

## The impact of tourist companies website and specifications on the development of domestic tourism - an applied study on a sample of travel and tourism companies in the city of Baghdad

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**Article History: Received: 01 June 2021; Revised: 28 June 2021; Accepted: 23 July 2021; Published online: 30 July 2021**

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### Abstract

The issue of tourism companies has received a lot of interest from researchers in various fields in order to improve and develop their performance and measurement tools to suit different circumstances. The ability of tourism companies to continue facing their surroundings in which they operate does not depend only on plans and good preparation by the administration, and what is accompanied by continuous monitoring and follow-up of human resources and the methods of work followed and how to implement their plans and objectives required to achieve the desired results to increase the internal tourism movement, but it can be The location and specifications of the tourism companies are important as it is one of the factors that can contribute to the performance of the tourism companies. From the above, the main question can be raised (Can the location and specifications of the tourism companies affect the development of domestic tourism?)

The two researchers reached a set of conclusions, the most important of which is that tourism companies have a strong relationship with the development of domestic tourism, and the location and specifications of tourism companies have an impact on the development of domestic tourism, and that domestic tourism preserves the local currency, achieves economic benefits for the country, and reduces leakage from the local economy.

The research concluded with a set of appropriate recommendations that can benefit the relevant authorities in this field, including the necessity of developing domestic tourism through (coordination with the authorities concerned with infrastructure such as transport and with appropriate standards) and (enhancing the specifications of tourism companies using modern communication devices that enhance their activity) and (work Attracting cadres with tourism specializations to work in the field of tourism guidance to enhance the performance of tourism companies, which enhances their matches) and (promotion of social )media sites about their sites and all their work and trips

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**Introduction:** The topic of the location and specifications of tourism companies has gained great attention and an additional dimension in recent times, which plays an important role in the performance of tourism companies, and that some people are motivated to work in government tourism companies for the public sector represented by Iraqi airlines, and work in the private sector represented by companies Private property managed by individual local investors in order to invest their money in an optimal investment based on sound planning and performance. These companies have contributed to organizing a lot of external and internal trips for the members of the community for the purpose of revitalizing the tourism movement, which is of economic and social benefit to the tourists.

### **First: the research problem**

The two researchers seek to identify the location and specifications of tourism companies and the extent of their impact on the development of domestic tourism, as a set of questions were formulated, represented by the research problem, as follows

1. Is there a significant correlation between the site and specifications of tourism companies and the development of domestic tourism

2. Is there a significant effect between the location and specifications of tourism companies and the development of domestic tourism

: Answering the research questions

In light of the theoretical review of the research literature and the intellectual heritage of the site and specifications of tourism companies and the development of domestic tourism, and through what can be imagined based on the personal interviews that took place in the tourism companies, the research sample and the available information, the questions will be answered, through the initial answers to the questions of the studied phenomenon, and it will be decided on the field side, whether these answers are correct or not, after analyzing and treating them statistically.

### **Second, the importance of research**

The importance of the research lies in clarifying the role of the site and specifications of tourism companies in the development of domestic tourism, by shedding light on the site of tourism companies and focusing on the success factors of their performance to advance the reality of tourism movement and its development from within. Tourism and Travel.

### **Third: Research objectives**

1- Shed light on the concepts and specifications of tourism companies and the development of domestic tourism.

2- Clarify the parameters of the scientific nomenclature constituting the research variables (independent and approved), for the purpose of reaching results approved by decision makers in tourism companies.

3- Studying the relationship between the research variables and their strength and the effect of each on each other in order to benefit from them by the departments of the tourism companies in the research sample.

### **Fourth: Research hypothesis**

1- The first main hypothesis: There is a significant statistically significant correlation between the site and specifications of tourism companies and the development of domestic tourism.

2- The second main hypothesis: There is a significant effect of statistical significance for the location and specifications of tourism companies in the development of domestic tourism.

### **Fifth: Research community and sample**

The study population included a group of directors of departments of tourism companies and employees, whose number is (200) respondents, and the questionnaire consists of three parts as follows:

**The first part:** includes personal information (gender, educational attainment, number of training courses, number of trips organized by the company).

**The second part:** included the independent variable (location and specifications of tourism companies)

**The third part:** included the dependent variable (internal tourism development)

The questionnaire contained (21) questions, including (5) questions for the independent variable and (16) questions for the dependent variable, distributed as follows: (6) questions for economic development, (4) for the dimension of environmental development, and (6) questions for social and cultural development.

### **Sixth: Research Methodology and Tools**

The research relied on the descriptive and inferential approach, and the following tools were adopted for the purposes of analysis

A- Theoretical references: Arab and foreign sources (books, periodicals, magazines, research, university theses) available in public and university libraries were relied upon, in addition to the recent articles and books provided by the Internet related to the topic of research.

B - Personal Interviews: A number of personal interviews were conducted for a group of administrative leaders in tourism companies (the research sample) to obtain information on the dimensions of the compatibility between the research variables directly, as well as to complete the answer to all the questions raised.

C - The questionnaire: a set of interrelated questions was identified in a way that achieves the goal that the research seeks within the framework of the chosen problem, for the purpose of obtaining data and information to obtain numerical results in which the research variables are measured. The five-point Likert scale was adopted for this, and after completing the questionnaire, it was initially tested by presenting it to a group of managers of the surveyed tourism companies to confirm the validity of the information.

### **The first topic / the theoretical side**

First: the location and specifications of the tourism companies

#### **1-The concept of tourism companies**

It is the place that provides advisory and technical services and information and makes the necessary arrangements to link travel by land, sea or air to any place in the world, and all these services and consultations are provided to citizens free of charge. (Tawfiq, 2008: 163)

One of the important tourist establishments that provide travel services to travelers and tourists “ through their own tourism programs or as an intermediary for the sale of tourist programs prepared by tour operators, which are called Tour Inclusive in English (Al-Ta’i, 2003: 152).

#### **2-The importance of tourism companies**

The importance of tourism companies lies in several points that we will identify with, which are as follows: (Reza, 2017: 221-223)

1. Providing travelers with important information about the services they need free of charge, such as transportation costs, accommodation, food and drink.
2. Providing travelers with information about international regulations and laws such as visa, currency exchange, and customs, while providing advice, advice and guidance on travel services, temperatures, summer times, and preventive and health information.
3. Selling travel cards, i.e. tickets, in coordination with airlines and other sea and land lines, as well as selling festivals cards.

4. Selling the tourist programs prepared by the tour operators, according to a specified commission by the tour operators, to the clients of the tourist agencies.
5. Travel agencies carry out the procedures related to the entry visa, ie the visa, with the issuance of .visas, tickets and checks to customers.
6. Organizing trips (tourist groups) to tourist attractions, individually or collectively, and arranging program procedures such as trip prices, transportation, accommodation, food, entertainment and entertainment.
7. Carry out reception services by local citizens, whether to and from the airport or bus stops, and transfer tourists to the hotel and then visit the tourist places of the visited country.
8. Securing and keeping passengers' baggage
9. Selling maps of tourist routes as well as selling brochures for tourist guides in the visited country (Al-Ta'i, 2003: 221)

### **3- Location and specifications of tourism companies:**

The site is a factor in the success of tourism companies, which depends on the basics that contribute to its success, namely:

- a. The location of the company in relation to the commercial center of the city, ie the areas in which the population of the area is concentrated, and the location is on the main street, and the company has a capacity when designed to accommodate employees and customers.
- b. The location of the company is affected by the residents of the area, so that it is not possible to sell a tourist program at a high cost in a modest neighborhood.
- c. Providing a display window containing various tools, posters, pictures, offers of tourist programs and tourist models that include famous planes and statues in countries, as well as pictures of flight attendants and how they supervise customers, pictures of services provided on the plane, and pictures of modern seats, their development and degrees.
- d. Availability of amenities in the tourism company, such as places for customers to sit and their hospitality, and the good arrangement and organization of the place reflects the management's understanding of development and modernization, as well as simplicity in choosing decoration, furniture, colors and posters, all of this reflects the spirit of the company, which is an interface frequented by many customers of different nationalities.
- e. The licensed commercial name of the company, which is prepared by placing an external plate in Arabic and English, in clear and large font.
- f. Availability of devices (printing devices, digital calculator, currency counterfeiting detection device...etc), and providing means of communication (telephone, fax, e-mail, and the Internet...etc), as well as providing security, comfort, ventilation, and cleanliness, and good customer service.

### **Second: Tourism development**

#### **1. The concept of tourism development**

There are many concepts of tourism development, which express a specific goal, which is to achieve a balanced and continuous increase in tourism resources, as well as increase productivity in the tourism sector through optimal exploitation of tourism resources. Tourism development is one of the latest types of modern development, which is one of the contemporary issues for some countries.

## 2. Definition of tourism development

We can review the definition of tourism development as stated by some researchers and specialists as follows

- Defined (Al-Rubi, 1987: 76) “Tourism development should not impede government activities and the activities of the private sector, and government activities in the field of tourism and hospitality should not be excluded, and on this basis it must be clear that tourism development must be carried out on the basis of partnership between the public sector and the private sector
- From the side of totalitarianism, he defined it (Todaro, 1988: 115) as “a multi-dimensional process that includes economic growth as well as necessary changes in the economic, social and cultural structures and attitudes of individuals and national institutions and an attempt to eradicate poverty, reduce unemployment and redistribute income in a more equitable manner
- He (Saleem, 1989: 32) defined development as “a process of natural and rural integration between a number of natural elements in the area and the public facilities that must exist as a basis for establishing tourism investments and meeting the needs of tourists
- And defined (Mcintosh, 1995: 350) as “part of a comprehensive development plan that is usually shared between the public and private sectors, each of which participates in certain parts of the project, and the government provides several infrastructure services such as water and transportation, and the private sector provides infrastructure such as restaurants.” hotels, recreational facilities, shopping areas, etc., meaning that the tourism development of Macintosh is a joint responsibility between the public and private sectors
- (Othmaneh, 1997: 129) believes that development is “a process that seeks to push the factors of production in the tourism sector to grow at a faster rate than their natural growth rate, by making maximum use of the elements of building tourism, whether human or natural, and then using them in the best way to develop tourism.” Tourism services provided.

## 3. Tourism development goals

Tourism development considered the human being to be the focus of development, so the state must strive to achieve everything he needs in order to keep his mental, physical and psychological capabilities as fully as possible (Abdul Qadir, 2003: 26), and the goals of tourism development are summarized as follows

### A. Economic Objectives:

One of the necessary goals achieved by development is to improve the balance of payments situation, achieve local development by creating new job opportunities, reducing unemployment in rural areas, increasing the level of income and state revenues from fees and taxes, providing and facilitating infrastructure services, and tourism development as a source of foreign and local currency (Hour, 2000: 105).

### B. Environmental Objectives:

It is to preserve the environment, prevent its deterioration and tamper with it, and set policies and procedures to protect it and protect biodiversity, as other sectors negatively affect the environment and the natural resources in it. Vegetarian and marine. (Abbawi, 2008: 47)

### C. Social and Cultural Objectives:

Tourism development works to find recreational facilities to serve the local population, raise living standards, improve the lifestyles of individuals and groups, and develop citizens' sense of belonging and devotion to their homeland (Interview, 2007: 74)

#### D. Political goals:

It works to increase communication and dissemination of cultures at different levels with countries that have tourism potentials and resources through improving and developing political relations between governments (Al-Zaher et al., 2001: 26).

#### 4. Dimensions of tourism development

The various definitions of tourism development include different dimensions that interact and overlap with each other in order to achieve development in the targeted development, for example in order to finance a project that must be socially, economically and environmentally viable (Wazzani, 2011: 82).

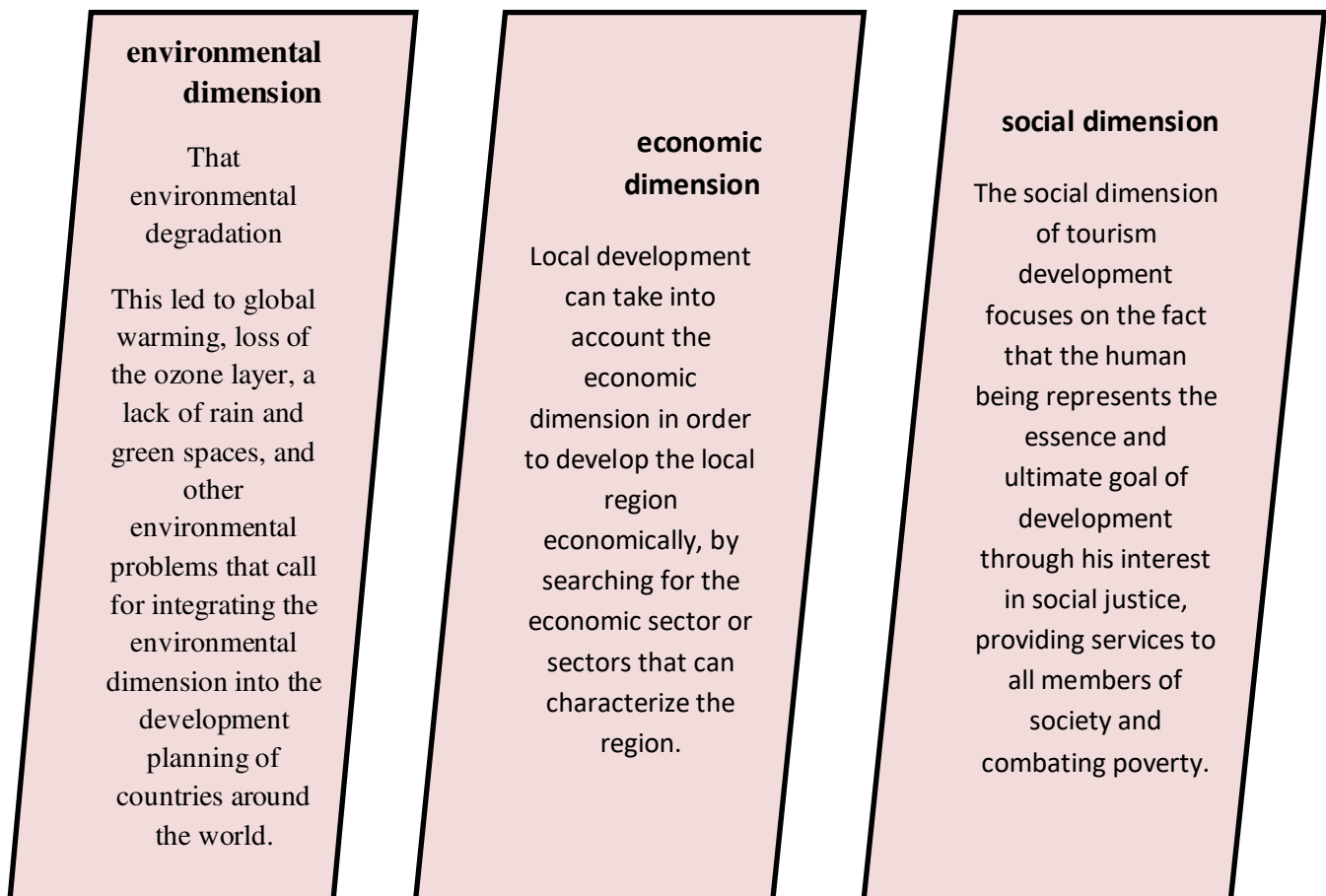


Figure (1) Dimensions of tourism development

#### 5. Elements of tourism development

The elements of tourism development are among the most important foundations for the development of tourism services, and these elements represent the main pillar of tourism, the most important of which are: (Ghunaim, 2008: 246).

Elements of tourist attractions that include two types:

**The first type:** Natural elements such as: climate, surface forms, forests and life

**The second type:** Man-made items: - such as museums, parks, and historical and archaeological sites.

- a.Transportation: all kinds, including: - land, air, and sea
  - b.Accommodation and accommodation: includes hotels, motels, and guest houses
  - c.Infrastructure services: including water, sewage, communications and electricity
  - d.Supporting facilities: These include tourism advertisements, banks and handicrafts
  - e.Food and drink places: they include restaurants, cafeterias, casinos, parks and cafes (Ghoneim, 1999: 54).
  - f.Tourism and travel companies and offices
- We will explain the elements of tourism development in the form of No. (2)

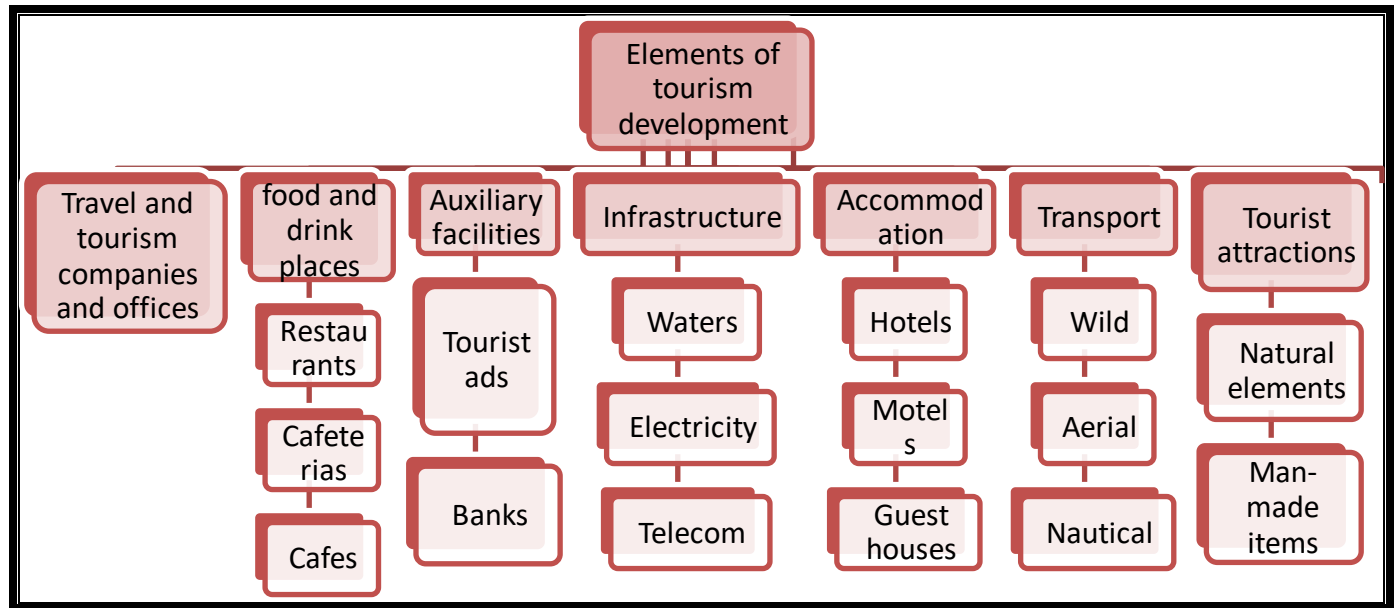


Figure (2) Elements of Tourism Development

**Third: Domestic tourism**

**1.The concept of domestic tourism:** its concept varies between most countries. In Canada and America, domestic tourism depends on the distance traveled by the local traveler. If it is 100 km or more from his place of residence, he is considered a local tourist. In Germany and Bulgaria, the local tourist who spends 5 days away from the place His residence, then, is the movement or visits that take place by local citizens within the borders of their state (Al-Sisi: 2006: 44).

**2.Definition of domestic tourism**

Domestic tourism has been defined by many researchers and specialists in this field as follows:

\*The definition issued by the World Tourism Organization (WTO) for the year 1992 AD, "Tourism is the activities of people traveling and residing in places outside their usual environment for a period of less than a year with the intention of rest, work or other purposes" (Victor, 2001:9).

\*He defined (Chissebourg, 1996: 133) domestic tourism, "which is the tourism activity that is carried out by the citizens of the state for its various cities in which there are tourist attractions or tourist attractions worthy of a visit, i.e. domestic tourism is an industry that is within the borders of the state and does not go outside its scope".

\*Defined by the Tourism Association as "any activity related to the short-term movement of individuals to destinations outside the places in which they normally live and the activities that they practice during their stay in these places" (Middleton, 2001:3).

\*I defined it (Amna, 2010: 70) “It is an internal tourist activity from the same country, that is, by residents of a particular country, and their travel from their place of residence for the purpose of tourism from their home or place of residence within the borders of the same country, and in a period of no less than 24 hours and no Exceeding the year limits from returning to the original residence.

### 3.The importance of domestic tourism

Domestic tourism is one of the most important types of tourism, which enjoys great importance through the social and economic benefits of the countries exporting tourists, and that it bears the burdens of expenses that leak from their economy, and the importance is concentrated in the following points: (Al-Qahtani, 1419: 21).

- a- Providing job opportunities for local citizens, stimulating work, and supporting and enhancing confidence in the effectiveness and efficiency of manpower employment (Kadah, 1418: 4)
- b - Increasing trust, interdependence and the strength of social relations, and increasing the ties between the regions of the state.
- c - Increasing the social and cultural awareness of local citizens about the tourist places, which are a means of cultural and intellectual communication among the residents of the regions and knowledge of customs and traditions and how they contribute to spreading cultural and environmental awareness of the region.
- d- Contribute to increasing resources and diversifying the resources of the national economy.
- c- It helps encourage the establishment of new facilities and services.
- e- Developing the infrastructure of the regions, especially remote areas and small towns.
- f- Encouraging tourism investment and increasing local investment opportunities within the borders of the state to reduce the leakage of national income outside the country.
- g- Paying attention to and preserving historical monuments from tampering and working to promote them (Taher, 1974: 14).
- h- Increasing opportunities to improve the level of operation of tourist facilities
- i- It contributes to the equilibrium of the distribution of national income (Miloud et al., 2019: 270-271).

### 4.Types of domestic tourism

Tourism can be classified into several types according to the different desires, motives and needs that drive domestic tourism. Many experts have classified it in the following forms:

- a- According to the number of people traveling: (Abdul-Wahhab, 1990: 72)
  - \*Individual tourism: It is prepared for the travel of one person or one family only, and the tourism program is limited to the individual or group to satisfy their needs and desires only.
  - \*Group tourism: It is prepared for a group of individuals linked by a specific place within a specific .club or company. It is called group tourism, which is usually organized by tourism companies
- b- According to the type of transportation used: (Subaihi et al., 1995: 50)
  - \*Land tourism: This includes transportation such as cars and trains
  - \*River or marine tourism: it includes ships, yachts and steamers
  - \*Air tourism: includes aircraft
- c- According to age or age: (Sabihi, others: 1995: 50)
  - \*Pioneering tourism: It relates to children from the age of (7-14) years, and is linked to educational trips through which various knowledge and skills are acquired
  - \*Youth tourism: it relates to the age group (15-21) years, characterized by surprise, research, excitement, and the acquisition of different skills.



\*Mature tourism: related to the age group (22-60) years, characterized by the search for rest and recreation and to reduce the workload.

Tourism beyond the age of work or retirement: related to those whose period of service has expired and they have reached the age of retirement.

e- By gender: (Sabihi et al., 1995: 51)

\*Men's tourism: it is intended for men and is restricted to women

\*Women's tourism: it is intended for women and is restricted to menC - According to the purpose: -

f- Tourism is divided according to the purpose as follows:

\*Cultural tourism: (Abdo, 1999: 26) The cultural aspect of this type plays a positive role in increasing the volume of tourist flows. The main purpose is to achieve the desires to be informed and to increase knowledge.

\*Religious tourism: (Al-Sukkar, 1994: 16) This type of tourism is one of the oldest types of tourism and is represented by visiting famous religious sites in the world such as Mecca and Medina

\*Medical tourism: (Sugar, 1994: 19) This type of tourism lies in the necessary need for treatment of physical or psychological diseases and other diseases that citizens suffer from in order to relieve pain and complete recovery.

g- Recreation tourism: The purpose of this tourism is the necessary rest to restore strength and psychological, physical and physical preparation of individuals

#### **Fourth: The elements of internal tourism in Iraq**

Iraq has many ingredients that help establish domestic tourism, and attract large numbers of local tourists. These ingredients can be classified as follows:

##### **1.Natural Ingredients**

A- Geographical location: The importance of the geographical location in terms of tourism, as it determines the relationship between the area intended to be visited by tourism development and the movement of foreign or international tourism in other regions, and this is the so-called intermediate sites, as the region in a region is not only the beneficiary of local tourists, but The benefit includes all the areas that mediate the centers of tourist attractions (Muhammad, 1980: 81). Those interested in designing natural sites are looking for natural features that are natural temptations. They determine the orientation to those natural areas and consider them as tourist attractions, such as the forests and mountainous areas in northern Iraq, and the marshes in the south. "Securing the kind of visual homogeneity and natural connection between the buildings and the surrounding tourist and environmental facilities will preserve the natural environment and not change its features, and it will preserve the natural environment, and preserve the landscape of the region or region" (Abdul-Jabbar, (1988: 33

B - Climate: The climate is an important and influential factor in the establishment of domestic tourism and in the characteristics of the region and the person and his lifestyle and activity, and what is compatible with the surrounding environment. The person works to adapt to the prevailing climatic conditions, where the importance of this factor is highlighted in the availability of weather conditions suitable for tourism such as temperatures Temperate sunshine and fresh air are among the best factors for tourism development (Hammadi et al., 2008: 256). Among the areas that occupy the first place in Iraq are the mountainous areas and snowfall in the winter season (Al-Hasani, 1977: 9).

C- Water resources: They are one of the tourism components because of their great importance for the establishment of human life and in various areas of life and tourism and to achieve tourism

development in particular. and volcanoes) and artificial factors (construction of dams and reservoirs), and not only this, but there are many lakes, most notably Lake Dukan, Darbandikhan, Tharthar, Sawa, Habbaniyah, Al-Ahwar, Jabayish, Abu Debs, Al-Hammar, Marsh Al-Dalamj, etc.), and some lakes have been invested around Cities such as (Habbaniyah Tourist City, Darbandikhan Tourist City Project, and Dokan), which encourage local tourism, especially in summer (Al-Ani, 1976: 51).

## **2.Abnormal ingredients**

**A- Human components:** The human components are of great importance in the development of tourism. They display their heritage tourist goods and the goods in which their town is famous, and they are the ones who manage the movement of the market from buying and selling and everything that the tourist coming to their area buys, that the local population bears the responsibility to take care of the cleanliness of public facilities to reflect on the environment of the place or the area frequented by tourists.

**B- Historic monuments and religious places:** These areas represent the remains of the ruins of previous civilizations that were found through excavations and excavations, as these monuments are an extension of the heritage of civilizations, development and human knowledge. Archaeological evidence indicates the presence of about (10 thousand) archaeological sites distributed throughout Iraq. The most prominent of these monuments are (Sumerian, Babylonian and Assyrian in Babylon, Nefer, Ur and Eridu, Nimrud, Warka, Aqarquf and the ruins of Al-Madain, as well as Tell Harmal in Baghdad).

There are also Arab-Islamic monuments, such as the Caliph Mosque, the Khan Murjan School, the Mustansiriya School, the Abbasid Palace and the city of Hadar (Hammadi et al., 2008: 257). There are other religious places represented in religious shrines, and they include religious places and shrines of the righteous saints, shrines and everything related to the religious heritage of a country, as well as monasteries, churches and religious tourism as a type of tourism, and this type of tourism is characterized by continuity and is not affected by living standards and climate. Religious tourism is one of the most important types of domestic tourism in Iraq, and this is due to the presence of important visiting centers for all religious sects and religions.

All of the aforementioned natural and artificial factors are of great importance to many hotel establishments, tourism and recreational organizations and all the tourism services that are associated with them.

## **The second topic / the practical and analytical aspect**

**First:** Testing the validity of the content with a peripheral comparison of the site and specifications of tourism companies and for the development of internal tourism

The two researchers relied on the method of content validity by the peripheral comparison to prove the validity of the questionnaire paragraphs in representing the subject of the study (location and specifications of tourism companies and its impact on the development of internal tourism) the best representation, which is based on (T-TEST) related to the comparison between two averages, after arranging the data either in descending order or Ascendingly and withdrawing 27% from the top and bottom of the arranged data, as the validity condition will be achieved in the questionnaire data when .the calculated T value is significant

The results of the application of content validity in the peripheral comparison to the study data and through the data of the statistical analysis and as presented in Table (1) were, in their entirety, significant, confirming the fulfillment of the validity condition in the paragraphs of the questionnaire with its two variables: the location and specifications of tourism companies) and (internal tourism development). Consequently, the two researchers concluded that the questionnaire represents the subject of the study marked (location and specifications of tourism companies and its impact on the .development of internal tourism) the best representation

Table (1) Results of content validity test by peripheral comparison

Analysis	probability value	TEST-T	Study variables	
Check the content validity condition in the independent variable questions	0.00	11.839	Location and specifications of the tour company	X
Achieving the content validity condition in the dimensions of internal tourism development	0.00	21.892	economical development	Y1
	0.00	21.566	environmental development	Y2
	0.00	20.313	social and cultural development	Y3
	0.00	25.035	Domestic tourism development	Y
Check the content validity condition in all the paragraphs of the questionnaire	0.00	53.307	All items of the questionnaire	

Source: Prepared by the two researchers according to the test results

**Second:** The internal consistency test for the study variables

**1.Internal consistency of the paragraphs of the independent variable**

Table (2) verifies that the five paragraphs within the independent variable formed a significant association with (the site and the specifications of the tourism company, documenting the existence of high honesty and clarity in the paragraphs of the mentioned independent variable.

Table (2) Results of the validity tests for the variable paragraphs Location and specifications of the tourism companies

The value of the correlation coefficient between the paragraph and its dimension	vertebrae	Variables and dimensions
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0.573 <sup>**</sup>	X1	Location and specifications of the tour company	X
0.681 <sup>**</sup>	X2		
0.638 <sup>**</sup>	X3		
0.693 <sup>**</sup>	X4		
0.722 <sup>**</sup>	X5		

Source: Prepared by the two researchers according to the results of the program SPSS v25

**2.Internal consistency of the paragraphs of the dependent variable**

Table (3) verifies that the six paragraphs within the first dimension of the development of domestic tourism formed a moral association with (economic development) and at the same time the same paragraphs recorded a moral association with the development of domestic tourism, and that the four paragraphs in the second dimension of the development of domestic tourism formed a moral association with (Environmental development) At the same time, the same paragraphs recorded a moral association with the development of domestic tourism, as documented in Table (3) that the six paragraphs in the third dimension of the development of domestic tourism formed a moral association with (social and cultural development) and at the same time the same paragraphs recorded a moral association With the development of domestic tourism, while Table (3) achieves that the sixteen paragraphs in the dependent variable formed a significant association with the development of domestic tourism, documenting the existence of high sincerity and clarity in the paragraphs of the mentioned dependent variable.

Table (3) Results of validity tests for items and dimensions of the internal tourism development variable

The value of the correlation coefficient between the paragraph and the site and specifications of the tourism company	The value of the correlation coefficient between the paragraph and its dimension	vertebrae	The dimension
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0.535 <sup>**</sup>	0.561 <sup>**</sup>	Y11	economical development	Y1
0.595 <sup>**</sup>	0.605 <sup>**</sup>	Y12		
0.643 <sup>**</sup>	0.737 <sup>**</sup>	Y13		
0.585 <sup>**</sup>	0.715 <sup>**</sup>	Y14		
0.533 <sup>**</sup>	0.673 <sup>**</sup>	Y15		
0.592 <sup>**</sup>	0.754 <sup>**</sup>	Y16		
0.505 <sup>**</sup>	0.642 <sup>**</sup>	Y21	environmental development	Y2
0.556 <sup>**</sup>	0.724 <sup>**</sup>	Y22		
0.592 <sup>**</sup>	0.777 <sup>**</sup>	Y23		
0.215 <sup>**</sup>	0.499 <sup>**</sup>	Y24		
0.432 <sup>**</sup>	0.601 <sup>**</sup>	Y31	social and cultural development	Y3
0.612 <sup>**</sup>	0.649 <sup>**</sup>	Y32		
0.628 <sup>**</sup>	0.717 <sup>**</sup>	Y33		
0.671 <sup>**</sup>	0.797 <sup>**</sup>	Y34		
0.432 <sup>**</sup>	0.590 <sup>**</sup>	Y35		
0.615 <sup>**</sup>	0.749 <sup>**</sup>	Y36		

Source: Prepared by the two researchers according to the test results

### Third: Description of the research sample

1.Gender: Table (4) shows that the percentage of males among the respondents was the most (54%), but the percentage of females among the total sample members was recorded (46%). This indicates that the number of female employees in tourism companies is somewhat close to the number of males, as shown in Figure (3).

2.Academic qualification: Table (4) confirms that the percentage of those with bachelor’s degrees in the studied sample was the highest, reaching (32%), and it was equal to the percentage of those with higher degrees among the sample members, which amounted to (32%), which indicates the presence of noticeable interest from the owners of tourism companies. Relying on talented people in the work of their companies, and as indicated in Figure (3)

3.Training courses: Table (4) achieves that the percentage of participation in training courses in the field of tourism specialization was the highest among workers in tourism companies, at (61.50%) and at a rate of (2.87) per person participating in these specialized courses, as indicated in the figure (3).

While the percentage of those who did not participate in training courses among the sample members was recorded at (38.50%), which is not a small percentage that confirms the need for the owners of tourism companies to involve their workers in specialized courses to raise their efficiency and keep pace with the latest developments in the field of tourism.

4.The number of trips organized by the tourism companies: Table (4) shows that the percentage of the number of trips organized by the tourism company to the Kurdistan region was the most with a rate of (51.81%), while the southern marshes ranked second among the destinations of the tourism companies with a rate of (23.48%) devouring the destination of places religious sites by (14.72%), while the interest of tourism companies was towards the least archaeological sites by (10%), as shown in Figure (4).

Table (4) Results of the descriptive analysis of identifying information

%percentage		the number	Category		Attribute
54%		108	Mention		Gender
46%		92	female		
100%		200	Total		
4%		8	PhD		Qualification
18%		36	M.A.		
10%		20	Higher Diploma		
32%		64	Bachelor		
25.5%		51	diploma		
10.5%		21	middle school		
100%		200	Total		
Course rate per person	% percentage	the number	Attribute		Training courses in the field of tourism specialization
2.87	61.50%	123	Number of courses	Yes	
	38.50%	77	No		
	100%	200	Total		
%percentage		the number	Attribute		

51.81%	14856	Kurdistan Region	The number of trips organized by the company
9.995%	2866	South marshes	
23.48%	6731	Religious places	
14.72%	4220	Archaeological sites	

Source: Prepared by researchers according to the data of the studied sample.

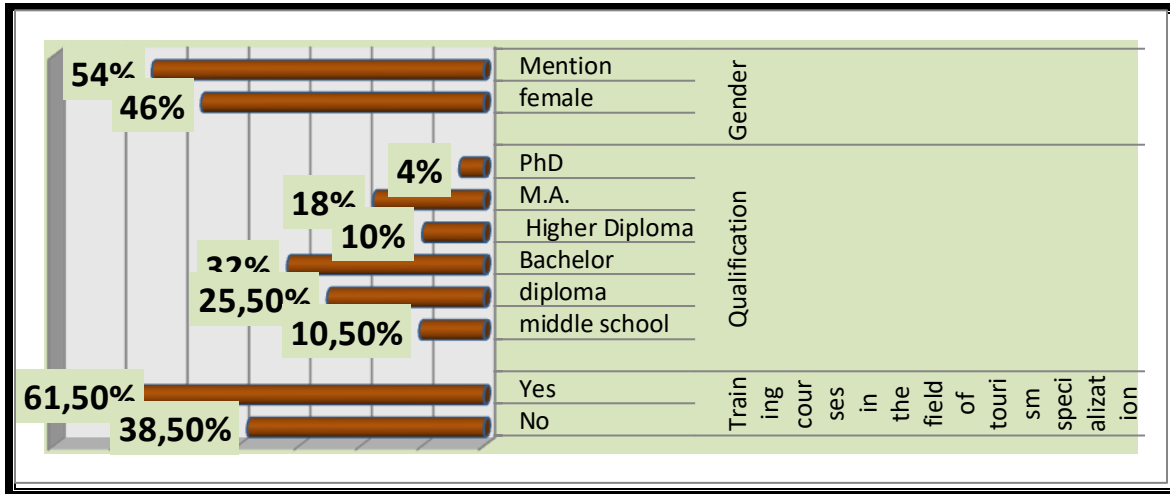


Figure (3) Percentages of the distribution of the sample members according to the identifying information

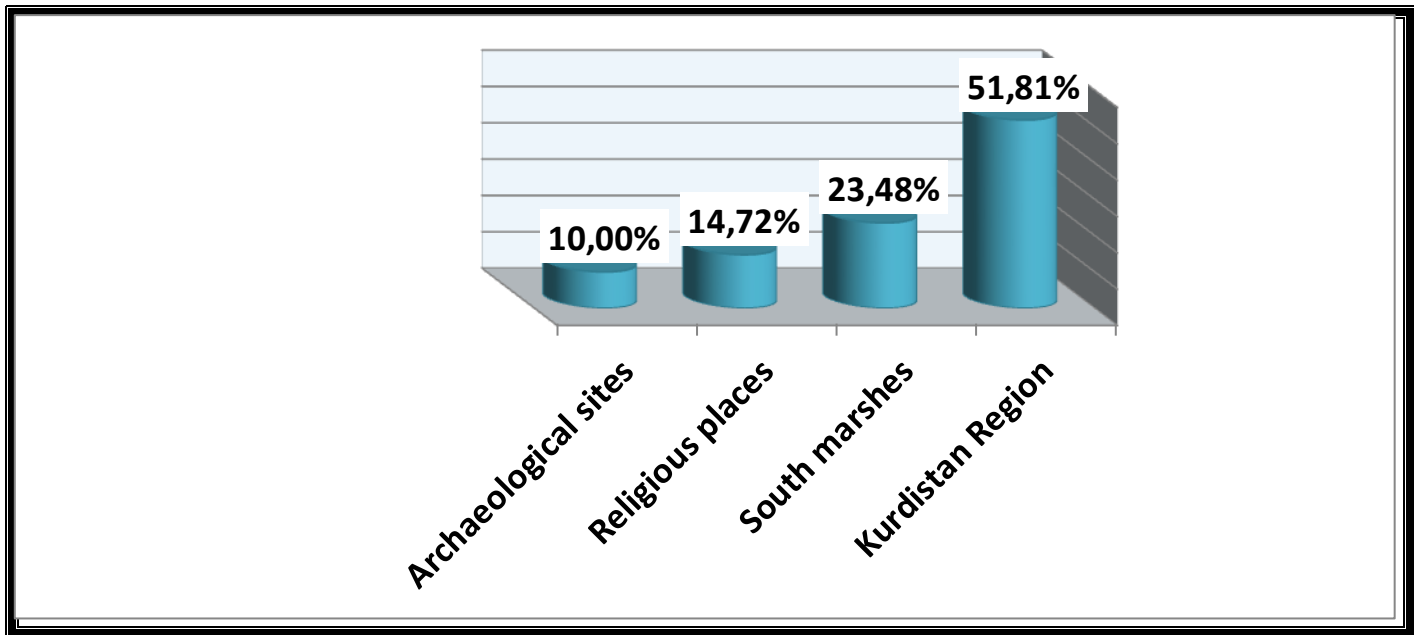


Figure (4) Percentages of the types of tourist trips

**Fourth: Analyzing the level of the sample's answers to the study variables**

The study focuses here on the presentation and interpretation of the outputs of the descriptive analysis of the location and specifications of tourism companies and for the development of domestic tourism.

Table (5) the matrix of the strength of the answers to the paragraphs of the questionnaire

The response level of the sample members	The strength of the answers to the paragraphs of the questionnaire	The value of the weighted arithmetic average is included within the period	Category
very low	Completely disagree	to less than 1.8	first
Low	Lack of agreement	to less than 2.6	the second
Moderate	neutral	From 2.6 to less than 3.4	the third
High	the agreement	to less than 4.2	thefourth
very high	Totally agree	to 5	Fifth
The length of the category in the matrix = $\frac{(5-1) \times 4}{5} = 0.80$ { when the five-point Likert scale was adopted in the study			

(Source: (Karnilev, 2021:56)

The two researchers benefit from the weighted arithmetic means, standard deviations, and the relative importance in the process of descriptive analysis of the data. The results of the descriptive analysis of the location and specifications of tourism companies and for the development of domestic tourism as in Table (6) and Figure (5) are as follows:

**1.Descriptive analysis of the independent variable (location and specifications of tourism companies):**

The value of the weighted arithmetic average for the independent variable (location and specifications of the tourism company) amounted to (4,200), and it came within the category between (from 4.2 to 5) in the matrix of response strength of the sample members, to establish this that the level of importance of the sample answers on the entire paragraphs of the site and the specifications of the tourism company It tended towards complete agreement with a very high response level, with a standard deviation of (0.508), which shows the homogeneity of the sample’s answers regarding its paragraphs, and the relative importance was (84%), which shows the agreement of most of the study sample members on the importance of the site paragraphs and the specifications of the tourism company, .which contributes to strengthening The performance of tourism companies in Baghdad

And that the levels of importance of the paragraphs were distributed among the highest response level achieved by paragraph (1) among all the paragraphs, with a weighted average value of (4,300) and a standard deviation of (0.437), and a relative importance of (86%) to confirm that the agreement of most members of the study sample on the importance of Paragraph (1), confirming that (the location of the tourism companies is close to the commercial centers in Baghdad and under the eyes of members of the community).

And that paragraph (5) achieved the lowest response level among all paragraphs, as the weighted arithmetic mean value was (4.115) and the standard deviation was (0.593), and the relative importance



response level	Relative importance%	standard deviation	weighted arithmetic mean	the scale					code
				I don't totally agree	I do not agree	neutral	Agreed	Totally agree	
				1	2	3	4	5	
				Percentage of sample answers according to each choice of the scale					
very high	86%	0.437	4.300	0	0.5	2	8.5	89	X1
High	83.40%	0.467	4.170	0	0	1	25	74	X2
very high	85%	0.495	4.250	0	0.5	3	11.5	85	X3
High	83.30%	0.549	4.165	0	0.5	3.5	19	77	X4

formed (82.3%) to confirm this (the possession of tourism companies in Baghdad with equipment printers, digital computers and counterfeit currency detectors).

High	82.30%	0.593	4.115	0	1	3.5	22.5	73	X5
very high	84%	0.508	4.200	X					
The independent variable (location and specifications of the tourism company)									

Source: Prepared by the two researchers according to the results of the SPSS V25 program

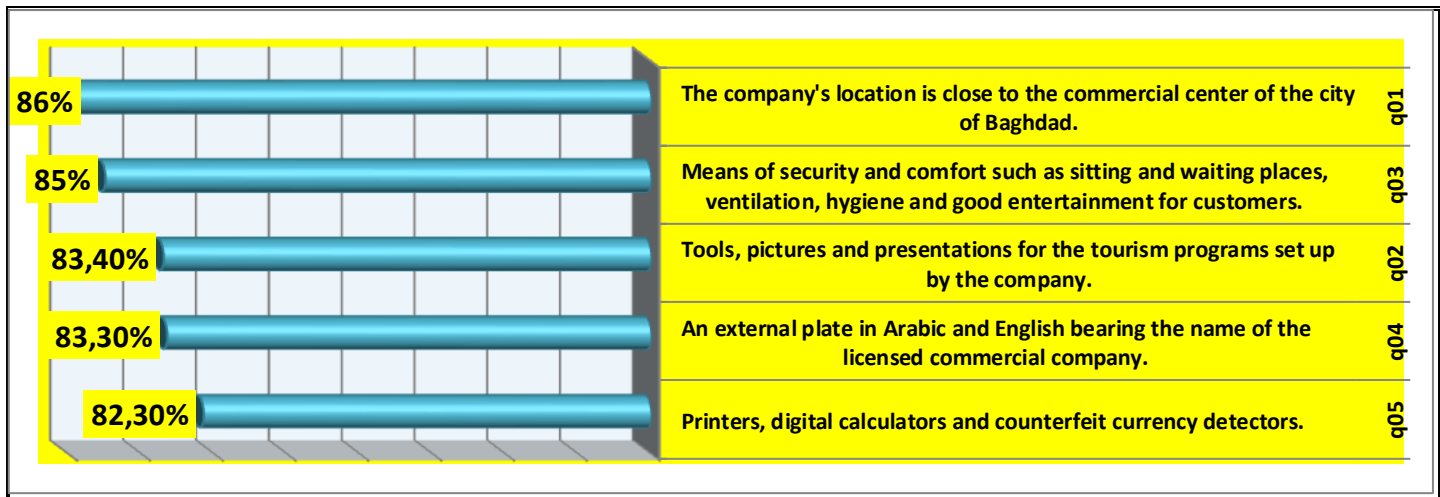


Figure (5) Arranging the site paragraphs and the specifications of the tourism company depending on the relative importance%

## 2.Descriptive Analysis of Domestic Tourism Development

Table (7) and Figure (6) document the following: The value of the weighted arithmetic average for the development of domestic tourism as the dependent variable was recorded (3.994), which is greater than the value of the hypothetical average, and the value of the weighted arithmetic average for the development of domestic tourism within the category between (from 3.4 to less than 4.2) in the matrix of response strength of the sample members, which confirms that the answer tended towards agreement and with a high response level, and with a standard deviation for the development of domestic tourism, its value was (0.617), which shows the extent of homogeneity of the answers of the study sample regarding the paragraphs of domestic tourism development), while the relative importance of the development Domestic tourism (79.88%, which shows the agreement of most of the study sample on the paragraphs of developing domestic tourism, and from it we conclude that tourism companies in Baghdad are noticeably interested in the development of domestic tourism with its dependent dimensions, including economic development, environmental development and social and cultural development, but the interest was in somewhat close proportions As shown in Table (7) and Figure (6), as follows.

Table (7) The level of importance of the dependent variable on the development of domestic tourism

ranking	The response level of the sample members	Relative importance %	standard deviation	weighted arithmetic mean	variables	code
the first	High	80.13%	0.627	4.007	economical development	Y1
The second	High	79.88%	0.586	3.994	environmental development	Y2
the third	High	79.62%	0.638	3.981	social and cultural development	Y3
subordinate	High	79.88%	0.617	3.994	Domestic tourism development	Y

Source: Prepared by the two researchers according to the results of the SPSS V25 program

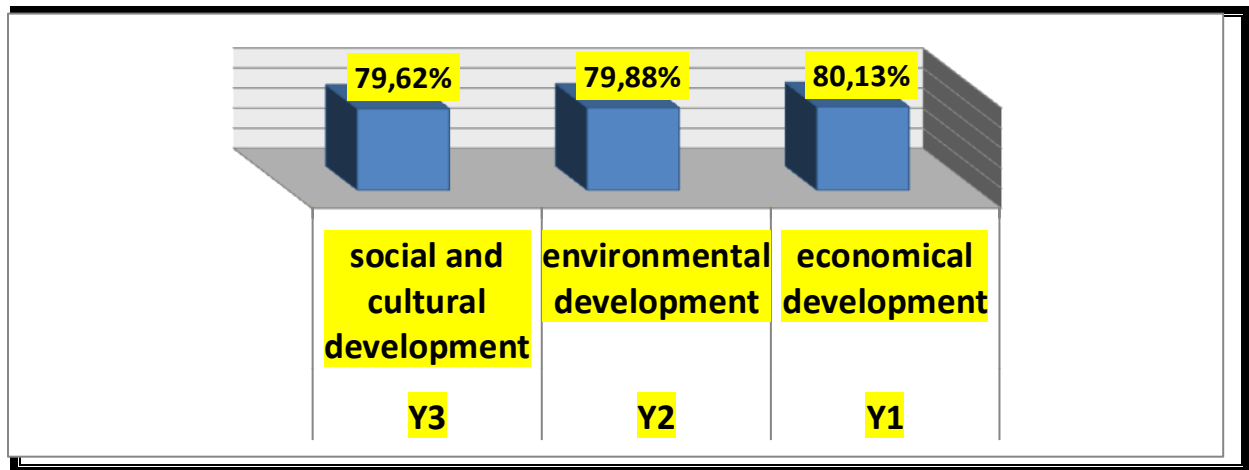


Figure (6) Distribution of the dimensions of domestic tourism development according to relative importance

The levels of responses of the study sample to the dimensions of the development of domestic tourism were distributed among the highest level of response by the sample members, achieved by the dependent dimension of economic development among all the dependent dimensions, with a weighted arithmetic mean of (4.007) and a standard deviation of (0.627), and its relative importance formed (80.13% ) as an indicator in Figure (6), suggesting that more than three-quarters of the study sample agree on the importance of economic development for tourism companies in Baghdad when they are set in their plans to promote the development of domestic tourism.

Figure (6) shows that the dependent dimension of social and cultural development achieved the lowest level of response among the dimensions of domestic tourism development, as the weighted arithmetic mean value of this dependent dimension was (3.981), and the standard deviation of social and cultural development was recorded (0.638), and the relative importance reached ( 79.62%) To confirm this, most of the study sample members agreed that there is somewhat less interest from tourism companies in Baghdad in social and cultural development compared to the rest of the dependent dimensions, from the point of view of the study sample.

**Fifth: Testing the research hypotheses**

**First: The link between the location and specifications of tourism companies and the development of domestic tourism.**

The two researchers employ to test the hypotheses of the correlation between the site and specifications of tourism companies and the development of domestic tourism. They employ the (Z-TEST) test, as the correlation hypothesis will be accepted if the probabilistic value (p value) corresponding to the calculated Z value is less or equal to the moral level used in the study, which is (0.05), including It confirms the validity of the correlation hypothesis with a confidence of 95%, but if the p value is greater than the level (0.05), the hypothesis is rejected. As well as the correlation coefficient between the two variables to explain the strength and direction of the correlation, and the following hypotheses will be tested:

The first main hypothesis:

There is a significant statistically significant correlation between the site and specifications of tourism ) companies and the development of domestic tourism).

The results were as follows:

Table (8) documents the acceptance of the secondary hypothesis that (there is a significant statistically significant correlation between the site and the specifications of the tourism company and the development of domestic tourism) in order to achieve acceptance of the first hypothesis emanating from the first main hypothesis with a confidence rate of (95%), as the calculated Z value reached ( 11.243) which is significant, while the value of the correlation coefficient between the site and the specifications of the tourism company and the development of domestic tourism was recorded (0.797 \*\*) to establish that there is a strong direct correlation between the site and specifications of the tourism company and the development of domestic tourism according to the opinions of the study sample.

Table (8) results of the first main hypothesis test

Interpretation	Z . test		The correlation coefficient between two variables	dependent variable	independent subordinate
	probabili ty value	Calcula ted Z- value			
There is a strong direct correlation between the site and the specifications of the tourism company and the	0.00	11.243	0.797**	<b>Domestic tourism developm ent</b>	<b>Location and specifications of the tour company</b>

development of domestic tourism, and thus the acceptance of the first main hypothesis					
Indicates that the relationship is significant between the two variables at the ** 0.01significance level					

**Second: The impact of the location and specifications of tourism companies on the development of domestic tourism.**

The two researchers relied on the application of the (F-TEST) test to demonstrate the validity of the hypotheses of the impact of the site and specifications of tourism companies in the development of domestic tourism, as the hypothesis of the impact will be accepted when the probability value corresponding to the calculated F value is less than a significant level (0.05), and also the calculated F value is greater than Its tabular counterparts amounting to (3.9201), that is, the hypothesis is accepted by (95%). As for the explanation of the percentage of interpretation of the location and specifications of the tourism companies for the changes that occur in the development of domestic tourism, the two researchers employed the coefficient of determination R<sup>2</sup>% (Coefficient Of Determination) for that, and the following hypothesis will be tested:

The second main hypothesis:

There is a significant effect of statistical significance for the location and specifications of tourism companies in the development of domestic tourism

The results of the statistical analysis to test the hypotheses of the impact of the location and specifications of the tourism companies on the dependent variable represented in the development of domestic tourism were as follows:

Table (9) achieves acceptance of the second main hypothesis that (there is a significant effect of statistical significance for the site and the specifications of the tourism company in the development of domestic tourism) with a confidence rate of (95%), as the calculated F value reached (344.69) which is significant, while the value of the coefficient of determination reached (63.50%), which indicates the percentage of interpretation of the site and the specifications of the tourism company for the variable that expresses the development of domestic tourism.

Thus, we obtain a simple linear regression model that expresses the linear influence relationship between the location and specifications of the tourism company (X1) and the development of domestic tourism, which is symbolized by ( Y) as follows:

$$Y \text{ (internal tourism development)} = 0.836 + 0.43 \text{ (location and specifications of the tourism company)} X1$$

Table (9) Statistical analysis to test the impact of the site and specifications of tourism companies in the development of domestic tourism

test result	F . test		coefficent of determination R2 %	dependant variable	independent variable
	probabilitiy value	Calculated F value			
Acceptance of the second main hypothesis with a confidence of 95%, that is, there is a noticeable impact of the location and specifications of the tourism company on the development of domestic tourism	0.00	164.87	77%	Domestic tourism development	Location and specifications of the tour company
Tabular F value at a significant level (0.05) = 2.4472					

Source: Prepared by the two researchers according to the results of the SPSS V25 program  
 It is concluded from the results of the previous analysis and Table (9) that the site and the specifications of the tourism company have a significant positive impact on the development of domestic tourism, as it recorded a beta value of (0.43), which confirms that the rate of (43%) of the change in the development of domestic tourism is explained by the variable The independent (the site and specifications of the tourism company) in the event of a direct change in it by one unit.

**Conclusions and Recommendations**

**First: the conclusions**

In light of the results obtained on the practical side, and after discussing these results, we reached the following theoretical and practical conclusions:

1. There is a statistically significant relationship between the location and specifications of tourism companies and the development of domestic tourism.
2. There is a noticeable impact of the location and specifications of tourism companies in the development of domestic tourism.
3. The number of female employees in tourism companies is somewhat close to the number of males
4. The percentage of those with higher degrees is similar to the percentage of those with bachelor's degrees in tourism companies.
5. The percentage of participation in training courses in the field of tourism specialization was the highest among workers in tourism companies.
6. The ratio of the number of trips organized by the tourism company to the Kurdistan region was the highest among the destinations of the tourism companies compared to the Marshes of the South and the archaeological and religious sites.
7. The location is a factor in the success of tourism companies, which depends on the basics that contribute to its success.
8. The location of the company is affected according to the specifications of the area and its residents, and thus affects the price of the tourism programs.
9. Tourism companies pay more attention to economic development than to environmental, social and cultural development.
10. Economic development maintains the local currency, achieve economic benefits for the country and reduce financial leakage from the local economy
11. Domestic tourism contributes to preserving the natural environment and its elements.

### **Second: Recommendations**

The two researchers made several recommendations in the light of the conclusions obtained from this research, the purpose of which is to emphasize the positive points and solve some negative points in the problem that has been studied, which are as follows:

1. Enhancing the specifications of tourism companies by using modern communication devices that enhance their activities.
2. Work on attracting cadres with tourism specializations to work in the field of tourism guidance to enhance the performance of tourism companies, which enhances their matches.
3. Coordination with the authorities concerned with infrastructure, such as transportation, and with appropriate standards.
4. Interest in organizing trips to all kinds of tourist sites such as the marshes of the south and archaeological sites to activate this type of tourism and raise awareness of the people of the community and inform them of the country's tourism potential.
5. The necessity of communication between tourism companies to prevent barriers that hinder workers from being creative in their field of work.
6. The necessity of setting goals that seek environmental, social and cultural development alongside economic development.
7. Continuing to be promoted by tourism companies on social media for their location and all their activities and trips.
8. The necessity of organizing domestic tourism trips to preserve the local currency and achieve economic benefits for the country and reduce financial leakage from the local economy.

9.Encouraging tourist trips to natural areas and educating tourists to preserve the environment and its elements.

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