).

The behaviour of the tourist is no less than a human behaviour influenced by a set of ideas and information that underlie the process of prediction and interpretation of behaviour. How to make the decision to go to a particular attraction or hotel service interests the workers in the tourism sector (Wannas, 2013). The behaviour of the tourist comprises the efforts, activities and behaviours provided by the tourist during his search for tourism services that he needs in order to satisfy his needs. It also involves his assessment of them, access to them, and use of them, and the accompanying decisions (Fatima 2011). Tourist behaviour is the behaviour of a tourist towards the purchase and use of products and services, including the decision-making process that precedes and determines those behaviours (Choibamroong 2011).

The Importance of Tourist Behaviour

The study of the behaviour of tourists is a process of importance and complexity, because the individual is the cornerstone of any activity. Multiple factors determine his behaviour, and make him behave in a unique manner. Despite the existence of similar characteristics among all individuals, there are necessarily individual differences between them and, on this basis, one cannot expect uniform behaviour in each individual (Assistant, 2012).

The starting point for studying the behaviour of a tourist revolves around the idea that the producer must look at the service from the point of view of the tourist and not from his point of view. Instead of offering the product to the tourist as he would to himself, he must discover what he wants to offer him (Jalab and Al-Abbadi, 2009). The study of tourist behaviour is, in nature, multidisciplinary; it is based on concepts and theories about societies and has been developed by sociologists in various disciplines, such as psychology, sociology, social psychology, economics, marketing, and management (Reisingerp 2009).

The behaviour of the tourist comprises all the tourist actions that can be observed and recorded before, during and after the purchase of the tourist product. A variable behaviour varies from one person to another and from one environment to another and from one place and country to another, and depends on the characteristics of the tourist, his personality, his beliefs, his traditions, customs, and culture, as well as his social upbringing.

The tourist makes the decision to buy after going through a number of operations, each purchase done by the guest is the result of several logical stages towards optimal satisfaction.

The marketer should understand those stages by recognising the need as the guest understands the problem or the need that can be satisfied by the tourist product. After the recognition of the need to search for information and after obtaining information, the tourist continues to evaluate the alternatives. Information is used in the evaluation of several brands and from here the tourist makes the decision to buy and in the final stage of post-purchase behaviour the guest takes the position of satisfaction and attitude of loyalty or dissatisfaction (Al-Naimi, 2015).

The process of predicting the behaviour of tourists is of great importance to marketing men, and the difficulty of this process does not mean impossibility, otherwise there is no need for such studies. Fortunately behavioural scientists have been able to identify many of the behavioural characteristics of the groups, although it is difficult to know the characteristics of this behaviour on an individual scale. Because the interest of marketing men is on the behaviour of groups, not the behaviour of a particular individual, greater importance is given to these studies in marketing science (Hana 2010).

Factors Affecting Tourist Behaviour

Psychological Factors

- Motivations: An internal force that directs the individual toward a particular goal. Tourists are influenced by a set of motives rather than by one motive, and the strength of motives may vary from time to time and from situation to situation (Saidi 2009).
- Needs: The lack of something useful, which is the imbalance between the actual consumer situation and the desired situation, and the starting point in the procurement decision is the need for something. In this framework, Maslow put the hierarchy of needs in his contribution to the theory of incentives, which applies to all individuals (Suwaidan 2009).
- Cognition: Cognition is defined as the process by which the individual tests, organises and interprets information to create a clear picture of the things surrounding him (Maftooh 2013). Understanding the process linked to needs and entertainment, he will investigate information and then make a decision to participate in going to the tourist attractions.
- Learning: Learning is the accumulation of knowledge through experience gained by repetition of experience and so on, which directs human behaviour towards change. Learning can also be defined as the set of changes that occur in a person's behaviour as a result of his or her previous experiences and experiences (Ali 2007).
- Trends and Attitudes: Trends play an essential role in determining the pattern of tourist behaviour towards the various goods and services offered. Hence, it is essential that tourist organisations understand the trends and attitudes of tourists to influence them through these same trends. In line with their broad lines, many tourists are not willing to change their directions to participate in an entertainment program that does not conform to these trends and attitudes (Eleven 2013).

Personal Factors

The decisions of the tourist are influenced by his personal characteristics, including age, family, life cycle, profession, economic situation, personality, self-concept, lifestyle, etc. These factors have a direct impact on the behaviour of the tourist, so it is important for those working in tourism to respond to them in a good way (Al-Lami 2013).

- **Profession:** The type of the profession is reflected in the behaviour of the tourist. The tourist who has a career as a manager or is in a leadership position, for example, has the to spend than others, because of the purchasing power he owns and the system he is in. He also has more choices for choosing a tourist destination that suits his aspirations (Al-Jeraisy 2008).
- **Gender:** Tourist behaviour varies by gender. There are clear differences between the behaviour of women and the behaviour of men in different situations, situations and times, and thus can be invested in addressing a segment of tourists, such as addressing women to visit recreational places they prefer more than men, and addressing men to visit places they prefer more than women.
- **Age:** The behaviour of a tourist varies from person to person depending on age. The older person has larger purchasing experience than the younger ones (Nguyen and Gizaw, 2014). Thus, the tourist organisation must identify the age category it is dealing with in order to provide services suitable for their age, intellectual level and mental maturity.
- **Income:** The level of income affects the lifestyle and behaviour of the tourist, where the person who has a big income buys high-priced products and services without hesitation, and the low-income people prefer to buy the product and service that has low prices (Nguyen and Gizaw, 2014).
- **Memory:** Tourists or consumers generally have selective memory in what they remember and therefore tend to retain information that supports what they believe (Hollensen 2010). This point can be exploited to influence the behaviour of tourists by knowing what is going on in the minds of tourists from information planted in the long-term memory, and then to harmonise with this memory. For example, it is known that the people of Baghdad have nostalgia for the legacy of Baghdad heritage, and through this can provide some recreational places that are consistent with the retrieval of this heritage in the memory of tourists.
- **Lifestyle:** is a way of life that is chosen by the individual according to his activities, interests and opinions. The lifestyle embodies an integrated pattern of man acting or interacting in the world (Nagarkoti, 2009). Lifestyle is an important element in understanding the behaviour of a tourist. It is possible to divide the tourism market into multiple categories through different types of life tourism, which differ from one person to another, and thus provide tourism products and services suitable for each of these categories.
- **Personality and self-concept:** The tourist needs to understand and clarify their surroundings in order to know how to deal with them first and to influence them second in proportion to

their objectives. The tourism organisation must classify the types of personalities and prepare tourism staff that have the ability to deal with these different types of characters and especially difficult to deal with characters (Hassan, 2013).

- Roles and status: The role and status of a person should not be overlooked. For example, each person belongs to many groups such as the family, clubs and organisations. For example, the manager behaves quite differently in this role than as a father, husband, son, or brother. The role of the person in each group can be defined in terms of the role and condition of the role, where the role is the activities that people are expected to perform according to the people around them (Yakup and Jablonsk, 2012). If we are to influence the behaviour of the tourist it is important to know their Role and situation.
- Social status: Social status is determined by several factors including bachelorhood, marriage and family size. These elements are important determinants in the purchasing decision of the tourist. To influence the behaviour of the tourist it is important to know his social status. Is the tourist married or single? Would he go to the leisure venues alone or be accompanied by family (Baya 2008)?

Social and Cultural Factors

- Social class: A social class is a term that expresses the order of members of society at a certain social level. This class reflects the general level each individual occupies. The class determines the accepted behaviour patterns of the members of this level and determines the lifestyle of its members (Al-Jeraisy, 2006).
- Reference group: A group of individuals from professional and social groups that negatively or positively affect the assessment, hopes, actions, opinions and beliefs of individuals. The influence of the reference group comes as a result of the obedience of individuals to the group and respect for the standards it deals with.
- Family: The role of the family in influencing its members and the formation of values, trends and purchasing patterns. Many individuals follow the same basic household consumption patterns that have been used for a long time, especially with goods and services that do not require long decisions (Al-Rubaie 2008).
- Culture and subculture: Individuals acquire through their family and family contact as well as the environment in which they live a set of values, customs, traditions, beliefs, religions, legislation, languages and dialects. These elements constitute the culture of society and thus the culture of the individual within society. Some of them are acquired as a result of developments in life (Al-Rubaie 2008).

Tests and Analysis of Results

The aim of this study is to analyse and test the measurement tool of the research, which is the first step to conduct any applied study because it represents the vital detail of the accuracy and

validity of the results obtained, as well as extract the relationship of the correlation between the relevant variables of tourist communication and tourist behavior. The influence of the independent variable on its sub-variables in the adopted variable will also be measured.

The Truth of the Research Tool

This side includes two important axes: apparent honesty and construction honesty.

- The virtual honesty of the measuring instrument

The researcher presented the research tool in its preliminary form to a number of arbitrators specialised in the field of tourism, administration and statistics in order to ascertain the veracity of the measuring instrument. The researcher also prepared a questionnaire to survey the opinion of the arbitrators on the clarity of each statement in terms of intellectual content and formulation. They were also question in regard to any corrections that should be made with the addition or deletion of any expressions in any axis.

90% of experts agreed on the veracity of the paragraphs of the questionnaire, which is a large proportion that affirms the validity of the paragraphs of the.

- The construction honesty of the exploratory measuring instrument:

Honesty depends on the method of exploratory analysis by summarising and minimising multiple variables in a number of variables called Factors. We will use the exploratory analysis to test the independent variable (tourist contact) and measure the multiple variable (the behaviour of the tourist) in order to determine the dimensions covered by the scale as well as the paragraphs that do not correlate with the structure of the scale and must be removed from the scale.

To verify the adequacy of the sample and the correlation between the variables: one of the most important conditions for the use of factors exploratory analysis is the Kaiser-Meyer-Olkin Measure, which will verify this condition.

The statistical values range between 0-1. The closer the value to 1, the more the correlation model is reliable and the credibility of the global analysis. As shown in Table 1, the Bartlett test indicates a moral presence.

In Table 1, it is clear that the value of the KMO for the variable of the tourist contact reached 0.92, which is greater than 0.05 and thus is a great value. For the correlation relation between

the variables, the Bartlett test was used with a value (2932), which is acceptable. The correlation matrix is not a unit matrix.

It is clear that the value of the KMO variable of the tour guide variable was 0.89, which is greater than 0.05, which is a large value. As for the existence of correlation between variables, we may also use the Bartlett test. The test indicates the existence of the relation between the dimensions of the scale. This was acceptable, (2965) indicating a significant correlation between the items.

Table 1: Test of result of KMO and Bartlett study

Tests	The study variables	The independent	The dependent
KMO statistical value		0,92	0,89
Bartlett test	Chi- square	4595	2965
	Sig potential value	0,00	0,00

The source: prepared by the researcher according to the statistical analysis

Test of the Correlation for the Variables Investigated

The Relationship of Direct Tourist Contact with the Behaviour of the Tourist

Table 2 shows the existence of a statistically significant correlation between the direct tourist communication and the behaviour of the tourist. The simple correlation coefficient between them (0.53 **) indicates that there is a significant direct correlation between direct tourist communication and tourist behaviour. The correlation coefficient in the results of the statistical analysis, brings the number of correlations between the direct tourist communication and the behavior of the tourist by its sub-variables in the studied sample to four of the four relationships. This constitutes 100% and thus accepts the hypothesis that there is a statistically significant correlation between the direct tourist communication and tourist behaviour .

The Relationship of Media Tourist Communication with the Behaviour of the Tourist

Table 2 shows that there is a statistically significant correlation between median tourist communication and the behaviour of the tourist. The correlation coefficient between them (0.57) indicates that there is a significant direct correlation between media tourist communication and the behaviour of the tourist. The results of the statistical analysis brings the number of correlations between the intermediate tourist communication and the tourist behaviour by its sub variables in the studied sample to four of the four relationships (100%). Thus, the hypothesis that there is a statistically significant correlation between the media tourist communication and behaviour the tourist is accepted.

The Relationship of Indirect Tourist Contact with the Behaviour of Tourists

Table 2 shows the existence of a statistically significant correlation between the indirect tourist connection and the behaviour of the tourist. The coefficient of correlation between them was 0.44**, which confirms the existence of a significant positive correlation between indirect tourist communication and the behaviour of the tourist. That confirms the appearance of the mark ** with the value of correlation coefficient in the results of the statistical analysis, bringing the number of correlations between the indirect tourist connection and the behavior of the tourist with its sub variables in the studied sample to four relationships in four (100%). Thus, the hypothesis that there is a statistically significant correlation between Indirect tourist contact and Tourist behaviour is accepted.

The Relationship of Tourism (In General) to the Behaviour of Tourists

Table 2 confirmed the existence of a statistically significant correlation between tourist communication and tourist behaviour. The correlation coefficient between them was 0.57 **, confirming the existence of a strong correlation between tourist communication and tourist behaviour. The correlation coefficient in the results of the statistical analysis brings the number of correlations between the tourist communication and the behaviour of the tourist in the sample studied to four relationships within four (100%). Thus, the hypothesis that there is a statistically significant correlation between tourist communication and the behaviour of the tourist is accepted.

From the previous analysis and Table 2, we infer that the total moral relationships between the tourist communication in its three sub-forms and the behaviour of the tourist sub in its sub variables are sixteen from sixteen. Constituting 100%, this confirms the existence of a function correlation statistically between tourism communication in its three sub-forms and the behaviour of tourists, and thus accept the following assumptions:

The first main hypothesis, that is, there is a statistically significant correlation between tourist communication and tourist behaviour, and the hypotheses arising from it:

- There is a statistically significant correlation between direct tourist communication and tourist behaviour.
- There is a statistically significant correlation between media tourist communication and tourist behaviour.
- There is a statistically significant correlation between indirect tourist communication and tourist behaviour.

Table 2: The relationship between the tourism communication media with its three sub-variables and the behaviour of the tourist

Dependent variable		Aggregate of Tourist Behaviour	Moral relationships	
Independent variable			No.	Relative importance
Direct tourist contact		0.53**	4	100 %
Media tourist contact		0.57**	4	100 %
Indirect tourist contact		0.44**	4	100 %
Aggregate of tourist contact		0.57**	4	100 %
Moral relations	No.	4	16	100 %
	Relative importance	100 %		

Source: Preparation of the researcher according to the results of the statistical analysis

The Impact of Tourism Contact on the Behaviour of Tourists

Effect of Direct Tourist Contact in Tourist Behaviour

It appears from Table 10 that the value of F calculated to measure the effect of direct tourist communication in tourist behaviour was 110.4, which corresponds to the calculated value of F and is less than the moral value approved in the study, which is 0.05. The determination value r^2 is 27.04 %, which indicates the ratio of direct tourist contact in tourist behaviour, while the value of beta that represents the decline factor is 0.425. The same table showed that four of the four relationships between direct tourist communication and tourist behaviour were statistically significant. This constitutes 100% and leads to the acceptance of the hypothesis that there is a statistically significant relationship in tourist behaviour with 95% certainty.

The Impact of Indirect Tourism in Tourist Behaviour

Table 3 shows that the value of F calculated to measure the effect of indirect tourist communication in tourist behaviour was recorded at 75.67, which is a statistically significant value, since the probability value Sig. (20.25%) corresponds to the value of F calculated less than the moral level approved in the study, which is 0.05. The value of the determination factor R^2 (20,25 %) indicates the proportion of the effect of the indirect tourist connection in the behaviour of the tourist, while the value of beta, which represents the regression coefficient is 0.376. The same table showed that four of the four relationships between indirect tourist connection and tourist behaviour with its sub variables were statistically significant (100%). This result leads to the acceptance of the hypothesis that there is a statistically significant relationship of the Visual media in tourist behaviour with 95% confidence.

It is evident from the previous analysis and Table 10 that the total relations of the influence of the forms of tourist communication in the behaviour of tourists amounted to sixteen of sixteen, which constitutes (100%). This confirms the existence of a relationship effect of statistical function of the three forms of tourism in tourist behaviour, and thus accepts the following assumptions:

The second main hypothesis, that is, there is a relation of statistical function of the tourist relationship and tourist behaviour, and the assumptions that are derived from it:

- There is a relationship of statistically significant effect of direct tourist contact in tourist behaviour.
- There is a relationship of statistically significant effect of the average tourist connection in tourist behaviour.
- There is a relationship of statistically significant effect of indirect tourist contact in the tourist behaviour.

It also appears from Table 3 that the media tourist connection recorded the highest rate of influence in tourist behaviour among the forms of tourist communication by 30.25%, followed by the direct tourist contact variable in terms of the effect of tourist behaviour, which recorded an impact of 27.04%. Indirect tourism is ranked lowest in terms of impact on the independent variable 20.25%.

Table 3: Relationships of the effect of tourist behaviour on tourist behaviour

Dependent variable		Aggregate of Tourist Behaviour		Moral relationships	
Independent variable				No.	Relative importance
Direct tourist contact		0.425	27.04	4	100 %
		110.4	Statically significant ratio of 95 % confidence		
Media tourist contact		0.406	30.25	4	100 %
		129.2	Statically significant ratio of 95 % confidence		
Indirect tourist contact		0.376	20.25	4	100 %
		75.67	Statically significant ratio of 95 % confidence		
Aggregate of tourist contact		0.433	31.36	4	100 %
		136.1	Statically significant ratio of 95 % confidence		
Moral relations	No.	4		16	100 %
	Relative importance	100 %			

Source: Preparation of the researcher according to the results of the statistical analysis

Conclusions

- Tourist communication depends on the transfer and exchange of tourist information and ideas between the sender and the tourist recipient.
- Contribute to tourist communication by highlighting the elements of tourist attractions in tourist attractions.
- The importance of tourism communication arises through the presentation of tourism services and facilities in the various means of tourism media.
- Tourism communication lays the foundations of tourism awareness among the tourist public through tourism knowledge.
- There are many forms of tourism communication between direct contact, intermediate, and indirect communication.
- The behaviour of the tourist manifests in a full range of actions and attitudes and decisions related to the selection and purchase of tourism products.
- Tourist behaviour is represented by the behaviour of the local or foreign tourist in the places of tourist attractions to practice tourist activities in recreational places.
- Tourism behaviour is characterised by multiple and variable behaviours from one tourist to another according to the environment and the country to which the tourist belongs.

- The behaviour of tourists is influenced by a range of psychological factors such as motivation, needs and perception, personal factors such as profession, sex and income, and social factors such as social class and reference group.
- Most of the tourist attractions in the city of Baghdad suffer from a lack of services and tourist facilities.
- The lack of tourist awareness among workers in recreational places in the city of Baghdad.
- Lack of coordination between the municipality of Baghdad and the Tourism Authority in order to upgrade the tourist attractions in Baghdad.

Recommendations

- The necessity to highlight tourist sites through tourism communication and its various forms and stimulate the tourists' behaviour to visit them and repeat the visit.
- The researcher recommends the need for more attention of tourism communication to lay the foundations of tourism knowledge among the tourist public.
- Emphasise the wide coverage of the overall tourism communication for all the events and tourism issues, as the messages of tourism communication reach millions of viewers from inside the country and abroad.
- The researcher recommends implementing tourist media campaigns according to strategic media plans to familiarise the tourist public with tourism services and facilities provided in the tourist and recreational sites.
- The need to pay attention to the study of the behaviour of the tourist to know how the tourist behaves in tourist attractions
- To achieve the objectives of tourism behaviour, which is manifested by satisfying the needs and desires of the tourist through participation in the exercise of tourism activities in recreational places.
- Increasing interest in tourism behaviour to identify the preferences of tourists regarding tourist destinations and develop appropriate tourism strategies for those preferences.
- Increase the focus on factors affecting the behaviour of tourists such as psychological, personal and social factors that play a large role in the formulation of this behaviour.
- The need to increase the number of recreational tourist places in the city of Baghdad because it suffers from a lack of these places in view of the increasing number of tourists in the capital.
- The researcher recommends the need to increase attention to the quality of tourism services and facilities provided to tourists in recreational tourist places in order to improve tourism services in these places.
- The need for a tour guide in tourist attractions in the city of Baghdad in order to show the importance and history and the elements of tourist attractions.



- The need to coordinate between the departments of recreational tourist places and the means of tourism communication in order to improve the tourist entertainment activity in the city of Baghdad.



REFERENCES

- Abu Asbah, S. (1995). *Communication and Media and Contemporary Societies*, Dar Aram for studis and Publishing, Amman, 14.
- Abu Asbah, S. (1995). *Communication and Media and Contemporary Societies*, Dar Aram Publishing and Publishing, Amman, 15.
- Abu, J. and Mohammed, M. (2013). *Consumer Behavior and Purchasing Decision Making, Integrated Approach*, Dar Al-Hamed Publishing and Distribution, first edition, Amman, 29.
- AL-Abd, A. (2007). *Communication and Public Opinion*, Dar Al-Fikr Al-Arabi, Cairo, 41.
- Al-Abed, A. (2006). *Theories of Communication*, Dar al-Nahda al-Arabiya, first edition Beirut, 23.
- Aldmour, H. (2009). *Marketing Services*, Dar Wael Publishing, fifth edition, Amman, 139.
- Al-Faouri, O. (2006). *Tourism Guidance between Theory and Practice*, Al-Warraaq Publishing and Distribution, First edition, Amman, 205.
- Ali, L. (2007). *Social and Cultural Factors and their Relation to Change in the Behavior of the Algerian Consumer, A Field Study in Bastif*, Letter to the Faculty of Humanities and Social Sciences, Montoury University, Constantine, 79.
- Alian, M. (1999). *Communication and Technology Education*, Dar Safa Publishing and Distribution, Amman, 175.
- Al-Jeraisy, K. (2006). *Consumer Behavior Analytical Study of Purchasing Decisions of the Saudi Family*, King Fahd National Library, first edition, 124.
- Al-Jeraisy, K. (2008). *Consumer behavior*, King Fahd National Library, 3 Edition, Riyadh, 153.
- Al-Lami, G. (2013). *"Marketing Management New Ideas and Guidance"*, Dar Safaa Publishing & Distribution, 1st Floor, Amman, 151.
- Al-Naimi, M. (2015). *Social Intelligence and Public Relations Management Strategy and their Impact on Guest Loyalty (Applied Study in Mixed Sector Hotels in Baghdad)*, Thesis submitted to the Faculty of Management and Economics / Mustansiriyah University, 99.



- Al-Rubaie, A. (2008). Television Advertising and Consumer Behavior Survey of a Sample of Adolescents in Irbid, Master Thesis submitted to the Faculty of Arts, Middle East University, 45
- Al-Taei, H. and Al-Aalak, B. (2013). Tourist Behavior and Tourist Demand, Dar Zahran Publishing and Distribution, 7.
- Assistant, Z. (2012). Marketing in the Comprehensive Concept, Dar Zahran Publishing and Distribution, Amman, 115.
- Badrin, A. (2001). Communication Strategy in the Algerian Tourist Organization on Websites, Analytical Descriptive Study, Master Thesis Presented to the Faculty of Political Science and Information, University of Algiers, Algeria, 19.
- Bakri, F. (2001). Tourist Information, Dar Al-Nahda, Al-Sharq Printing and Publishing, Cairo, 89.
- Baya, K. (2008). The Impact of Public Relations on Final Consumer Behavior, Case Study of Orascom Telecom Algerie (Jazi), Thesis submitted to the the Faculty of Economic Sciences, Management Science and Commercial Sciences, Mohamed Bougherra Boumerdes University, 11.
- Choibamroong T. (2011). Knowledge of Tourists' Behavior: a Key Success Factor for Managers in Tourism Businesses, Bangkok University Journal, vol. 5, No. 9, pp. 128-139.
- Eleven, E. (2013). Convenience Store, Universal Journal of Management, Vol. 11, No. 2, pp. 72-79.
- Essani, R. (2008). Introduction to Media and Communication, Basic Concepts and New Functions in the Age of Islamic Globalization Modern Books, Jordan, 14.
- Fahmy, M. (1990). Communication Technology in Social Work, Dar Al-Maarefah University, Alexandria, 109.
- Fatima, Al. (2011). Zouzou, Role of Quality of Service in Achieving Customer Satisfaction, Letter to the Faculty of Economic, Commercial and Management Sciences, Qasidi Marbah University, 4.
- Fratu, D. (2011). Factors of influence and changes in the tourism consumer behavior Bulletin of the Transylvania, University of Brasov, Vol. 53, No. 1, pp. 119-128.



- Hana, N. (2010). Principles of Marketing, Dar Al-Marikh Publishing, Third edition, Riyadh, 95.
- Hassan, R. (2013). Development of Tourism Promotion Strategy and its Potential for Application in Iraq, Master Thesis submitted to the College of Management and Economics, University of Baghdad, 21.
- Hijab, M. (2002). Tourist Information, Dar Al Fajr Publishing and Distribution, First Edition, Cairo, 68.
- Hollensen, S. (2010). Marketing Management: a relationship approach, Third Edition, Pearson Education Limited, United Kingdom, 126.
- Jalab, I. and Al-Abbadi, H. (2009). Dabbas, Marketing according to a Contemporary Perspective and Philosophical Perspective, Al-Warraaq Publishing and Distribution, 1, Amman, 203.
- Kasapi, I. and Koc, M., (2011). Changing Tourism Consumer Behavior: The Impacts on Tourism Demand in Albania, Creative and Knowledge Society, International Scientific Journal, Vol. 10, No. 212, pp. 18-25.
- Maftooh, M. (2013). Impact of the Declaration on Final Consumer Behavior, Case Study of the Algerian Mobile Telecommunications Corporation (Mobilis). Master Thesis submitted to the Faculty of Economic, Commercial and Management Sciences, Kasidi University, 12.
- Mazahra, M. (2013). International Communication, Dar Al-Massira for Publishing, Distribution and Printing, Amman, 27.
- Nagarkoti, B. (2009). Factors Influencing Consumer Behavior of Smartphone Users, Degree Thesis, International Business, Arcada university, 16.
- Najem, T. (1998). Mass Communication, Universal Dar al-Maarifa, 290.
- Nguyen, T. and Gizaw, A. (2014). Factors that influence consumer purchasing decisions of Private Label Food Products, A case study of ICA Basic, Bachelor Thesis in Business Administration, for School of Business, Society and Engineering, 20.
- Reisinger, Y. (2009). International Tourism: Cultures and Behavior, Elsevier Ltd, First Edition, UK, 281
- Saidi, E. (2009). Marketing and Promotion of Tourism and Hotels, Dar Al Raya Publishing and Distribution, first edition , Amman, 94.



- Sumaidaie, M. and Yousuf, R. (2010). Marketing Services, Dar Al-Masirah for Publishing, Distribution and Printing, first edition, 404.
- Suwaidan, N. (2009). Contemporary Marketing, Dar Al-Hamed Publishing and Distribution, No. 7, Amman, 141.
- Vuuren, C. and Slabbert, E. (2011). Travel motivations and behavior of tourists to a south African resort , book of Proceedings, International Conference on Tourism & Management Studies, vol. I, 295.
- Wannas, N. (2013). Communication Technology and its Impact on Trends in Tourist Behavior – Master Thesis submitted to Mustansiriyah University, 75.
- Yakup, D. and Jablonsk, S. (2012). Integrated Approach to Factors Affecting Consumers Purchase Behavior in Poland and an Empirical Study, Global Journal of Management and Business Research, Vol. 12, No. 15, pp. 6-18.